



Recruiting with Career Fairs


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About the...




PENNSYLVANIA
primary care
career center



What We'll Cover Today

- How our primary care career fairs have evolved
- Setting expectations and measures of success
- Planning
- Marketing to Candidates and Employers
- The Experience for Candidates and Employees



Evolution of the Career Fair



Harrisburg

Pittsburgh



Philadelphia



What's the Goal?

- Career Center's Goal – Set the stage for our employers
- Employers' Goal – Start the conversation
- Candidate's Goal – Find out more about employers, perhaps set up an interview

“On the spot” hires are very unlikely



Budget, Planning, Venue

- The Steering Committee
- Financials
 - The budget
 - Vendor pricing
 - Where do our dollars go
- Choosing a venue



Candidate Marketing

- Networking
- Contact list
- Email marketing
- Web presence
- Social media
 - Facebook
 - Twitter
 - This year...Instagram?



Candidate Experience

- They're scientists doing research
- Make it enjoyable, reduce stress
- Food, Family, Friends
- Giveaways and premiums
- Educational component
- Get feedback, CV reviews



Employer Marketing Tactics

- FQHCs, RHCs, Other Safety Net Facilities
- ASPR Members
- Early Bird and "2FER" Pricing
- Invite everyone or just FQHCs/RHCs?

Pennsylvania Primary Care Career Fairs
Sept. 2, Philadelphia, Monroeville | University City
Sept. 11, Pittsburgh, Westmore | University Place
Both Career Fairs Begin at 9:00 am

Please return this registration form by **Aug. 15, 2015**
[Click Here to Download Form](http://www.pennpc.org)

Name of Organization _____
Name and Title of Contact _____
Phone _____ Email _____

Registration Fee per Career Fair:
• Community Health Centers, Rural Health Clinics, Critical Access Hospitals, Safety Health Centers, Safety Health Organizations - \$100 (Early Bird - Free!) after July 1
• Hospitals/Health Systems, Private Practices - \$100 (Early Bird - Free!) after July 1

We are providing these spaces to a wide range of primary care practitioners including physicians, nurse practitioners, physician assistants, and dentists.


Many professional associations and agencies are helping to sponsor the public, internet, electronic and other e-mail lists. For more information, contact www.pennpc.org or call 800-842-2111.

Please check the career fair you will attend:
Philadelphia Career Fair
Pittsburgh Career Fair




Employer Experience

- Helping them succeed
- Positioning smaller employers to compete with the systems
- Provide names after the career fair
- Be careful what you promise




Upcoming changes

- Changing venue in Pittsburgh
- Make sure our members (FQHCs and RHCs) get special treatment
- Focus on the experience
- Do something different specifically for physicians
- Traveling career fair
- Do a better job following up with both candidates and employers



What about Virtual Career Fairs?

IMHO:
They're called virtual career fairs because it's virtually impossible to estimate the potential of success (we aren't gambling with house money)



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