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# SESSION 2: STRATEGIES FOR RECRUITING AND RETAINING NURSING TALENT

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## SESSION OBJECTIVES

1. Identify two innovative strategies for recruiting nursing talent
2. Recognize how retaining nursing talent enhances the work environment
3. Examine the importance of aligning your personal and professional goals with an employer

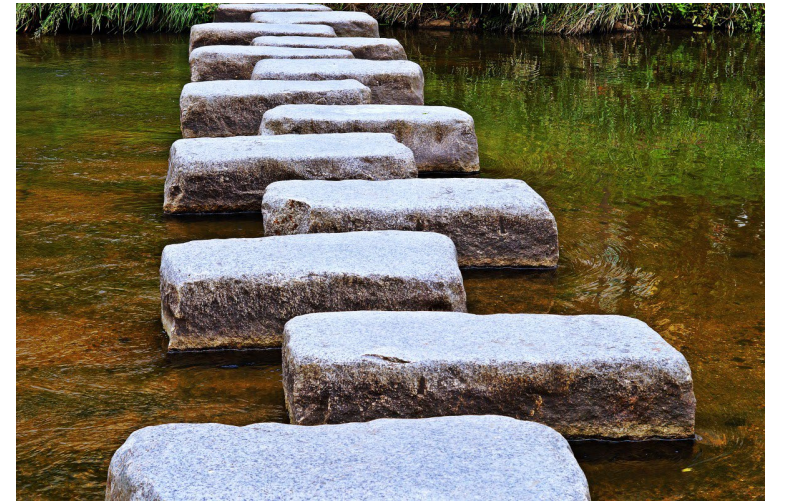
# HOW TO RECRUIT NURSES

- Social Media
- One-on-one interviews (virtual and in-person)
- Emphasize and advertise organization values
- Partner with nursing schools



# DIFFICULTY WITH RETAINING NURSES

- Millennials and Gen Z nurses (born 1981-2012)
  - Inpatient nursing = stepping stone
    - Entrepreneurship, outpatient/ambulatory
  - Salary & work-life balance over everything else!



# IMPORTANCE OF RETAINING NURSING TALENT



Improves unit culture - “Work family”

# WHAT US NEWER NURSES WANT FROM OUR EMPLOYER

no-toxicity  
appreciative-management  
team-morale  
money  
positive-environment  
magnet-recognition  
residency  
diversity  
unions  
fellowships  
low-turnover  
no-bullying  
new-equipment

# PERSONAL V. PROFESSIONAL GOALS

## Personal

- High salary
- Short commute
- Day v. Night shift
- Work-life balance

## Professional

- Furthering education
- Certifications
- Specialties
- Career progression

# IMPORTANCE OF ALIGNING GOALS WITH EMPLOYER

- Better teamwork
- Increased productivity
- Commitment to the organization
- Role satisfaction

