



# STAR<sup>2</sup> CENTER TALKS COMPENSATION PLANNING

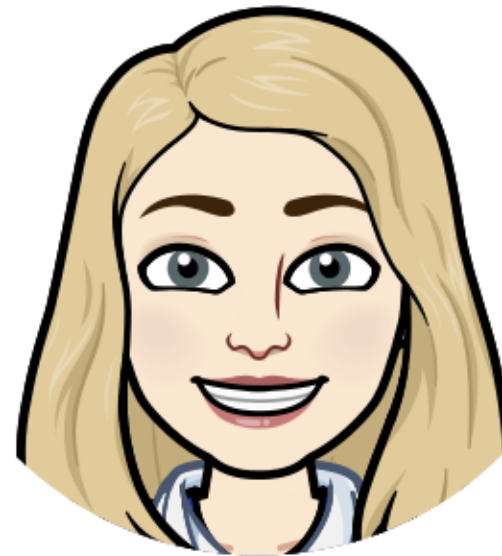
## COMMUNICATING YOUR COMPENSATION PLAN

MAY 15, 2019

IPM EASTERN

# HELLO!

Suzanne Speer  
Director,  
Workforce Development



# ASSOCIATION OF CLINICIANS FOR THE UNDERSERVED

Access to Care & Clinician Support

Recruitment & Retention

National  
Health  
Service Corps

Resources

Training

Networking

# NATIONAL COOPERATIVE AGREEMENTS

Pipeline &  
Team-Based  
Care

Community Health  
Center Inc.

Recruitment  
& Retention

Association of  
Clinicians for the  
Underserved



# STAR<sup>2</sup> CENTER



**STAR<sup>2</sup>CENTER**  
SOLUTIONS TRAINING AND ASSISTANCE  
FOR RECRUITMENT & RETENTION

[www.chcworkforce.org](http://www.chcworkforce.org)

# STAR<sup>2</sup> CENTER

## Resources

- Self-Assessment Tools
- R&R Plan Template
- Resource Library

## Training

- Webinars
- Self-Paced Courses
- Learning Collaboratives

## Assistance

- Individualized TA
- Data Profiles
- Connections to other NCAs

# STAR<sup>2</sup> CENTER

- [www.chcworkforce.org](http://www.chcworkforce.org) | 844-ACU-HIRE
- Allison Abayasekara | [aabayasekara@clinicians.org](mailto:aabayasekara@clinicians.org)
  - 703-562-8820
- Mariah Blake | [mblake@clinicians.org](mailto:mblake@clinicians.org)
  - 703-562-8819
- Suzanne Speer | [sspeer@clinicians.org](mailto:sspeer@clinicians.org)
  - 703-577-1260

# WEBINAR HOUSEKEEPING

We are  
Recording

Ask  
Questions

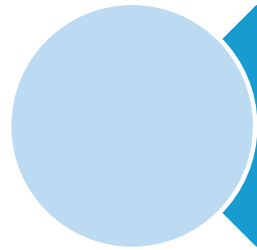
Have Fun



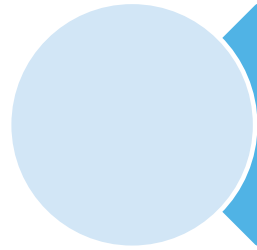
# HEALTH CENTER WORKFORCE PLANNING



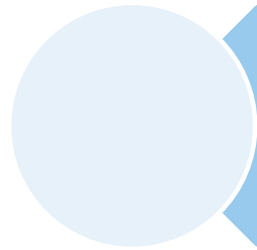
# GOALS FOR TODAY



Discuss compensation as a part of  
an the workforce picture



Review benefits of communicating  
your compensation program



Identify ways to communicate  
about your compensation program



# SETTING THE STAGE

# CORE COMPONENTS

Data-Informed  
Workforce Plan

Equitable &  
Effective  
Compensation  
Structure

Positive Culture  
Focused on  
Engagement

Tested  
Recruitment &  
Retention  
Strategies

Health Professions  
Training Program

Chief Workforce  
Officer

High-Functioning  
Managers

Policies that  
Support Diversity  
& Cultural  
Respect

## Core Components Overview

# IT'S ABOUT YOUR STORY

- How does your compensation package tell your story?
- How do the specific elements you select paint the picture?



Luncheon of the Boating Party – Renoir  
Courtesy of The Phillips Collection



# COMMUNICATION

# POLL QUESTION I

Do you have a communications plan surrounding compensation?

- A. Yes we have a formal compensation communication plan
- B. Yes, we have a plan but it is nothing formal
- C. No, we don't have a plan but do communicate about compensation
- D. Not yet!







# WHY SHOULD WE COMMUNICATE ABOUT COMPENSATION?

# WHY SHOULD WE COMMUNICATE?

Employees will feel more informed

Increase morale

More productive employees

Increase tenure

Reduce burnout

WHY?

Retention!  
Retention!  
Retention!



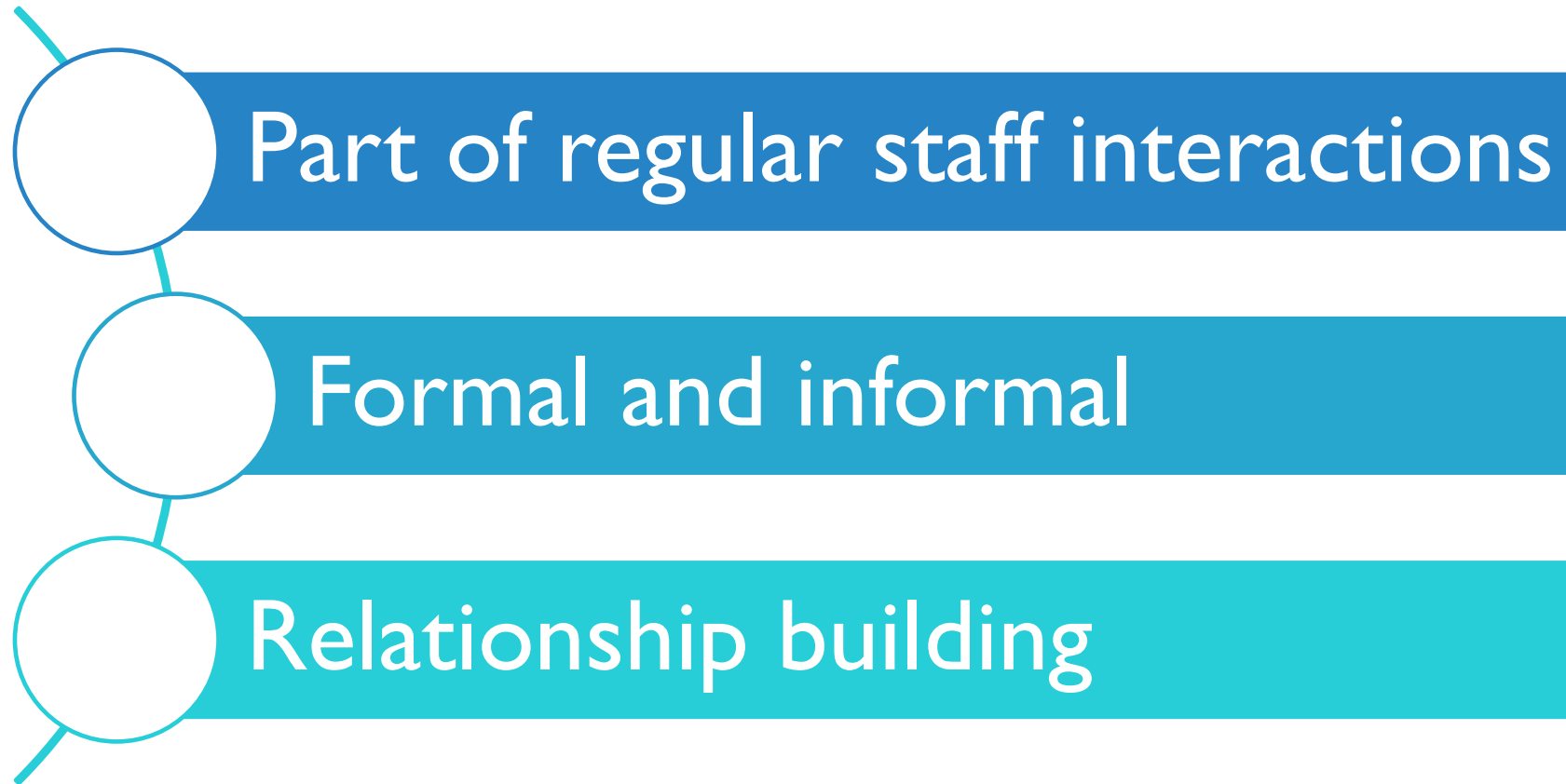
# WHO IS COMMUNICATING ABOUT COMPENSATION?

## POLL QUESTION 2

Who is doing most of the communication about compensation at your organization?

- A. Senior staff/ C-Suite
- B. HR Team
- C. Managers
- D. I'm not sure

# COMMUNICATION BY MANAGERS





# WHAT ARE YOU COMMUNICATING ABOUT YOUR COMPENSATION PLAN?

# WHAT SHOULD YOU COMMUNICATE?

Elements of your compensation plan

Why they are a part of your comp plan

Base pay vs. market rate, etc.

Overall Compensation Philosophy



# KEEP IN MIND!

- Your workforce is diverse!
- Personalize communications to the needs / desires of the employee



Image by 422737 on Pixabay



# WHEN ARE YOU COMMUNICATING ABOUT YOUR COMPENSATION PLAN?

## POLL QUESTION 3

How often do you communicate about your compensation plan to employees?

- A. During an employee's annual review /when new benefits come out
- B. More than once a year
- C. On an ongoing basis
- D. I'm not sure

# DON'T DISAPPEAR INTO THE BACKGROUND



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# REGULAR COMMUNICATION IS KEY!



- Builds relationships



- Reinforce strengths



- Evaluate weaknesses



# HOW ARE YOU COMMUNICATING ABOUT YOUR COMPENSATION PLAN?

## POLL QUESTION 4

What methods do you use to communicate your compensation package to your employees?

- A. Through an email to all employees or newsletter (written communication)
- B. As part of the annual review process
- C. During a staff meeting
- D. Other

# COMMUNICATE YOUR BENEFITS!



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Image by mohamed\_hassan on Pixabay



# MIX IT UP!

- Newsletter
- Email
- At an annual review meeting
- As a part of staff meeting
- Ongoing communication with managers

...keep the message fresh!



Image by Shirley810 on Pixabay



# WHAT CAN YOU DO RIGHT NOW?

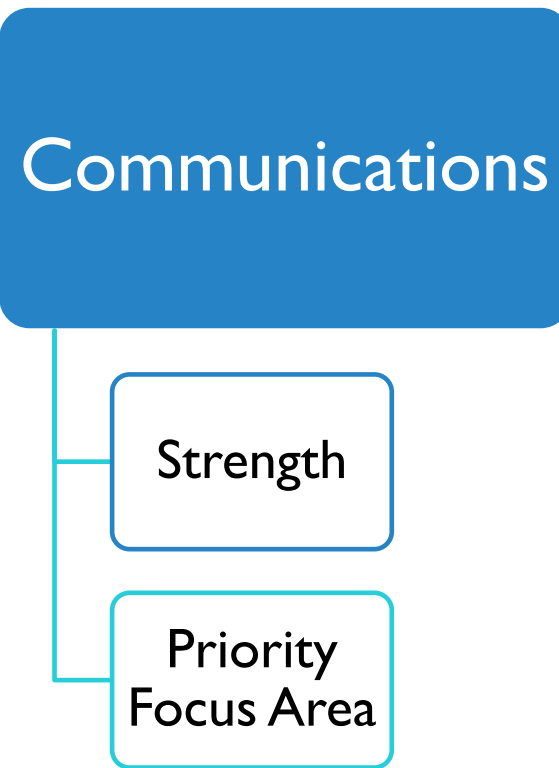
# FIGURE OUT WHERE YOU ARE

What is your story?

## Review Your Current Plan & Collateral

- How does your communications plan match up with your story?
- How are your communications working for you?
- What do you need to add or revise to your compensation communications plan?

# MAKE A PLAN



# QUESTIONS?



Image by geralt on Pixabay

# COMPENSATION SERIES

Wednesdays at 1pm Eastern:

- May 22
- May 29
- June 5
- June 12

# STAY IN TOUCH!

Chcworkforce.org

info@chcworkforce.org

844-ACU-HIRE



THANK YOU!