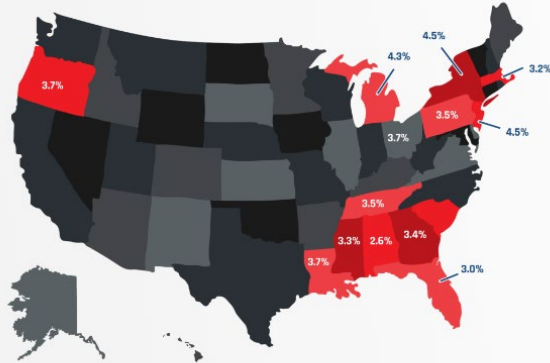


US Unemployment | 3.7%*



In one of the tightest labor markets in US history, we give our clients the proven tools and techniques to create campaigns that attract and grow a diverse talent pool aligned with their needs



Coping with the New Normal

How to battle the tight labor market and transform your talent acquisition strategy

Agenda

- Alabama Unemployment Rate
- Top Open Positions
- Understanding Today's Workforce – 2024 Alabama Worker Survey
 - Demographics
 - How likely are they to be searching for another job?
 - Current job satisfaction
 - What they want from a new employer
- How to attract talent - attracting passive applicants
- Recap



The State of the Alabama Labor Market

MARKET STATISTICS FROM ST LOUIS FED, TALENT NEURON,
US DEPT OF LABOR

ALABAMA UNEMPLOYMENT

3.0% - March 2024

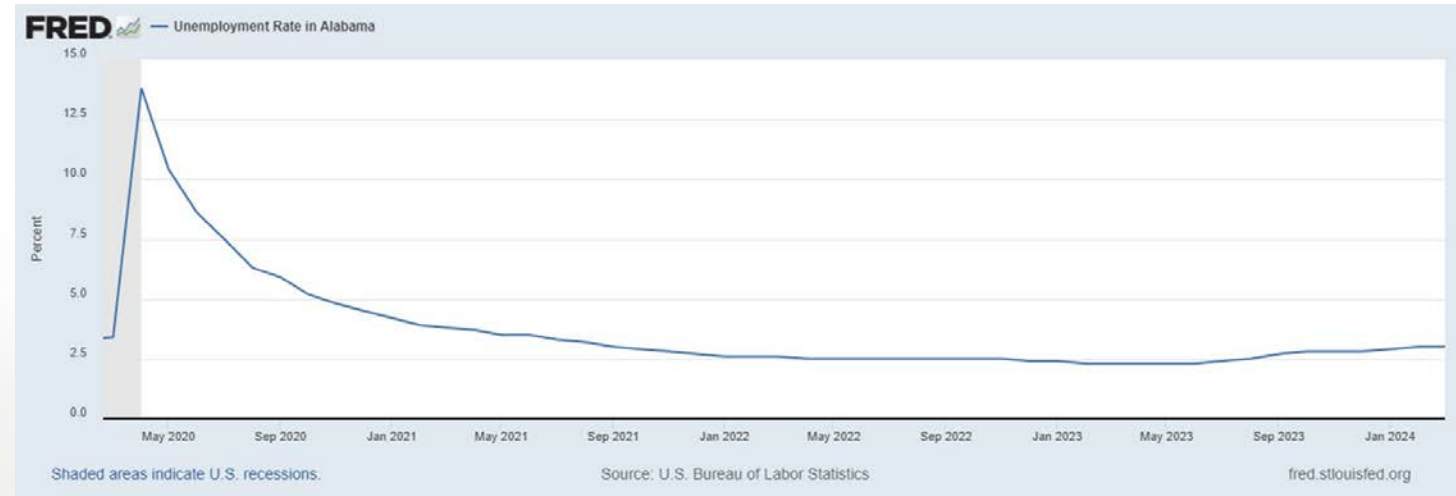
2.7% - September 2023

2.5% - September 2022

3.0% - September 2021

3.0% - September 2019

Alabama Comprehensive Unemployment Rate*

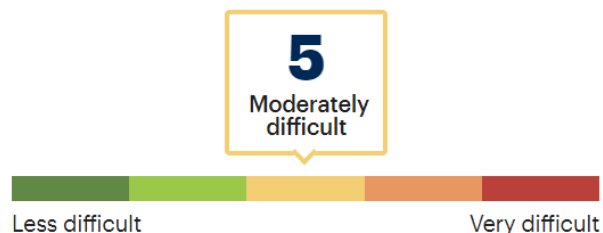


**US Healthcare
Unemployment – 2.2%**

*SOURCE: <https://fred.stlouisfed.org/series/ALUR>

Alabama Hiring Report.

Hiring difficulty



Supply



2,008,838

Demand



61,246

Posting duration



62 days

Estimated Salary



\$57k - \$89k

Top titles

Titles	# of job postings
Registered Nurse	7,293
Assistant Store Manager	5,043
Customer Service Representative	4,989
Registered Nurse Medical Surgical	4,776
Store Manager	3,591

Top skills

Skills	# of job postings
Communication	21,509
Scheduling	16,755
Customer service	13,162
Operations	11,830
Supervision	11,300

Active employers

Employers	# of job postings
GPAC	2,279
The Dollar General	1,244
Thoughtwave Software and Solutions	1,023
University of Alabama at Birmingham	968
Internal Revenue Service	881

Alabama Hiring Difficulty by Industry.

Hiring difficulty

How hard will it be to fill this position?

6

Moderately difficult



Service Industries

Hiring difficulty

How hard will it be to fill this position?

4

Slightly difficult



Manufacturing

Hiring difficulty

How hard will it be to fill this position?

7

Difficult



Healthcare

Hiring difficulty

How hard will it be to fill this position?

7

Difficult



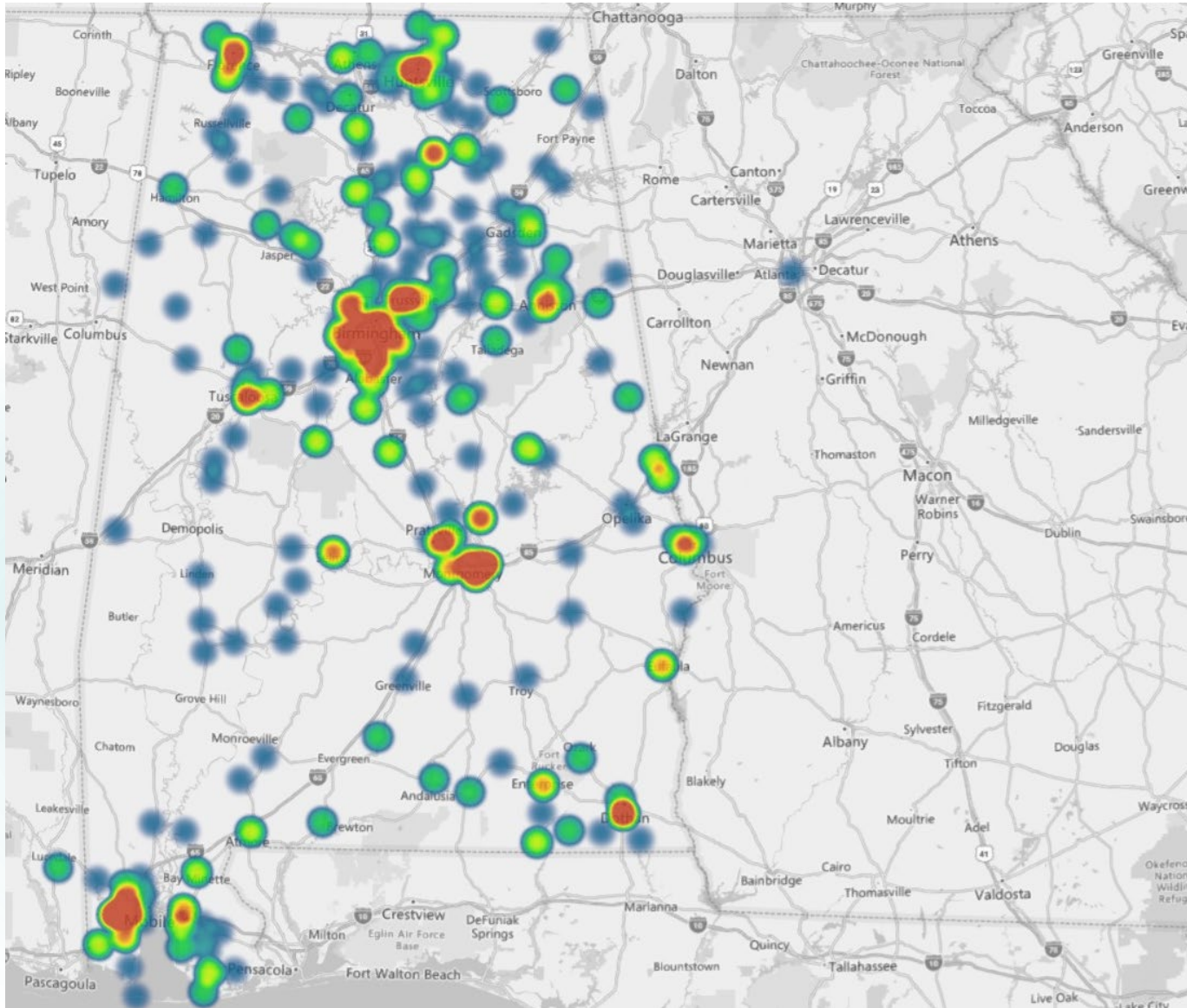
Education



2024 Alabama Labor Survey

APRIL 2024

Survey Respondents.

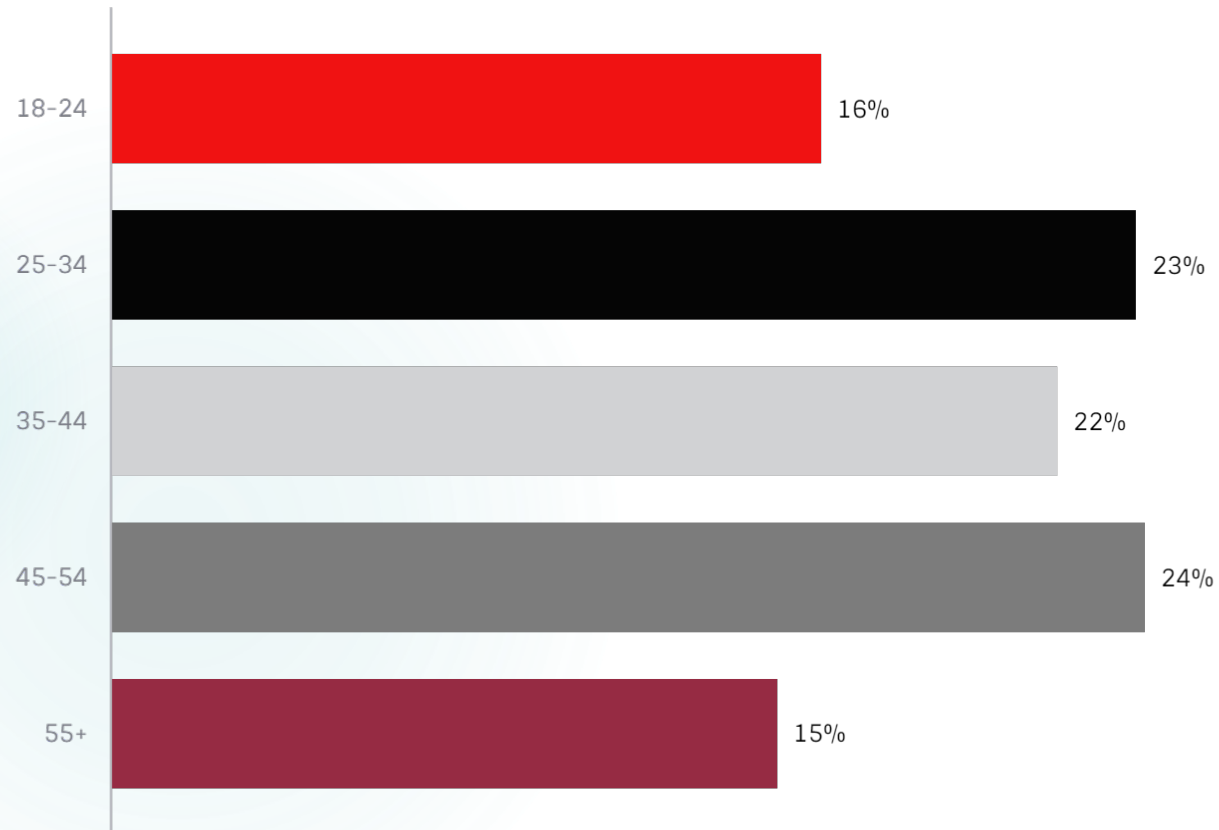


Respondents

- 500 Respondents
- Representative sample of age groups

Survey Respondents.

Age of Respondents

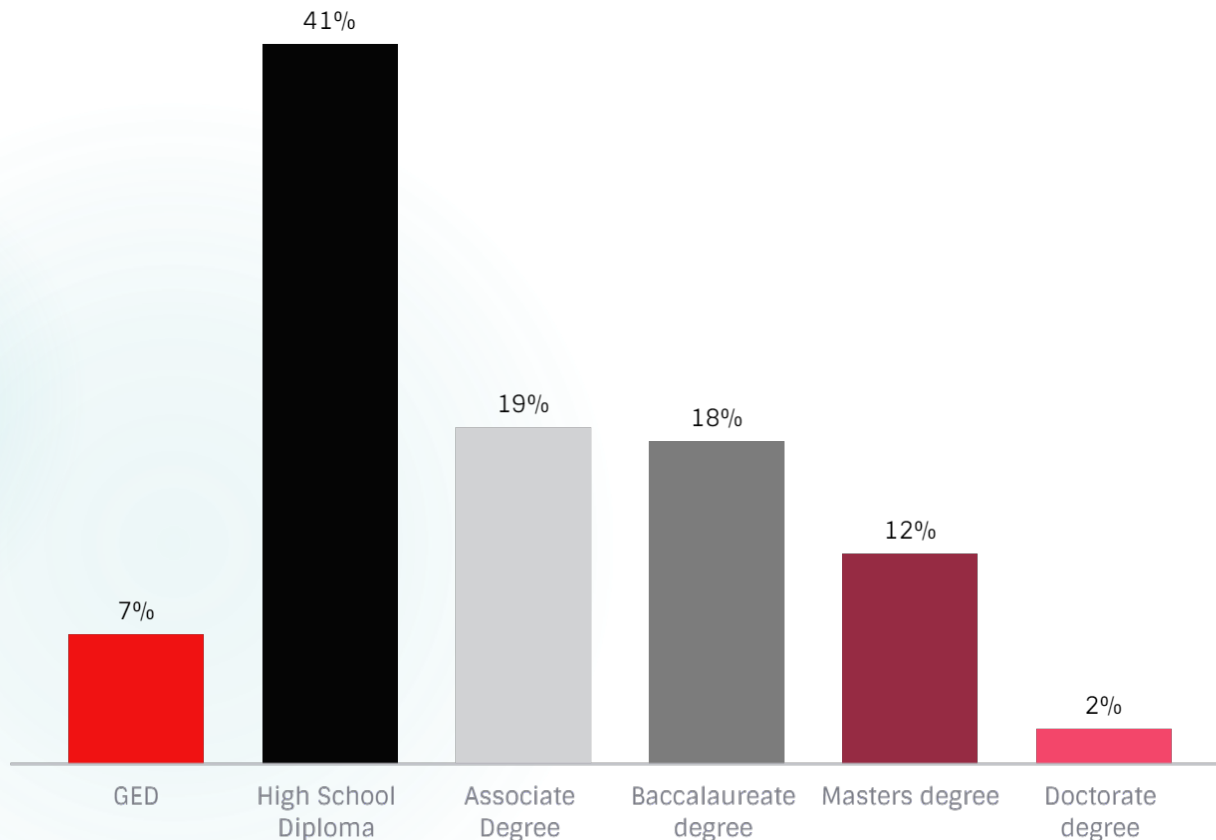


Respondents

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Survey Respondents.

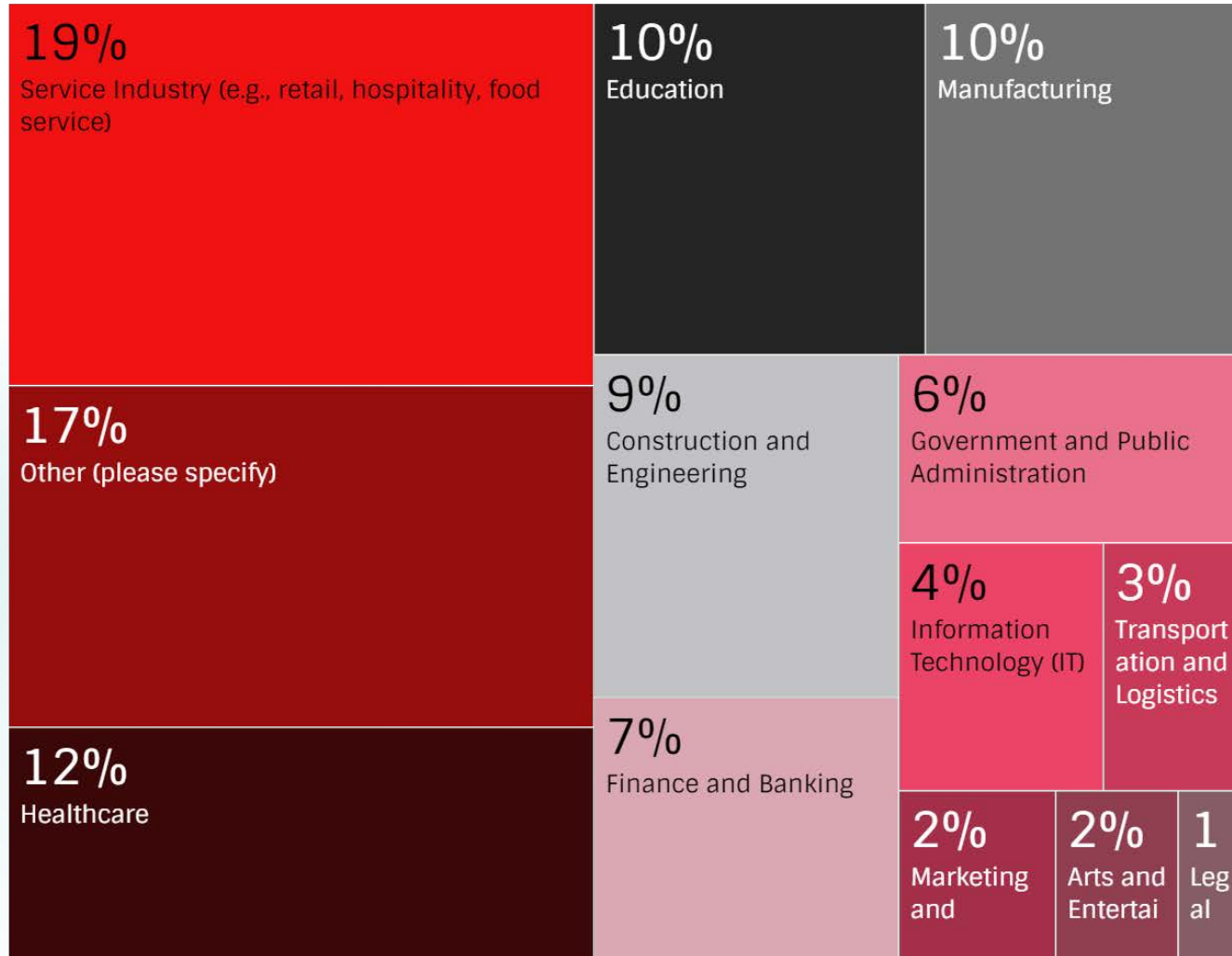
Education



Respondents

- 500 Respondents
- Representative sample of age groups
- Education attainment over-represented in the associate's and bachelor's degree holders

Survey Respondents - Industry



Top 5

- Service Industries
- Healthcare
- Education
- Manufacturing
- Construction

Survey Respondents – Industry “Other”

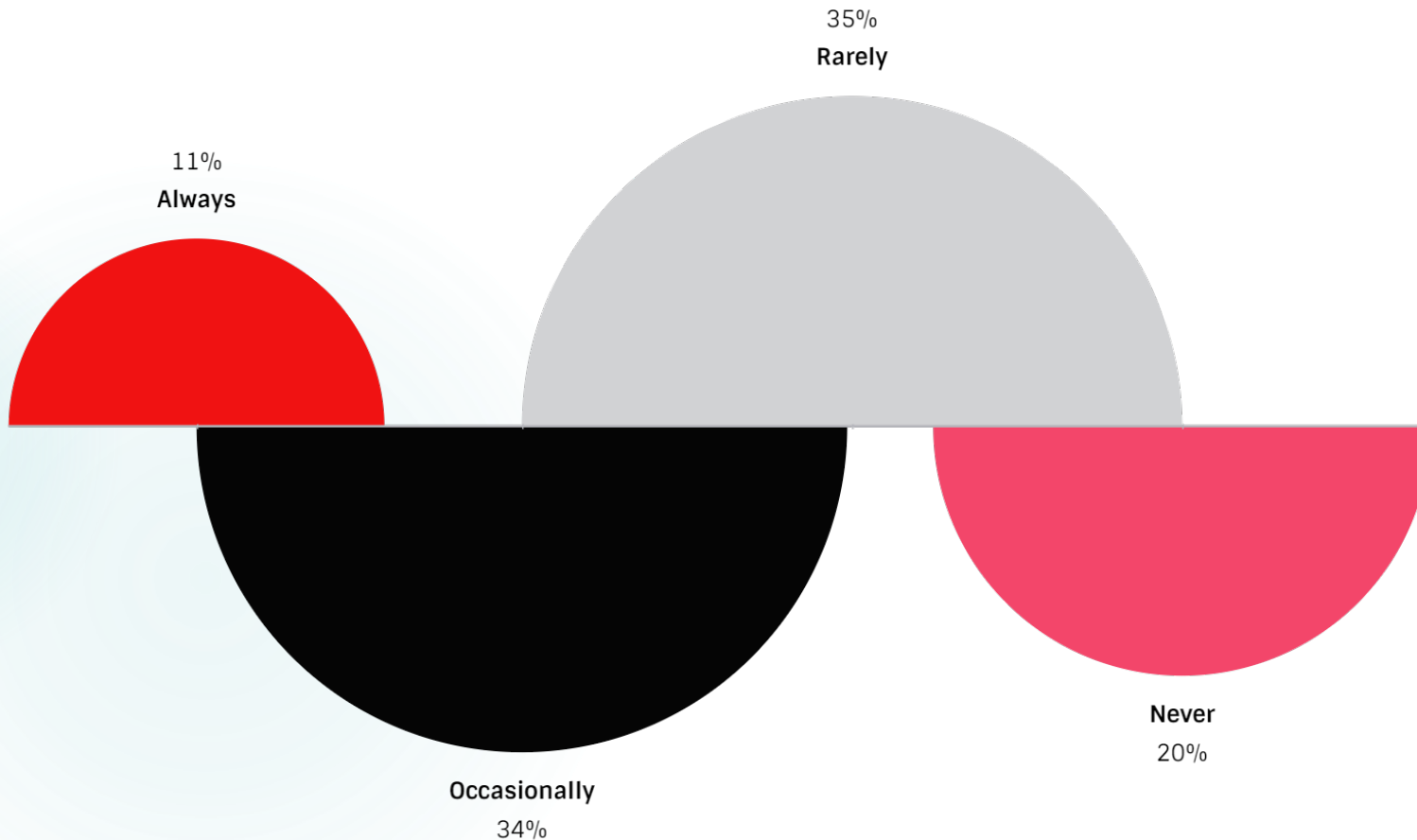


17%

Other
Classification

Survey Respondents – Industry “Other”

How often do you find yourself searching for other jobs?



Most Searchers (Occasionally or Always)

- Legal & Law Enforcement – 75%
- Service Industry - 55%
- Education – 49%
- Construction & Engineering – 49%

Least Searchers (Rarely or Never)

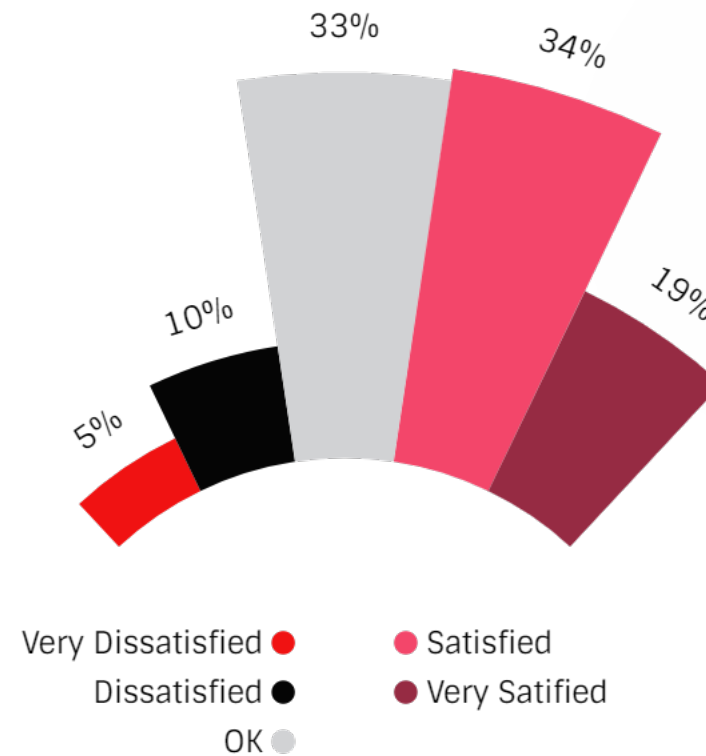
- Marketing
- Manufacturing
- Government

How Satisfied are you in Your Present Job?

Pay
Remote Work
Praise & Recognition
Development & Training
Opportunity to Advance

“Overall job satisfaction was up for the 13th year in a row,” said Allan Schwyer at The Conference Board.

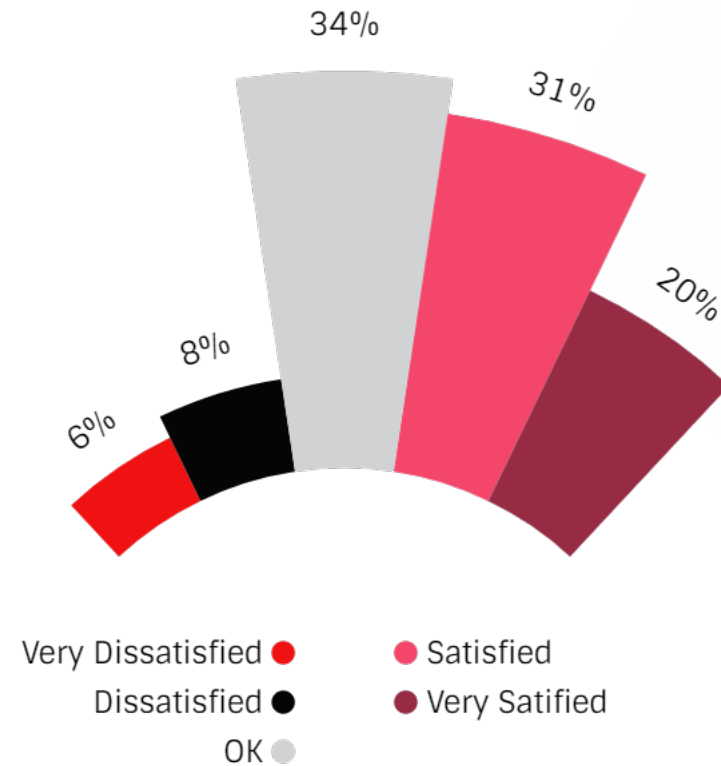
Pay Satisfaction



How Satisfied are you in Your Present Job?

Pay
Remote Work
Praise & Recognition
Development & Training
Opportunity to Advance

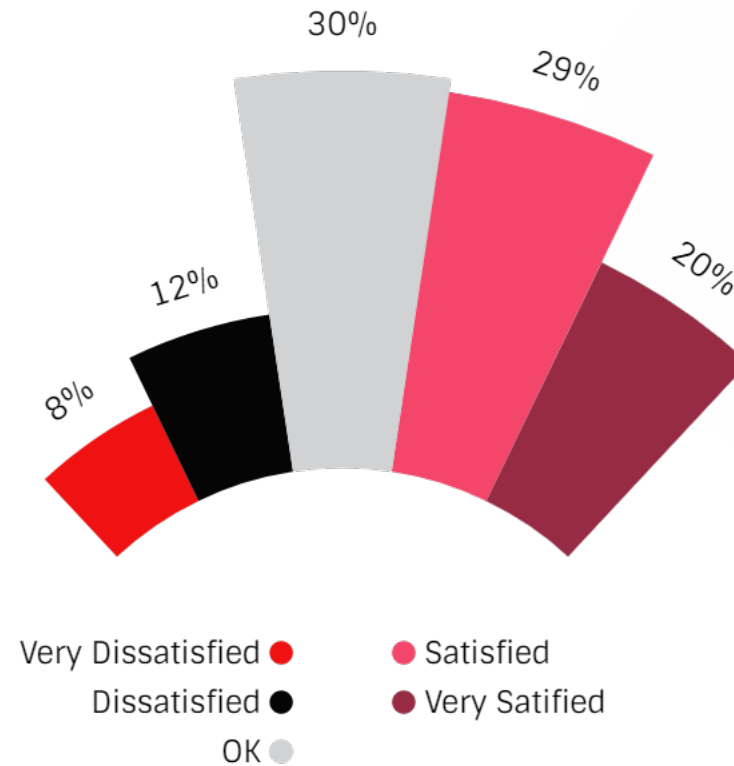
Remote Work Satisfaction



How Satisfied are you in Your Present Job?

Pay
Remote Work
Praise & Recognition
Development & Training
Opportunity to Advance

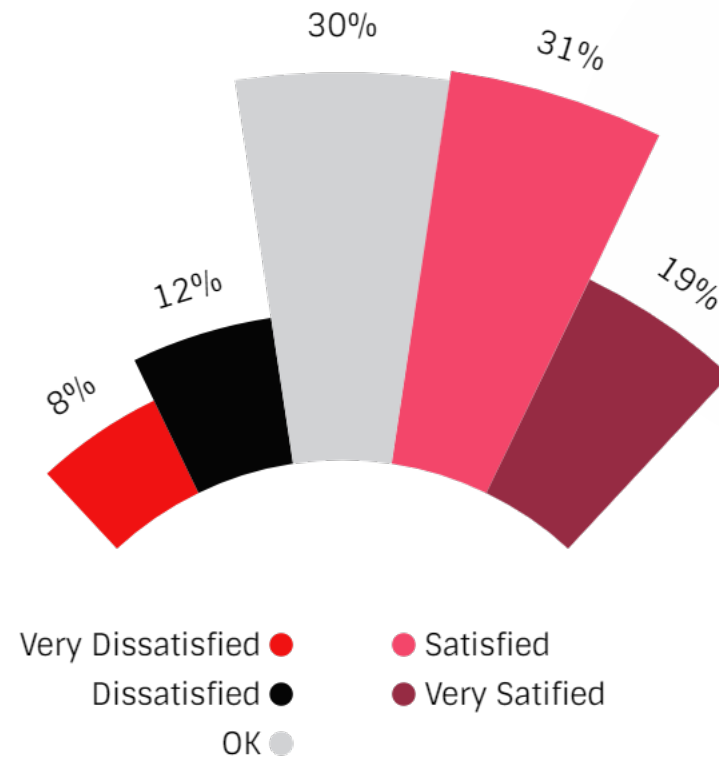
Praise & Recognition



How Satisfied are you in Your Present Job?

- Pay
- Remote Work
- Praise & Recognition
- Development & Training
- Opportunity to Advance

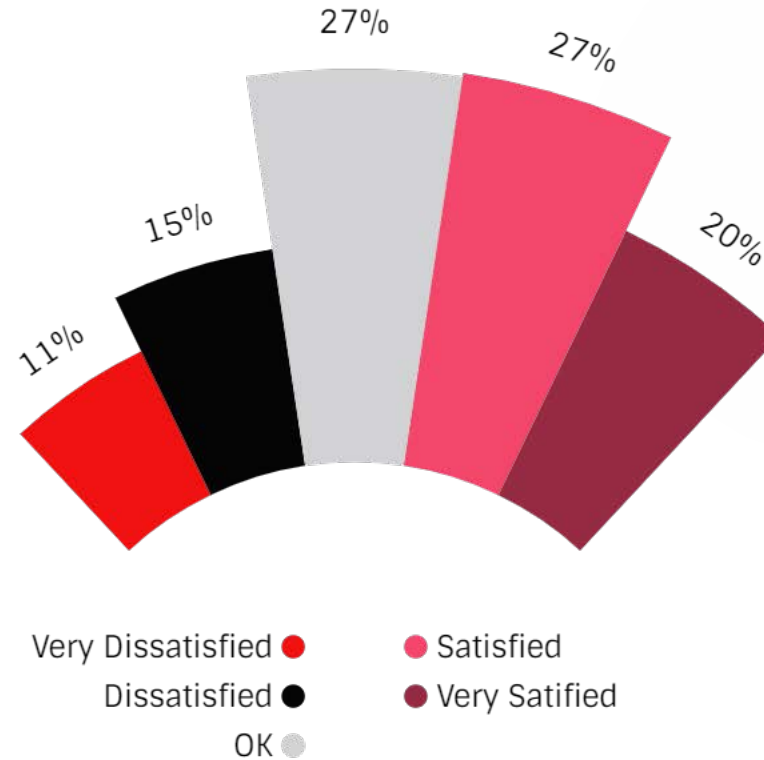
Development & Training



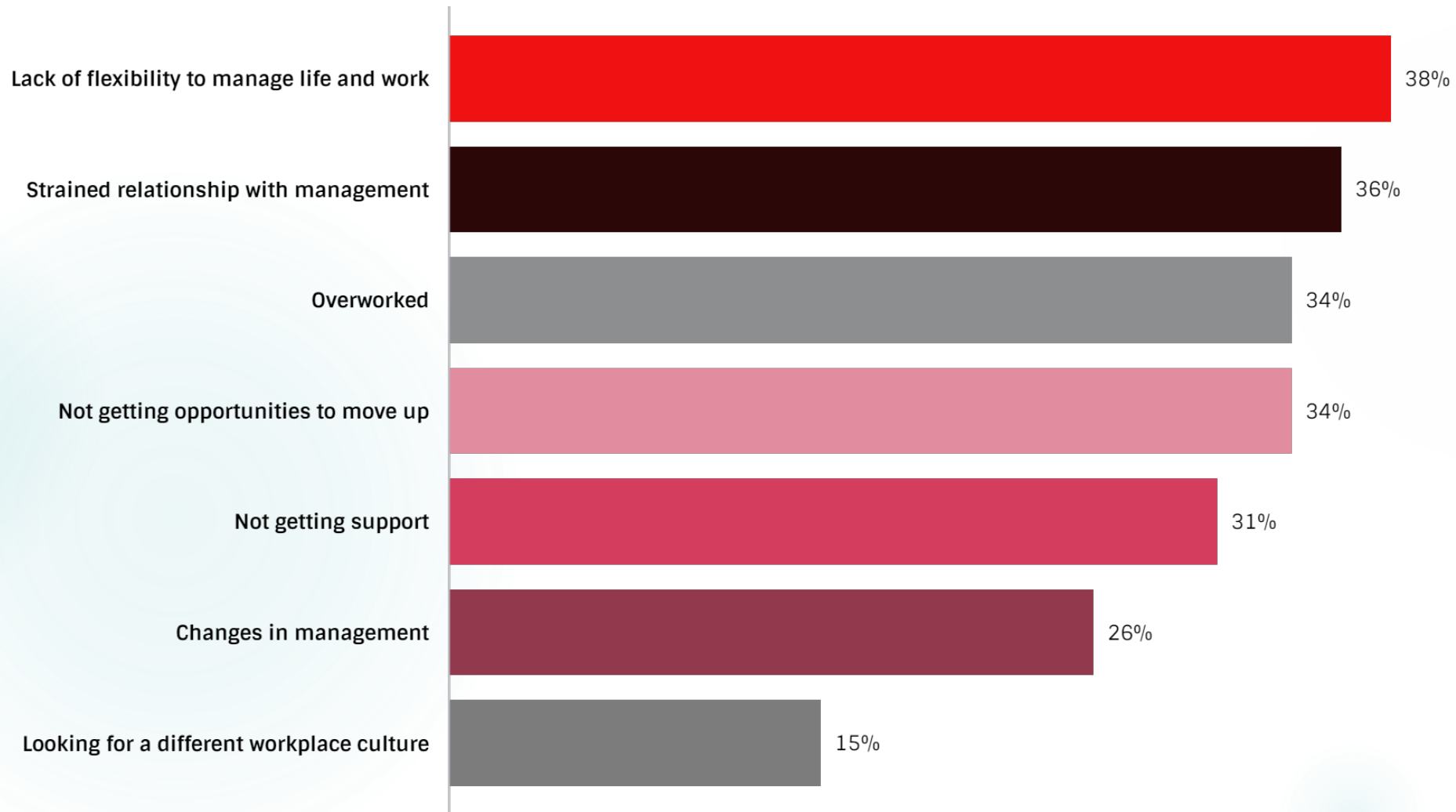
How Satisfied are you in Your Present Job?

Pay
Remote Work
Praise & Recognition
Development & Training
Opportunity to Advance

Opportunity to Advance

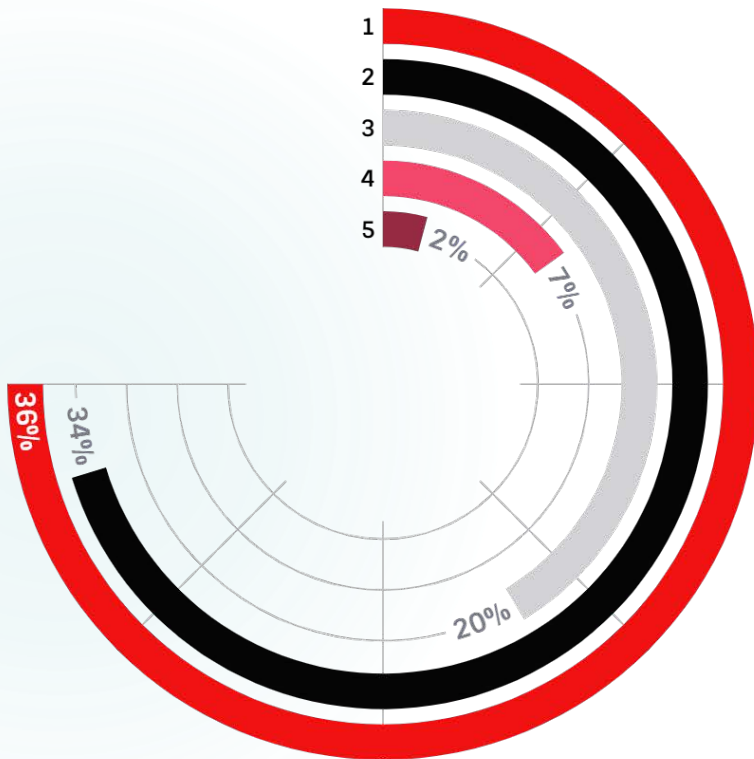


What would cause you to look for another job?

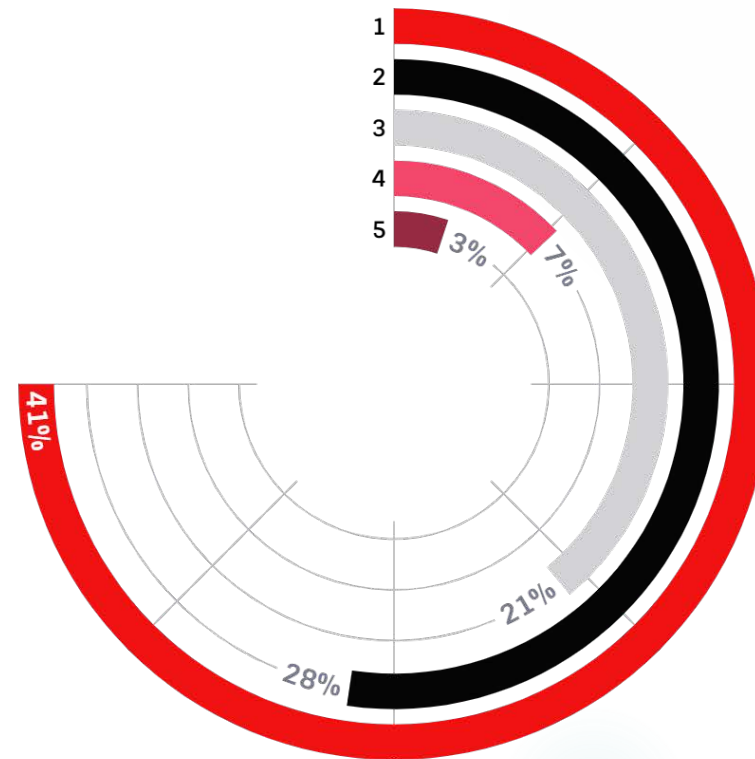


What is important to you when searching for a new job?

Importance of Pay

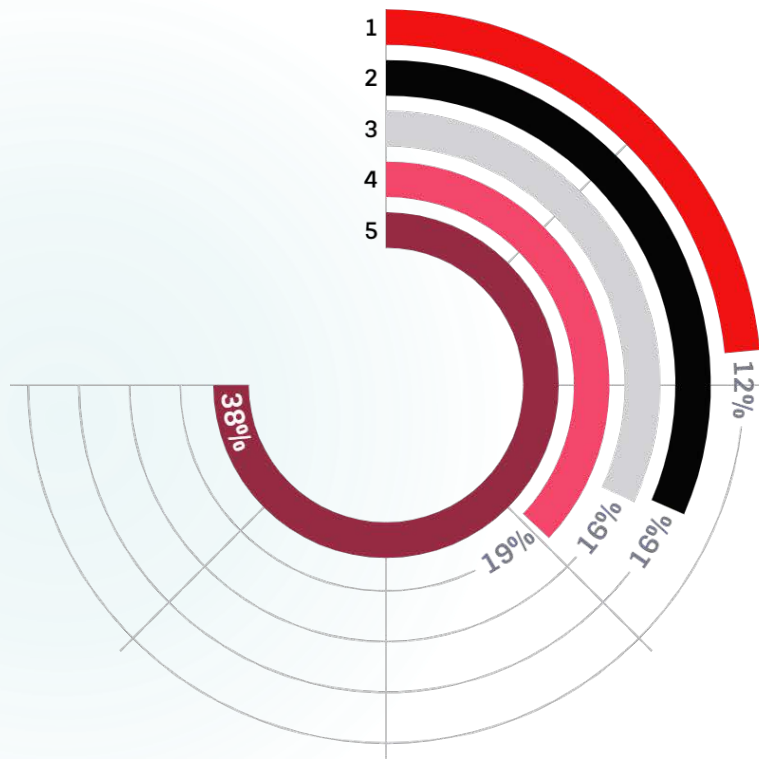


Importance of Work-Life Balance

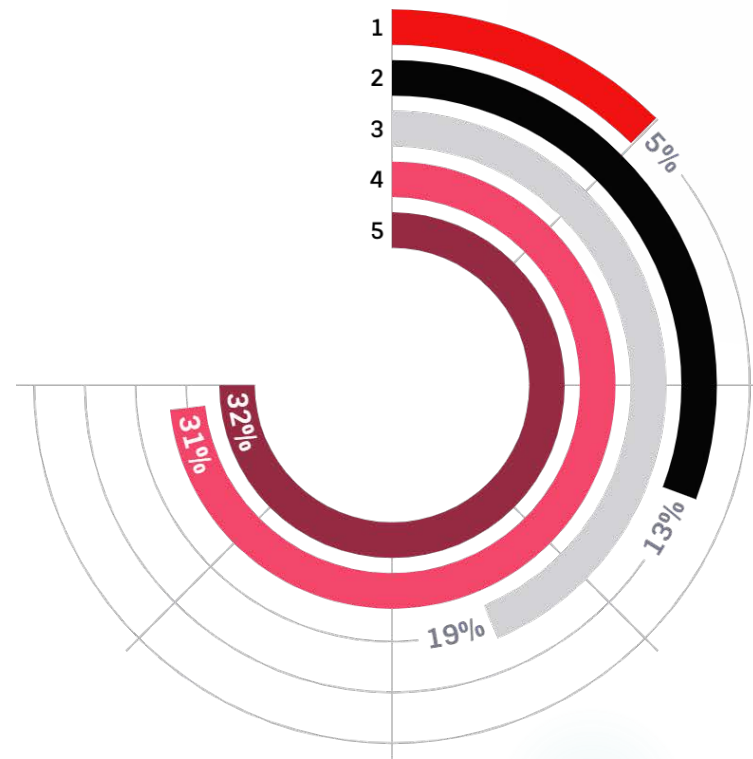


What is important to you when searching for a new job?

Importance of Remote Work

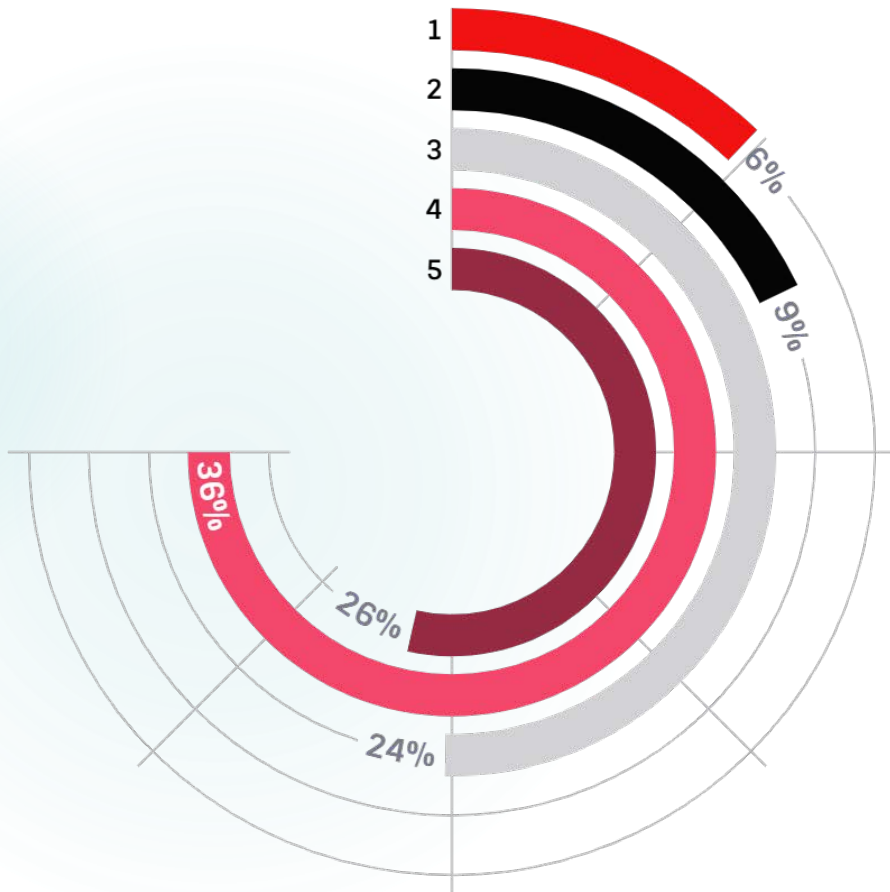


Importance of Distance from Home

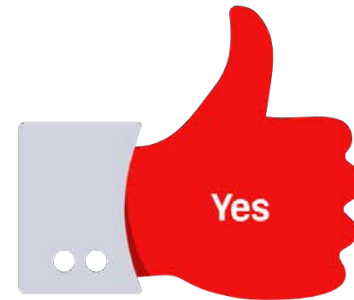


What is important to you when searching for a new job?

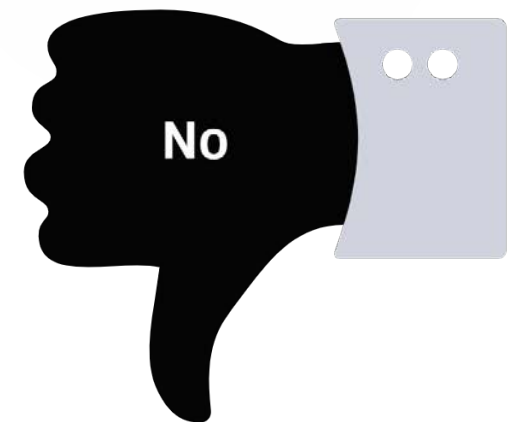
Importance of Company Culture



Would you accept a new job not knowing about the work environment?



36.43%

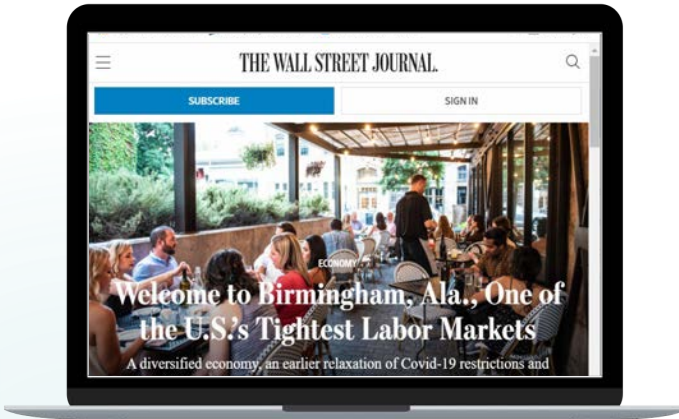
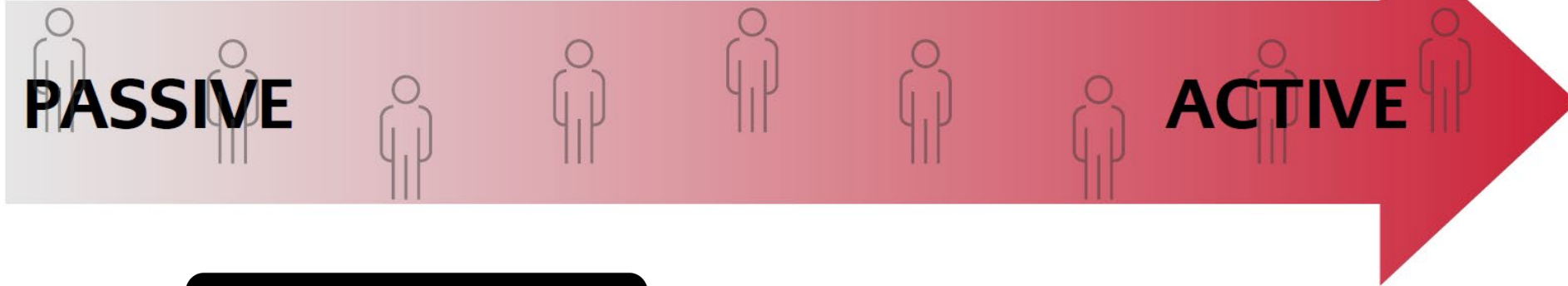


63.57%



HOW TO IMPLEMENT A PASSIVE HIRING STRATEGY

GOING BEYOND THE JOB BOARDS



THERE AREN'T ENOUGH PEOPLE LOOKING

- There are more open jobs than job seekers
- If you only advertise on job boards, you won't get enough applicants
- Developing a passive recruitment strategy is the only short-term increase the domestic talent pool

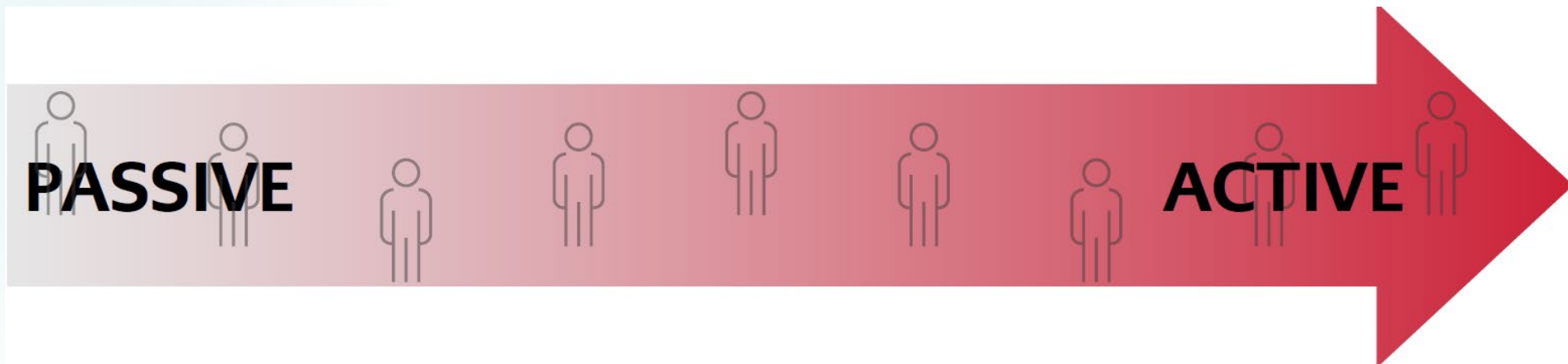
73%

of potential candidates are currently employed and open to hearing about new job opportunities but also too hesitant to apply.*

*Source Zippia "23 Recruitment Statistics [2022]"

A NEW RECRUITMENT STRATEGY: FOCUSING ON PASSIVE CANDIDATES

- Job seekers aren't responding to the same recruitment practices that worked 5 years ago
- Workers are people – and they are influenced by a lot of factors
- Social media, economic news, advertising and industry trends affect can make move a passive seeker to become more active
- Companies can become influencers – going beyond the job board to win





Diabetes Educators Change Lives at Children's of Alabama

For a child who has been diagnosed with diabetes, it might seem as if the world has come crashing down. When a child is very, very sick and her days become what seems like an endless stream of doctor's appointments, glucose monitoring, and medications, the depth of a normal life may seem out of reach. As it often the case, the confidence and ease for the things once had begin to slip away. It's a roller coaster, and frustration. Thankfully, there are teams of people dedicated to helping these children and their families learn, understand, and manage their condition to ensure their life is as full of possibility and wonder.

Diabetes educators serve as a role model to inspire a new way of thinking about health. The Diabetes Education Program at Children's of Alabama seems to do just that: bringing every class, hallway by children with diabetes while inspiring hope and happiness in their patients. It's a life-saving mission for diabetes educators at Children's of Alabama—and they're currently looking for new ones to join the team. If you are a registered nurse with a passion for diabetes education, Children's of Alabama may be the professional home you've been looking for.

The Diabetes Education Program at Children's of Alabama is one of the largest diabetes education programs in the country, serving more than 2,000 children with diabetes. Accredited by the American Diabetes Association, the program provides comprehensive services for infants, children, adolescents, and young adults with Type 1 and 2 diabetes, cystic fibrosis-related diabetes, alcohol-induced diabetes, and pancreatogenic diabetes, and other rare forms of diabetes.

"The Diabetes Education Program encourages and promotes diabetes self-management," said Mary Claborn, Diabetes Program Coordinator at Children's. "The Certified Diabetes Educators at Children's strive to provide state-of-the-art education and treatment options while delivering an individualized approach to the needs of each patient and family."

Diabetes educators teach children and their parents how to have a full and rewarding life with diabetes. From the initial diagnosis and laboratory tests to glucose monitoring and setting confidence in their patients, diabetes educators at Children's of Alabama work alongside their staff every step of the way. They build a strong support with the families and walk the distance from their children who were unsure about their future to empowered adults carrying their own journey.

"It's hard work but very rewarding to teach children and parents how to take care of diabetes," said Cheryl Berkton, a Diabetes Educator at Children's. "Some of the parents I've seen since they were 2 years old. Through the program, they have learned how to take care of themselves and apply it to their lives. It's wonderful to see my patients going off to college, having their own children, and leading normal lives. It's hands with them now that that's great."

Diabetes educators at Children's of Alabama offer a variety of professional development opportunities that will expand their skills, knowledge, and credentials. Children's of Alabama is a world-class hospital system that believes in investing heavily in its nurses. Diabetes educators in the program frequently train other healthcare professionals in the community on diabetes self-management, including physicians, hospital staff, and school nurses, and lead continuing education courses on topics such as access to diabetes care. Children's full-time diabetes educators nurses in the program to participate in American Diabetes Association (ADA) and American Diabetes Educators Association (ADENA) conferences held all over the nation.

Crowne Health Care
June 11

Quality care is our commitment at Crowne Healthcare. We are looking for CNA heroes! Will you join us?

HEROES WORK HERE

Crowne Health Care
Learn more

Now Hiring CNAs
See current job postings.

Learn More

“

It's important to show the healthcare community who we are as an employer. It's easy to do a job posting, but during the pandemic and social change we have to show recruits that we are a diverse and caring team with a unique culture.

Laura Gosney

Crowne Health Care
May 20

Work as a CNA where you can make a difference, be appreciated, learn from your residents, gain new perspective and have a BLAST! Click to learn more.

WE ARE HIRING
CERTIFIED NURSING ASSISTANTS

Crowne Health Care

TALENT ACQUISITION DOESN'T WORK WITHOUT MARKETING YOUR BRAND

- Branding your workplace helps job seekers better understand your company as something more a paycheck and benefits
- In a tight healthcare market, Children's of Alabama uses brand marketing to tell the medical community about their culture and values
- Employment decisions aren't just made in the head. Emotion plays a part and creating a relatable brand helps candidates make an emotional connection to your workplace brand.

THE PATH TO HIRE HAS CHANGED: BUILDING THE PLAN AROUND THE JOB SEEKER



1. NOT LOOKING



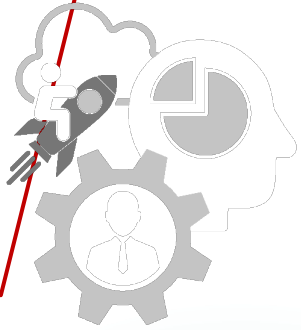
Stage 1: Aware but Not Interested



What the Candidate is Doing:

- Noticing brand ads
- Reading news articles about the company
- Browsing social media
- Clicking on a blog post about your company event
- Impressed by your company's diversity post
- 'Liking' a post about a company volunteer day

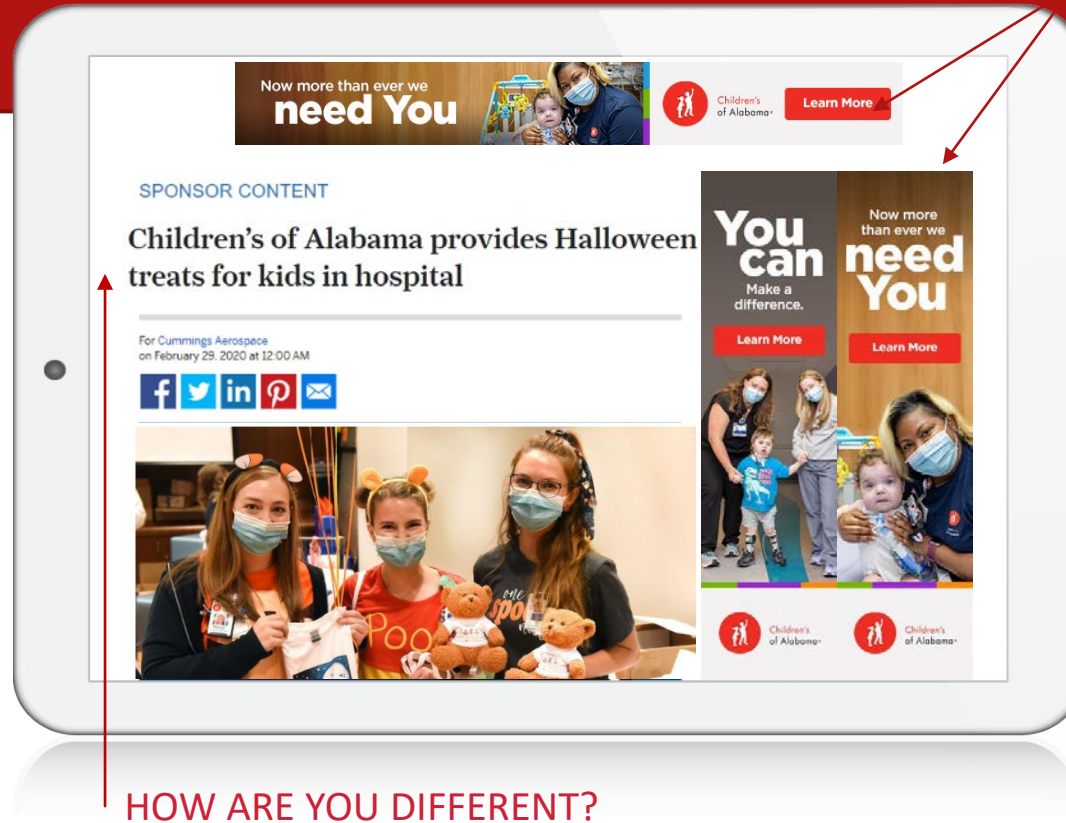
1. NOT LOOKING



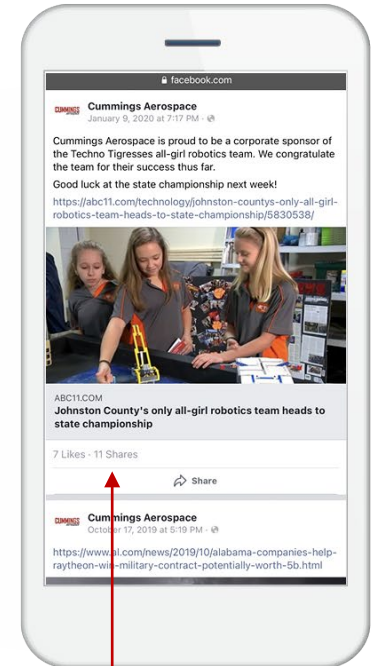
Aware but Not Interested

Marketing to Stage 1:

- Introduce yourself: build brand recognition – candidates need repeated exposure to your brand name
- Grab their attention with captivating creative imagery.
- Differentiate your workplace
- Call to action: invite them in with a “Learn more about us”



HOW ARE YOU DIFFERENT?



YOUR COMPANY VALUES IN ACTION

Marketing Channels

- Organic and paid social media
- Digital display advertising
- Sponsored content.

2. CURIOSITY



Stage 2:
Exploring the
Possibilities

What the Candidate is Doing:

- Engaging with your company's social media posts – mostly on LinkedIn and Facebook (Twitter for company news posts)
- Reading blog posts they saw on social media or in a sponsored article on news website
- Browsing work culture sections of your company website – curious to see if you have a culture they would fit into

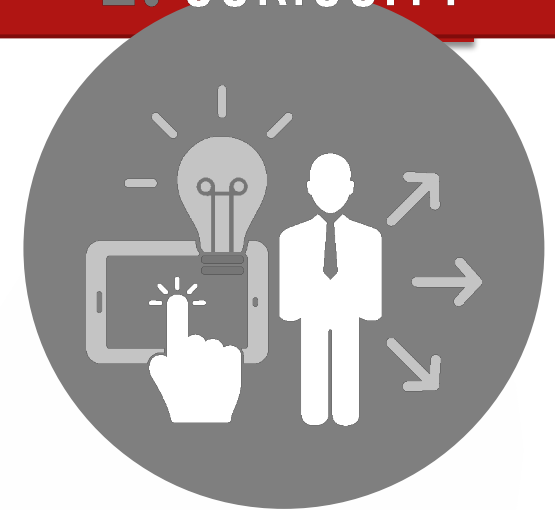


2. CURIOSITY

Marketing Channels

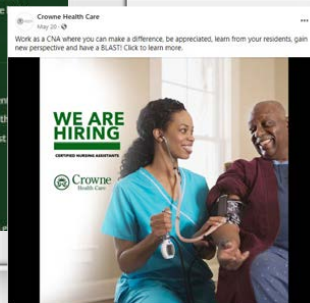
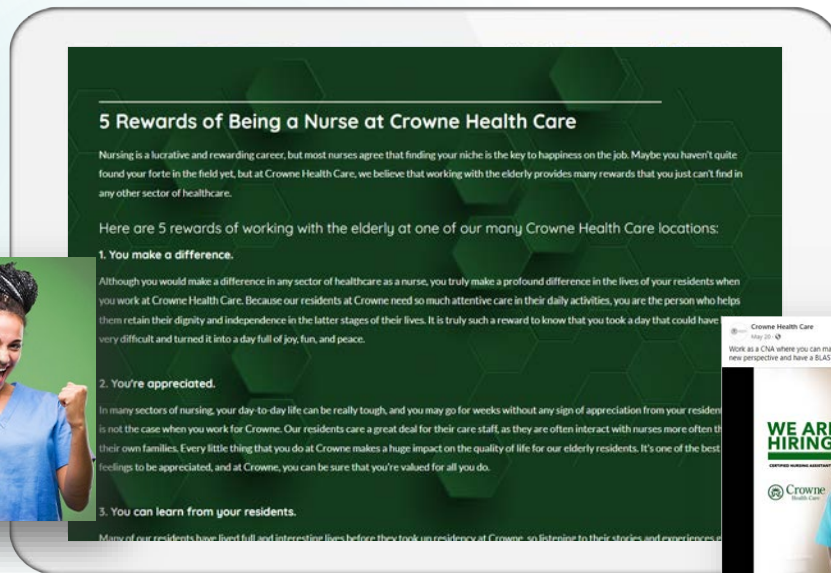
- Paid social media boosting – put articles and blog posts in front of candidates through complex targeting
- Sponsored content
- GeoFence large competitors
- Digital display advertising to continue to increase brand awareness

Stage 2:
Exploring the
Possibilities

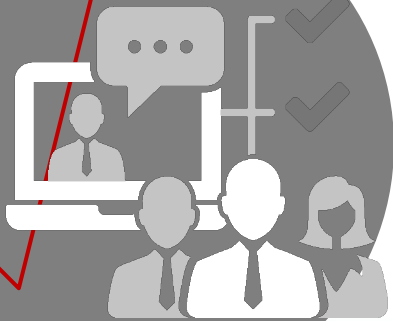


Marketing to Stage 2:

- Be relevant to talent targets: show how your company and culture is relevant to them.
- Be the expert: create blogs and whitepapers that show you are the thought leader.
- Build trust: answer the question 'Why should I leave and come to your company'



3. CONSIDERING



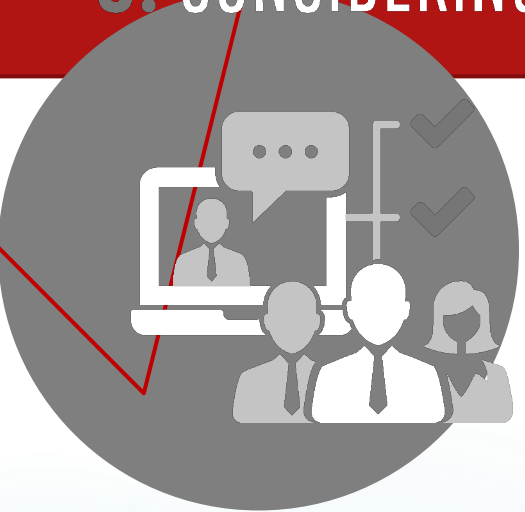
Stage 3: Considering Available Opportunities

What the Candidate is Doing:

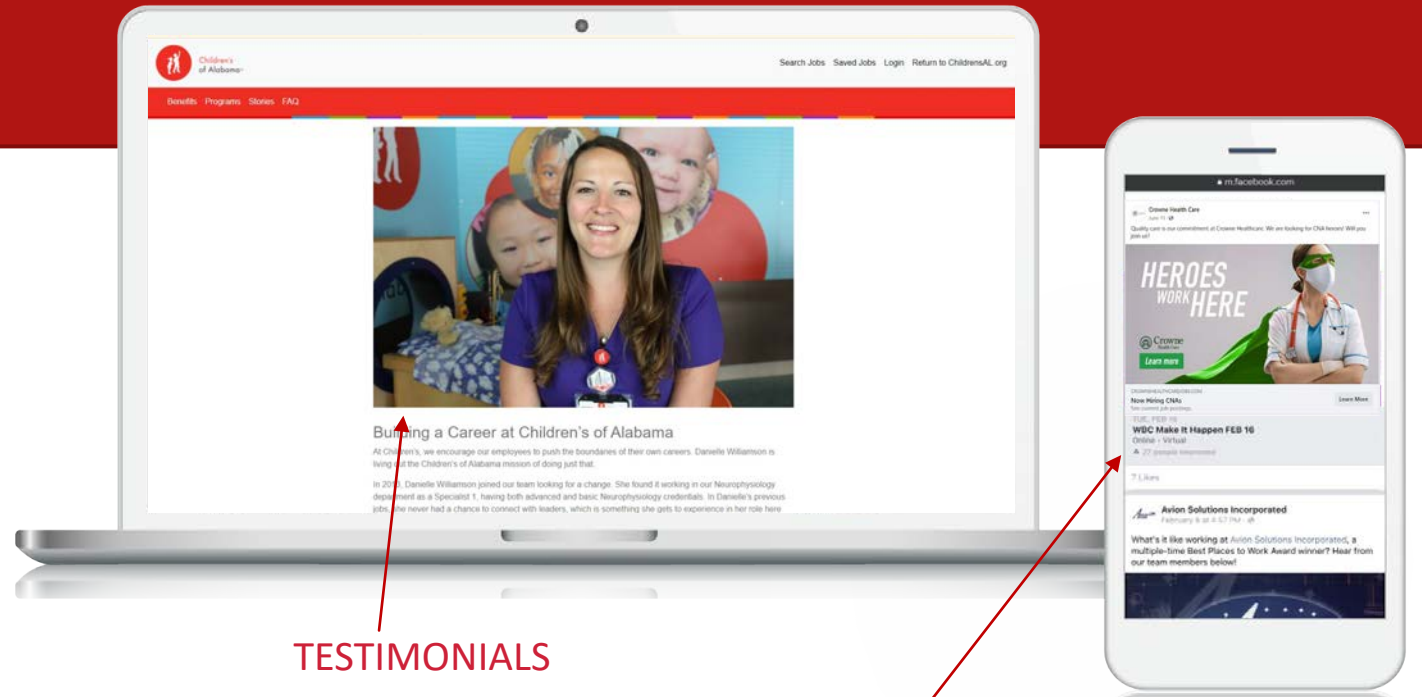
- Reading as much info as possible about your company culture
- Looking for “day in the life” and “why I chose _____” themes
- Diving deep to uncover your diversity initiatives
- Trying to understand how you support work-life balance
- Reading posts about a specific team or department
- Proactively visiting your social pages and looking at past posts to get a better feel for your company’s brand and personality



3. CONSIDERING



Considering Available Opportunities



TESTIMONIALS

TARGETED DISPLAY ADVERTISING

Marketing to Stage 3:

- Candidates should be able to find testimonials from people that look like them
- Remessaging campaigns should be segmented matching pages visited
- Distributing blog posts and social content around company culture
- Creating and distributing content showcasing your service lines
- Creating and distributing video testimonials
- Actively targeting candidates where they work by geo-fencing companies with similar positions

Marketing Channels

- Hyper-targeted digital display
- Segmented remessaging
- Pre-roll/Mid-roll/Post-roll videos
- Paid social media video
- SEM and SEO

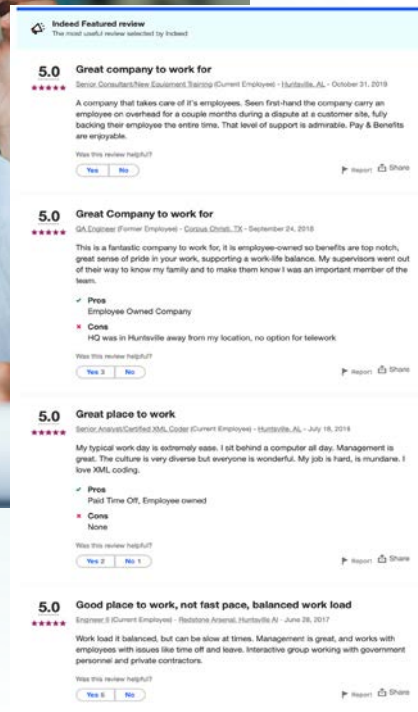
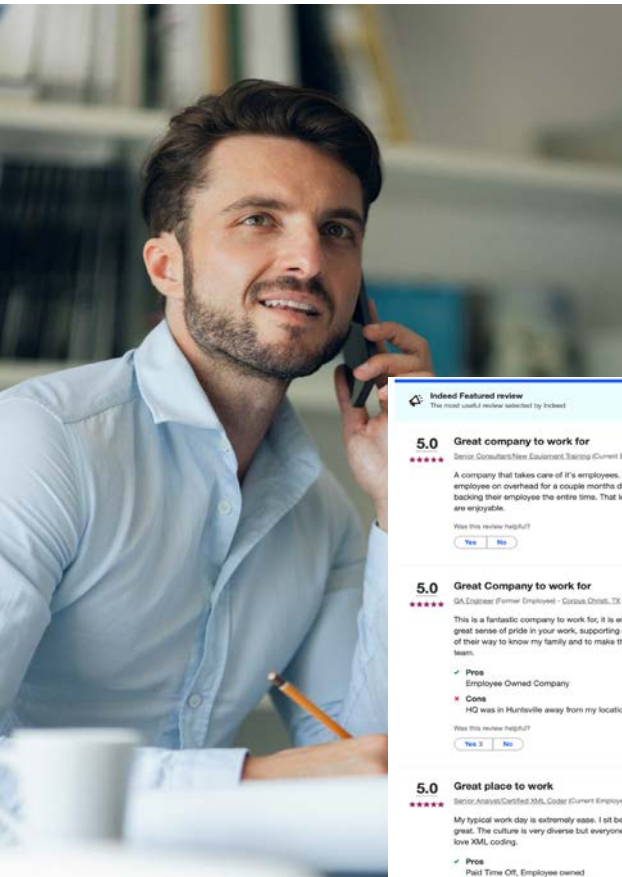
4. TELL ME MORE



What the Candidate is Doing:

- Seeking someone on the inside they know
- Filling out a webform or short application
- Reading company reviews on job boards and review sites
- Rereading company blogs and social media
- Watching or reading employee profiles on your site and social media channels

Stage 4:
Tell Me More
Reaching out for
advice



4. TELL ME MORE

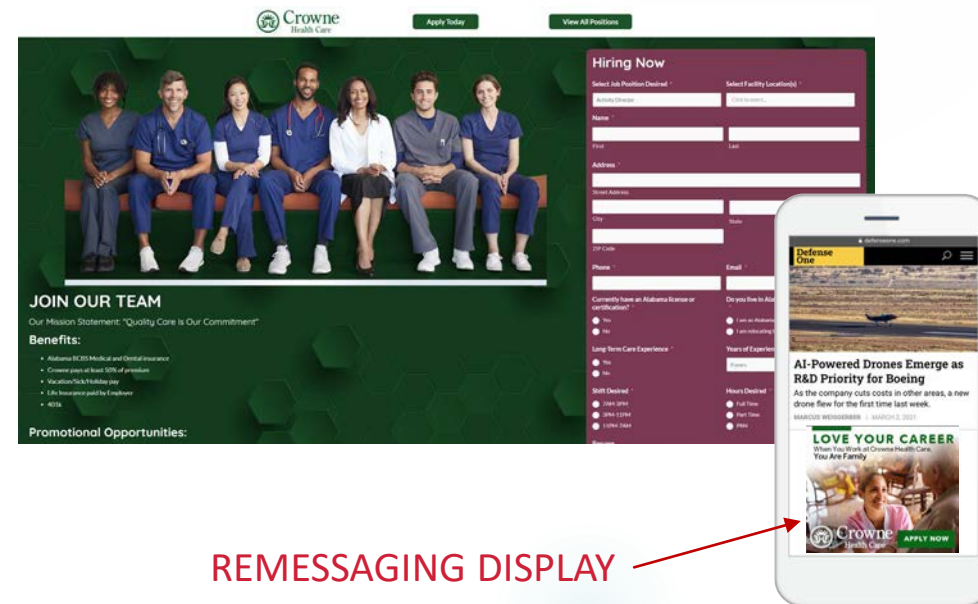
Marketing Channels

- Remessaging to digital display networks
- Remessaging to Facebook

Marketing to Stage 4:

- Create candidate advisors – someone who can talk with candidates before they apply
- Create a short-form application or “learn more” form on your website
- Create a webinar or short video that answers the most common FAQ’s asked by applications.
- Promote the short form application, application advisor program and FAQ videos through remessaging campaigns

Stage 4:
Tell Me More
Reaching out
for advice



REMESSAGING DISPLAY

5. OK, I'M IN



Stage 5: OK, I'm In! Applying for the Position

Hiring Now

Select Job Position Desired * Select Facility Location(s) *

Activity Director Click to select...

Name *

First Last

Address *

Street Address

City State

Junior and Senior Level Engineers

Enter your information below to begin the application

First Name

Last Name

Email

Re-enter Email

Would you like to be considered for other positions now or in the future at Aston Solutions, Inc.?

Yes

No

TEST YOUR APPLICATION PROCESS
IDENTIFY ANY FRICTION POINTS AND SOLVE FOR THEM

What the Candidate is Doing:

- Digging deep into company information
- Interviewing with hiring managers

Marketing in Stage 5:

- Add candidates to e-Newsletter lists
- Proactively send candidates blog links based on their area of expertise and interest
- Test your application process with an eye to improve customer service and reduce friction

Marketing Channels

- Company website and applicant tracking system
- Organic social channels

6. HIRED!

What the Candidate is Doing:

- Shouting out the new job on personal social media
- Coworkers comment and welcome them on social media

Marketing in Stage 6:

- Company likes and shares the employees personal shoutout
- After onboarding and trial period, use employee testimonial on blog and social media and promote to like applicants
- Connect employee to support groups (diversity based or interest based) and encourage them to share on social media

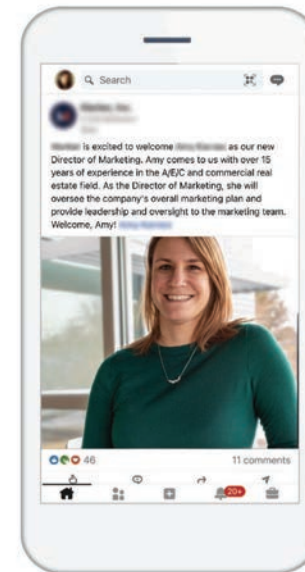
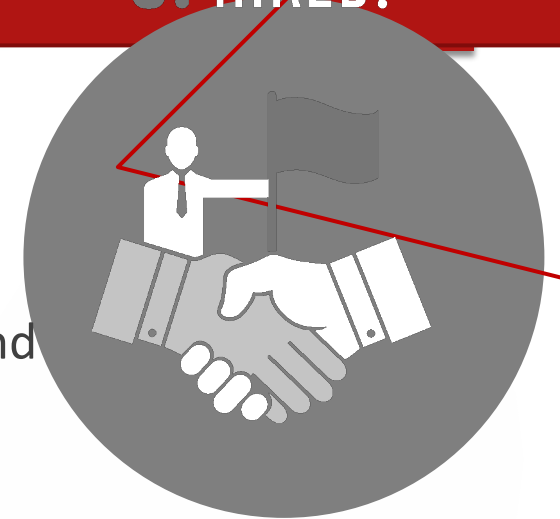
Marketing Channels

- Company website and organic social channels

Stage 6:

Hired!

Becoming a Brand Evangelist



62% of job seekers go to employees to see if they post about their job/experience

QUESTIONS

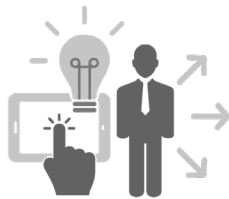


1. NOT LOOKING



Aware but Not Interested

2. CURIOSITY



Exploring the Possibilities

3. CONSIDERING



Digging Deeper

4. TELL ME MORE



Reaching Out for Advice

5. OK, I'M IN



Formally Applying
for the Job

6. HIRED!



I'm a Brand Evangelist!