

Finding Great DSPs through Targeted Marketing



Become a Direct Support Professional

Direct Support Professionals work with people who need support and help them learn necessary skills for life.

To explore more please visit theArc.org/dsp

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What is this job anyway?



The Challenges & Costs of Recruitment

- Traditional candidate pool is shrinking
- Economy improving – more competition
- Multi-generational workforce
- Cost of hiring and training new DSPs is estimated at \$4,200 – \$5,400 per position
- DSP vacancy rates result in increased stress on the remaining workforce

(ANCOR, 2017; Hewitt & Larson, 2007)

The Purpose of Targeted Marketing

- To share job openings with prospective new employees
- Clearly identify who is the subject of the marketing

Targeted marketing is one component of a broader marketing campaign.

Use Inside Recruitment Sources: Inside Sources

- current employees
 - Referral bonuses
- people receiving services and their families or friends
- volunteers
- social media networks that are existing “friends” of the organization
- staff friends
- service coordinators or case managers
- board members
- others.....

Use Inside Recruitment Sources: Outside Sources

- newspaper advertisements
- internet ads
 - Craig's list
 - Linked in
- fliers regarding open positions
- job boards and placement offices in high schools and colleges
- others?

Consider Your Audience: Direct or Indirect

Direct Audience: people you are seeking based upon your unique organization

- Your ideal worker

Indirect Audience: those that have influence over your target audience

- Parents, grandparents, teachers, etc.

Strategies to Support the Development of Targeted Marketing Materials

1. Identify the needs and perceptions of current employees and potential new hires.
2. Craft an organizational identity.
3. Create or update the organization's mission and vision statements.
4. Identify and remove barriers to attracting high-quality recruits.
5. Package the organization's image.
6. Spread the word to potential employees.
7. Enhance the organization's visibility.
8. Monitor and update the plan as needed.

1 – Identify the needs and perceptions of current employees and potential new hires

Who are your current and potential employees?

Hint: Use your staff satisfaction surveys to find out.

- Handout – Useful staff survey tool

Understand why a candidate needs a job to better understand who you are hiring.

2 – Craft an organizational identity

Decide how **your** organization wants to be perceived by the potential new employees and the general public.

This involves people on all levels of the organization.
This can involve making difficult choices.

Include technology and social media.

3 – Create or update the organization's mission and vision statements

Do you really do what you say you are going to do?

Match this closely with your marketing messages.

Identify your target image.

4– Identify and remove barriers to attracting high-quality recruits

Evaluate and make changes to bring your organization into compliance with the image and mission.

Train all staff to be competent in their roles.

Evaluate attitudes and needs of staff to better support the people you serve.

5 – Package the organization's image

- The fun part! – Developing your new brand.

Images, logos, colors, and slogans should be updated regularly so they don't get stale.

What is new and exciting in the world of social media?

6 – Spread the word to potential employees

Spread the new image to all employees, people supported, family members, and friends. Get them on board in getting the message out.

7 – Enhance the organization's visibility

Get the word out more broadly.

Communicate outside of the organization: workforce centers, radio, online, social media, fundraisers, board member contacts.

8 – Monitor and update the plan as needed

A marketing plan does not end! It requires ongoing attention to be sure it is doing what was intended.

Update and amend; create and innovate!

What can you do next?

The Need for Data: Consider the Following Factors

- What is your geographic location (rural, urban, suburban)?
- What are the different languages spoken?
- What is the age of the current workforce in your region?
- What are the most commonly used sources of news and information?
- What is the current demographic of your most successful employees?
- Where did you recruit your current successful employees from?
- Are there any community groups, faith communities, volunteer organizations, or other groups that you have a relationship with?

Target Marketing Strategies and Messages

- What sets you apart from other organizations?
- How can you use targeting marketing?

Know Your Stayers

- What does the data you gather tell you about who stays the longest in your organization?
- Who are your best employees?
- Where can you gain access to more people with similar characteristics?
- How are you marketing and recruiting to find their clones?

Customizable Marketing Materials

**New community =
New opportunities**



Become a Direct Support Professional

Work as a Direct Support Professional and support people to live valued lives in the community. Use the skills you have and expand your opportunities.

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**You've got a diploma,
now what?**



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**Don't stop working.
Work with someone new!**



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Do you see amazing things in people?

Become a Direct Support Professional

Share what you see with others and make a difference! Direct Support Professionals teach, encourage, and support people with disabilities to live rewarding lives.

To explore more please visit [ANCOR.org/idp](https://www.ancor.org/idp)



Make a difference in your community

Become a Direct Support Professional

Go home every night knowing you made a difference in a person's life. Direct Support Professionals encourage and support people with disabilities to live rewarding and rewarding lives.

To explore more please visit [ANCOR.org/idp](https://www.ancor.org/idp)

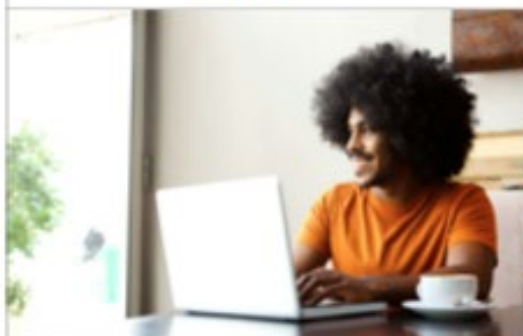


Wondering what to do with your life now?

Become a Direct Support Professional

Build a new career and continue to serve others. You can make a difference. Direct Support Professionals teach, encourage, and support people with disabilities to live rewarding lives.

To explore more please visit [ANCOR.org/idp](https://www.ancor.org/idp)



Looking to explore more?

Become a Direct Support Professional

Expand your resume and explore new fields. Learn from the people experts. Direct Support Professionals teach, encourage, and support people with disabilities to live rewarding lives.

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Volunteer and discover your career

Become a Direct Support Professional

Consider volunteering with organizations that support people with disabilities in your community. Explore what it means to be a Direct Support Professional.

To explore more please visit [ANCOR.org/idp](https://www.ancor.org/idp)



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Your Turn to Start

**Fighting for our rights
is what you do.**



**Now support someone
to have those rights
here at home.**



**Fighting for our
rights is what you do.**

**Now support someone
to have those rights here
at home.**



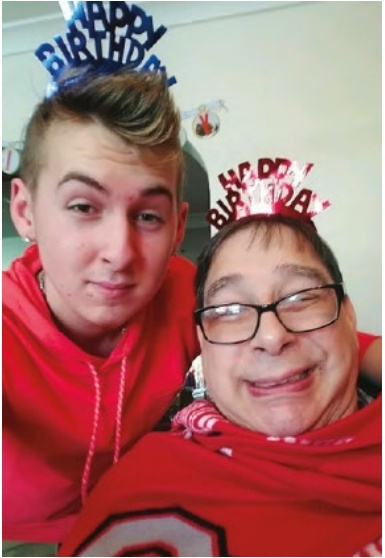
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Expanded Workforce Pipeline



Brandon (left), a participant in the C3P(O) program, celebrated the birthday of Jeff, one of the individuals with whom he worked during his mentorship with a local agency.

"IT'S NOT JUST A PAYING JOB SOMEDAY; IT'S AN OPPORTUNITY, EVERY DAY, TO IMPACT AND CHANGE SOMEONE'S LIFE IN A GOOD WAY." — VICTORIA

- High school students
 - C3P0 <http://www.opra.org/workforce-initiatives/c3po/>
- Immigrants and expanded cultural, ethnic, and linguistic diversity
- Retirees

Questions?

- Contact:
 - UMN Consultant
 - dsp-tn@umn.edu

References

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