



# Alera ConnectHR Client Success Story:

Navigating Staffing Challenges in a Highly Competitive Market

Creating the foundation for a pipeline of professionals

## THE CLIENT

This Alera ConnectHR client provides early intervention services for infants and toddlers with special needs. This early intervention is crucial when children have developmental delays—helping them build the skills necessary to succeed in school and life can allow these children to stay on track with their peers, significantly improving long-term outcomes. The organization has around 35 employees.

## THE CHALLENGE

Finding and retaining qualified professionals is a consistent challenge for this client. Staffing for this type of work is difficult in many markets, but the smaller population and extremely competitive healthcare environment in Alaska make it even more daunting. And when the organization is understaffed, fewer children get the vital support they need.

## ALERA CONNECTHR'S SOLUTION

Our recruitment team worked closely with the client to build a comprehensive recruitment strategy that would drive strong connections with future employees/candidates—outlining action items and an execution timeline. We updated recruiting marketing materials, found compelling new ways to post openings, expanded the organization's social media presence, and managed a comprehensive compensation review to help the board and leaders understand the competitive market.

We also relied on our solid relationships with various universities—many of which produce skilled and eager paraprofessionals who typically are good fits for this work. We send regular communications to students at these schools regarding opportunities, so we promoted the client and began building what we hope will be a fruitful pipeline.



## THE RESULTS

We have continued to establish relationships with future potential candidates at universities while utilizing new marketing materials and tools to connect with active and passive candidates in the market. While the organization likely will always face some staffing challenges due to the nature of the industry and the competitive environment, having a solid plan in place and the proper support has positioned them well for the future—much like the children they serve.

To learn more, contact your local Alera ConnectHR representative or visit [www.alerachr.com](http://www.alerachr.com).

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