



# Beat the Workforce Blues: How to Tackle Your Health System's Biggest Problem

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**Raise your hand if your  
health system is facing  
recruitment challenges**



# Learning Objectives

1. Identify how to use marketing strategies to effectively address recruitment issues
2. Learn how to leverage internal partnerships to identify and address recruitment barriers and effect change
3. Determine measures of success for recruitment marketing initiatives

# What We'll Cover Today

- Who is Sheppard Pratt?
- What is recruitment marketing?
- Sheppard Pratt's unique opportunity
- What we did
- Challenges, lessons, and wins
- What's next?

# Sheppard Pratt 101



Largest private, nonprofit  
provider of **PSYCHIATRIC  
SERVICES**



Largest provider of nonpublic  
**SPECIAL EDUCATION**  
schools and programs in Maryland



Serving patients from  
**39 STATES &  
15 COUNTRIES**



More than  
**380 SITES  
OF SERVICE**



More than  
**160 PROGRAMS**  
throughout Maryland

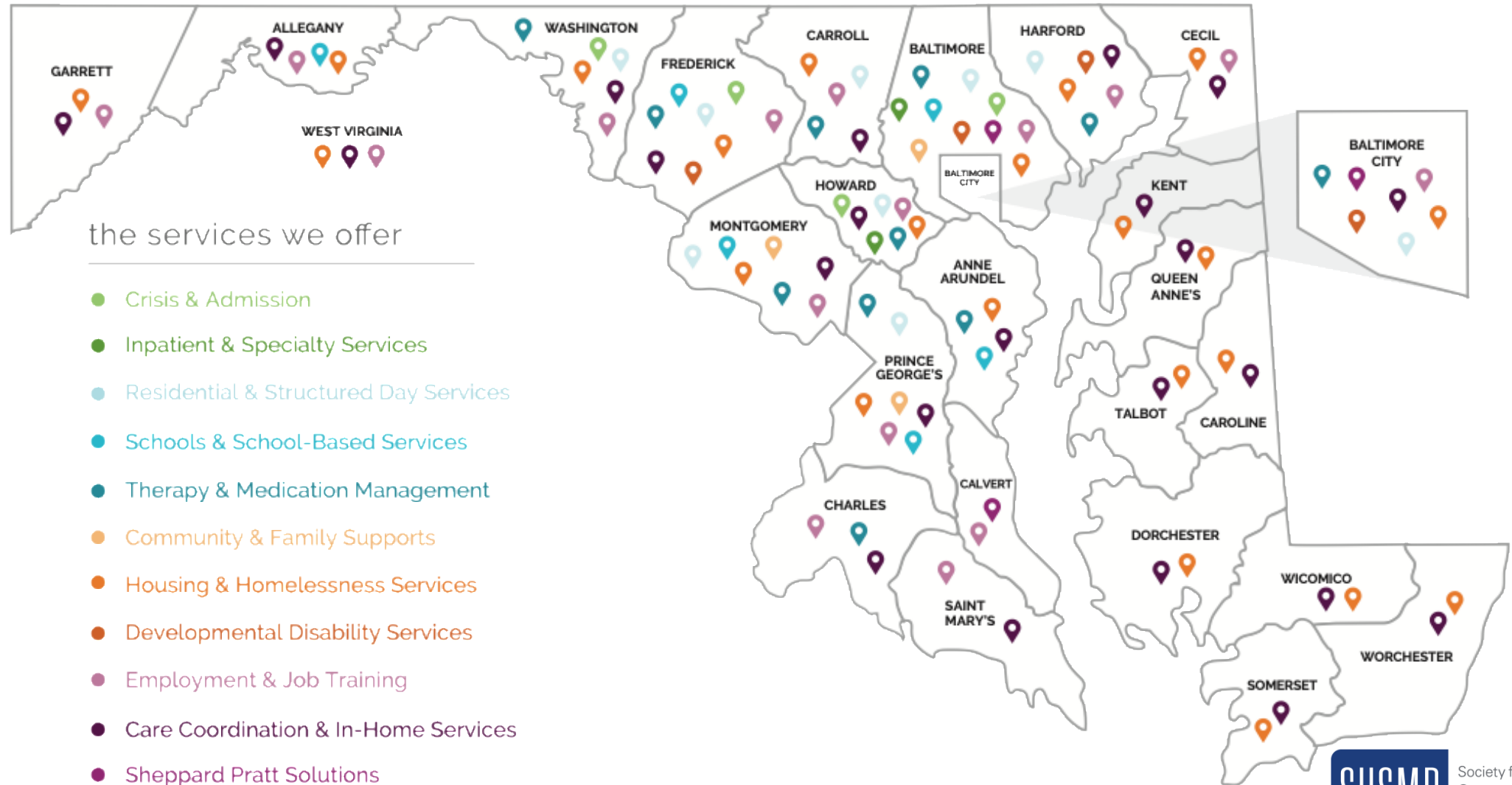


Consistently recognized as a  
**TOP NATIONAL PSYCHIATRIC  
HOSPITAL**



**5,000 EMPLOYEES**  
working for patient care every day

# Sites of Service



# Continuum of Care

## Crisis & Admission

- Psychiatric Urgent Care
- Assessment and intake services
- Therapy referral services
- Mobile crisis services

## Inpatient & Specialty Services

- Child, adolescent, adult, geriatric services
- Intellectual disabilities, neuropsychiatry
- OCD and anxiety, psychotic disorders, trauma, eating disorders, sports psychiatry, autism

## Residential & Structured Day Services

- Day hospitals
- Crisis residential services
- Psychiatric rehabilitation services
- Residential treatment services

## Schools & School-Based Services

- Nonpublic special education
- School-based mental health and substance use support services
- Residential Treatment Center

## Therapy & Medication Management

- Addiction services
- Outpatient and in-home services
- Integrated primary and behavioral healthcare services
- Telepsychiatry services
- Neurostimulation

## Housing & Homelessness Services

- Homeless outreach services
- Housing counselor services
- Veterans Service Center

## Community & Family Supports

- Head Start program
- Domestic violence shelter
- Early intervention parenting support
- Supervised visitation, monitored exchange
- Substance use and recovery support services
- Child development center, family counseling

## Developmental Disability Services

- Neuropsychiatry services
- Inpatient and outpatient intellectual disabilities and autism care
- Schools and school-based programs

## Employment & Job Training

- Business services
- Employment support
- Vocational services

## Care Coordination & In-Home Services

- Assertive community treatment services
- Behavioral health home services
- In-home counseling services

## Sheppard Pratt Solutions

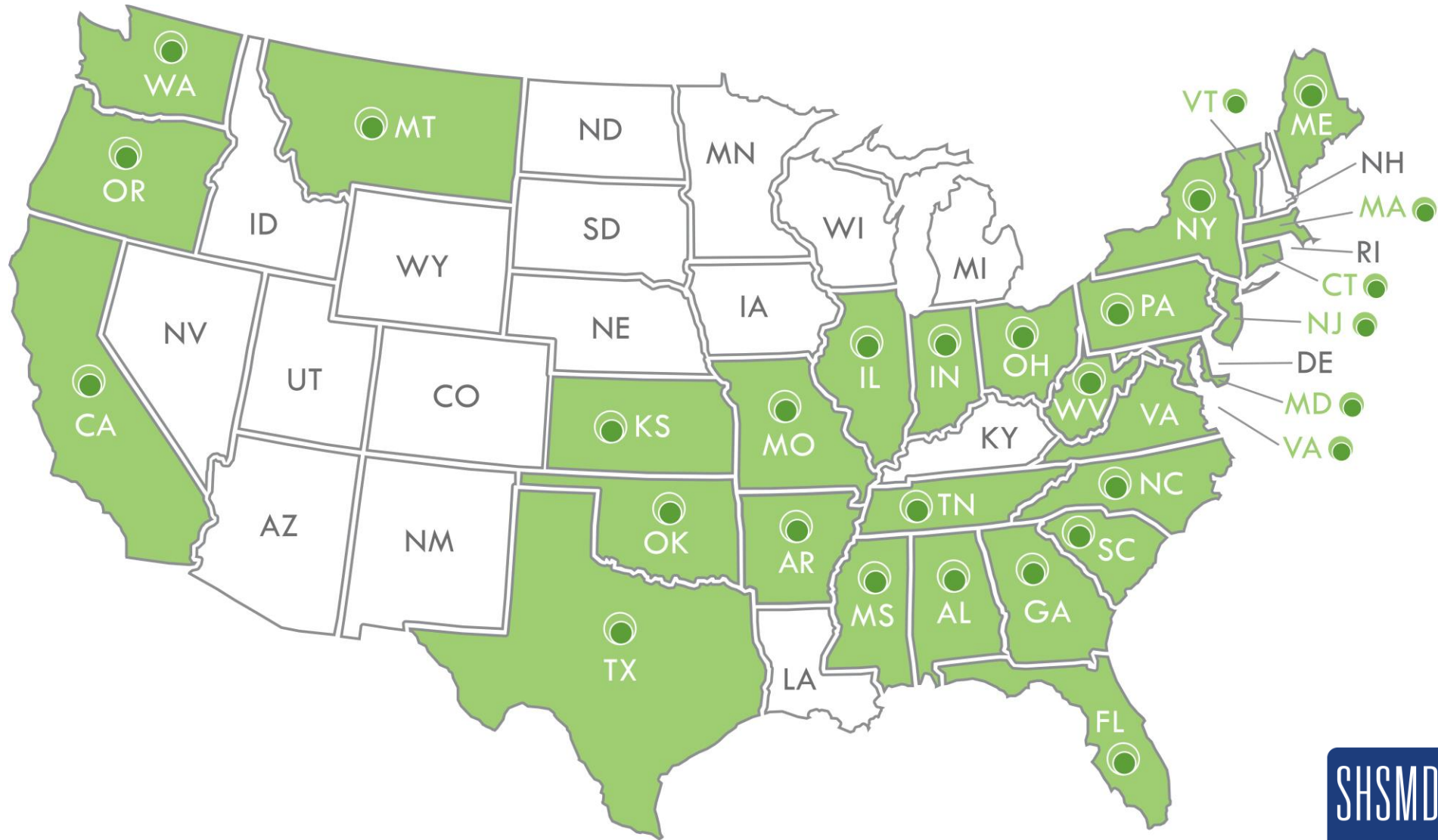
- Consulting
- Management
- Development

## Research & Innovation

- Psychedelics
- Mood disorders
- Schizophrenia
- Autism & neurodevelopmental disorders
- Data-optimized treatment and outcomes



# Sheppard Pratt Solutions







# What is Recruitment Marketing?

## Recruitment

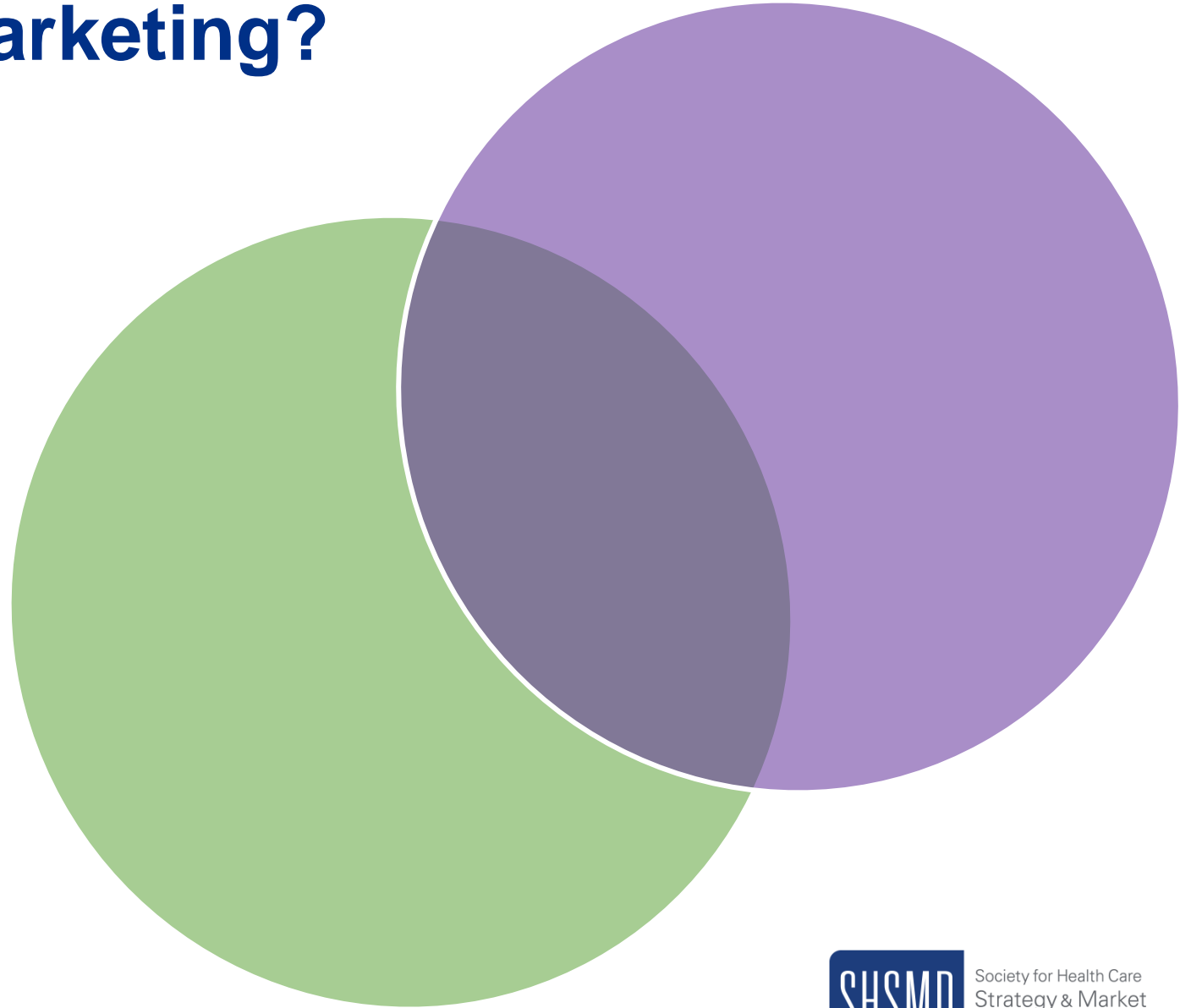
Identifying candidates and hiring qualified employees

## Marketing

Promoting products or services to drive sales

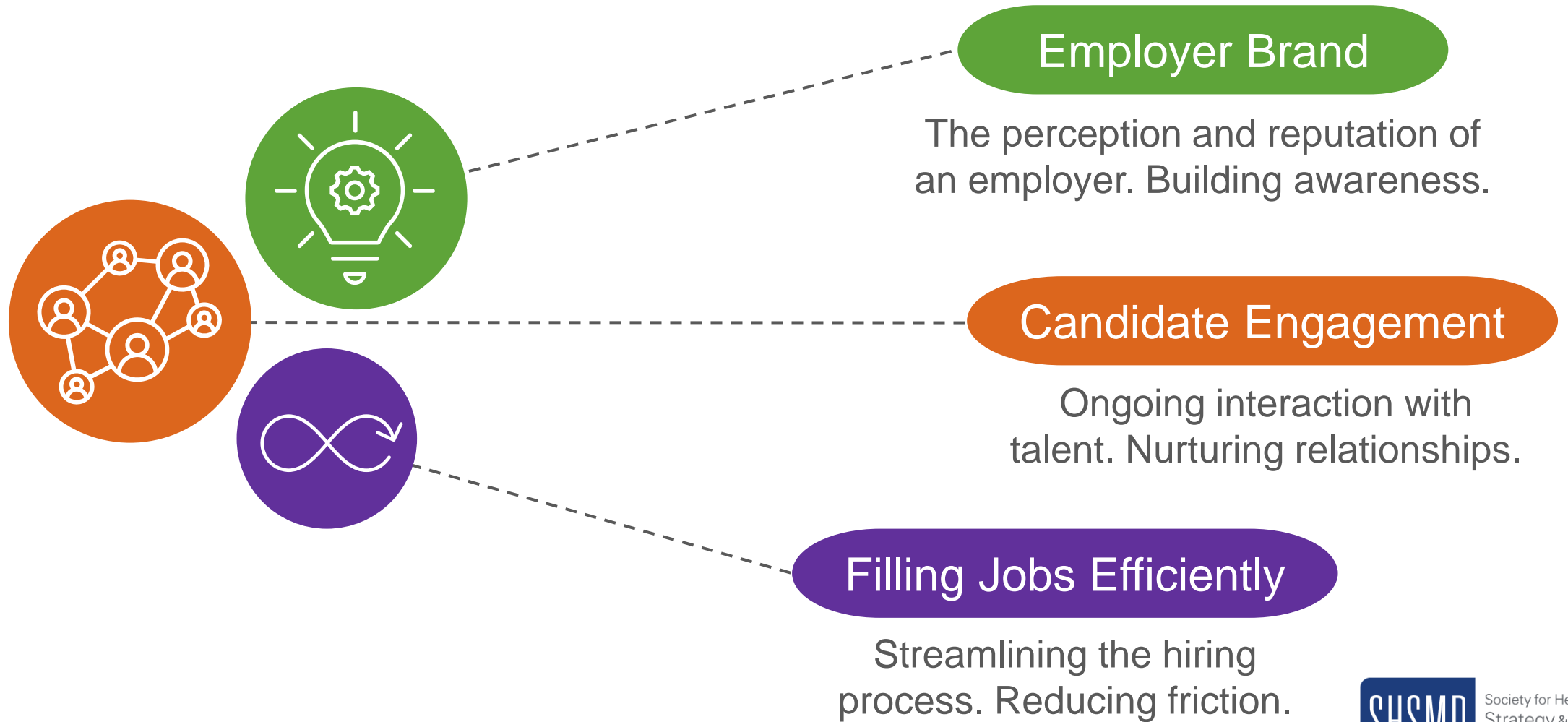
## Recruitment Marketing

Promoting employer brand to attract potential candidates





# Key Goals of Recruitment Marketing



# Sheppard Pratt's Unique Opportunity

Global need for healthcare workers

Attracting qualified candidates

Clarifying comprehensive services

# And Sheppard Pratt's Unique Challenge



# Sheppard Pratt



# The Talent We Seek

- Administrative assistants
- Admissions coordinators
- Behavior specialists
- Bilingual therapists
- Counselors
- Development
- Educational assistants
- Environmental services
- Executives
- Facilities
- Finance
- Food services
- Human resources
- Legal services
- Maintenance
- Maintenance
- Marketing
- Mental health workers
- Nurses
- Nurse practitioners
- Occupational therapists
- Physicians
- Psychologists
- Rehabilitation specialists
- Speech-language pathologists
- Social workers
- Teachers
- Therapists






“THAT’S ALL”



# How Are We Tackling This Problem?

1. Determined a need for a strong partnership between marketing and HR – and continuously collaborated with other departments along the way
2. Advocated for and hired a dedicated resource
3. Used traditional marketing tactics to address the problem head-on



# Case Study: Rehab & Recovery

Rehab and recovery: a Sheppard Pratt service line focused on residential and day programs serving adults with serious mental illness and learning disabilities



## Awareness

Build brand identity, create a positive impression, leave candidates wanting to learn more

**SHSMD**

Society for Health Care  
Strategy & Market  
Development™

# Step 1: Awareness

## How did we do this?

- Did our research!
- Developed employee personas
- Created an employer brand

What do you want  
people to think of  
when they hear  
'Sheppard Pratt'?



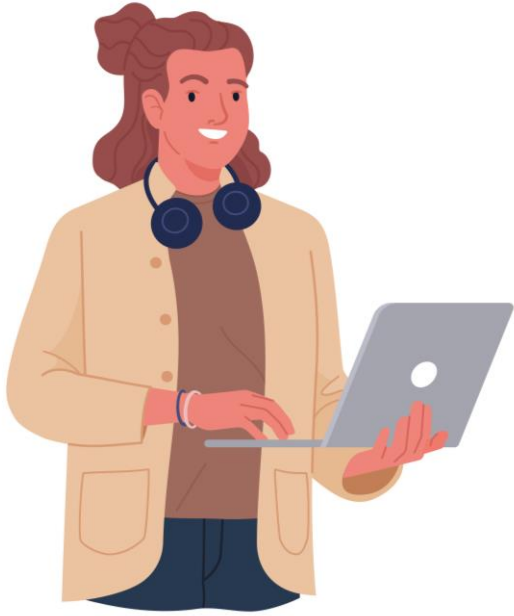
What do you enjoy  
about working at  
Sheppard Pratt and  
what challenges do  
you see with bringing  
on new employees?







# Employee Personas



**The Curious  
Learner**



**The Emerging  
Professional**

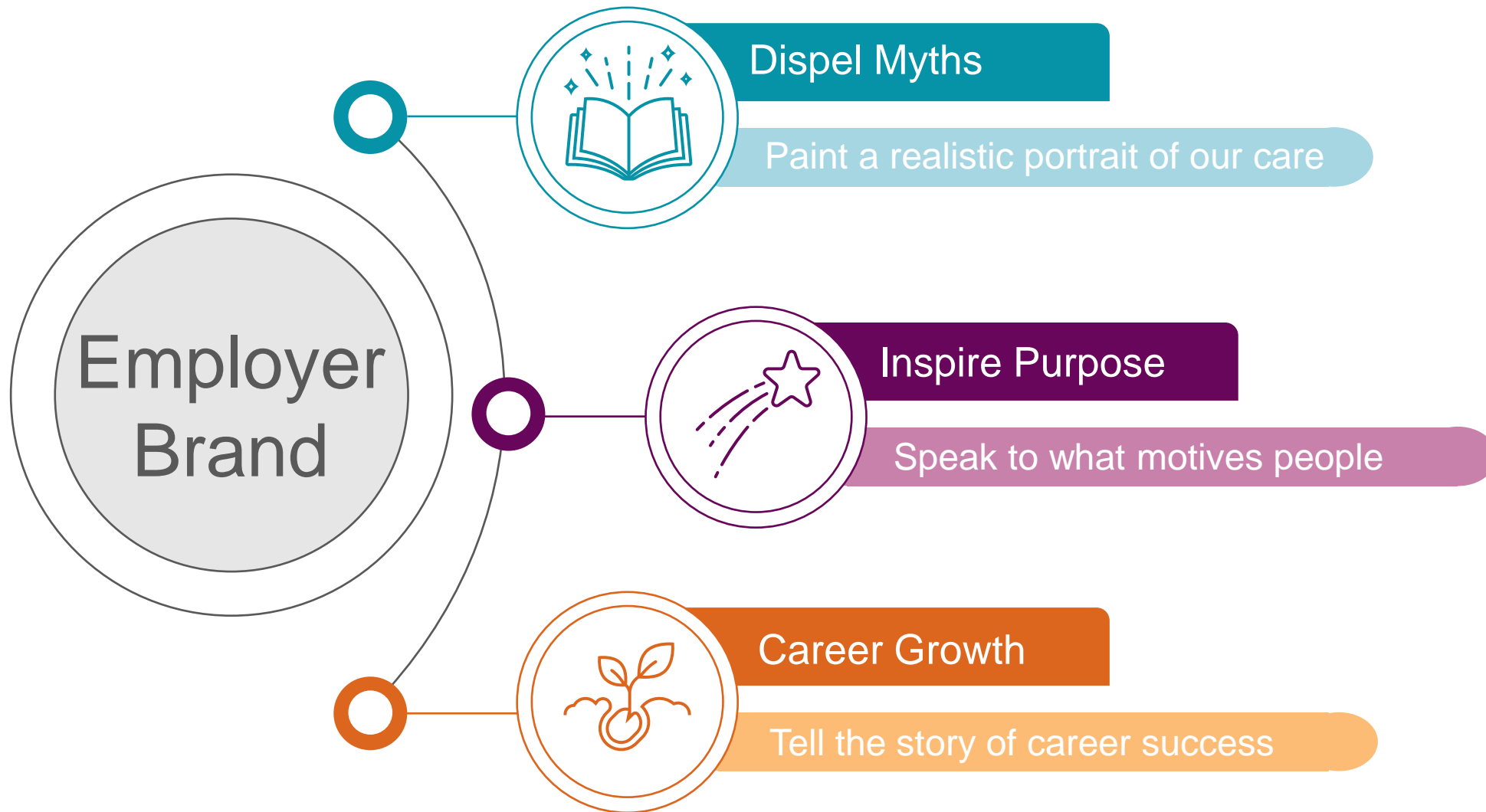


**The Purpose-Driven  
Professional**



**The Next Chapter  
Navigator**











**Awareness**



**Consideration**

Showcase the company's mission, core values, and employee benefits and perks

**SHSMD**


Society for Health Care  
Strategy & Market  
Development™

# Step 2: Consideration

## How did we do this?

- Highlighted career growth opportunities and implemented career progression pathways
- Packaged benefits and presented them in a way that was compelling and attractive
- Created employee spotlight videos to amplify the voices of our team members

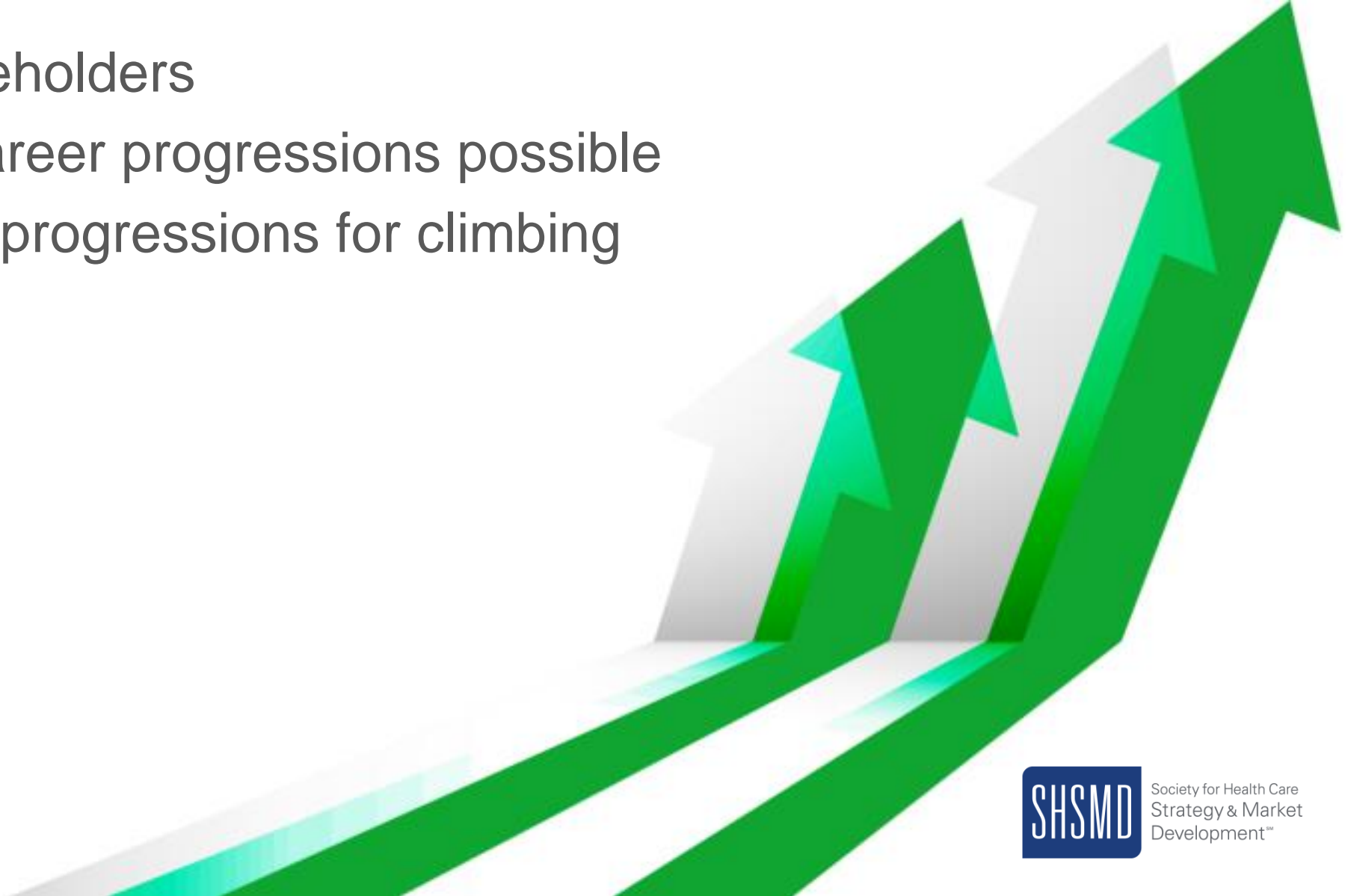




# Case Study: Rehab & Recovery

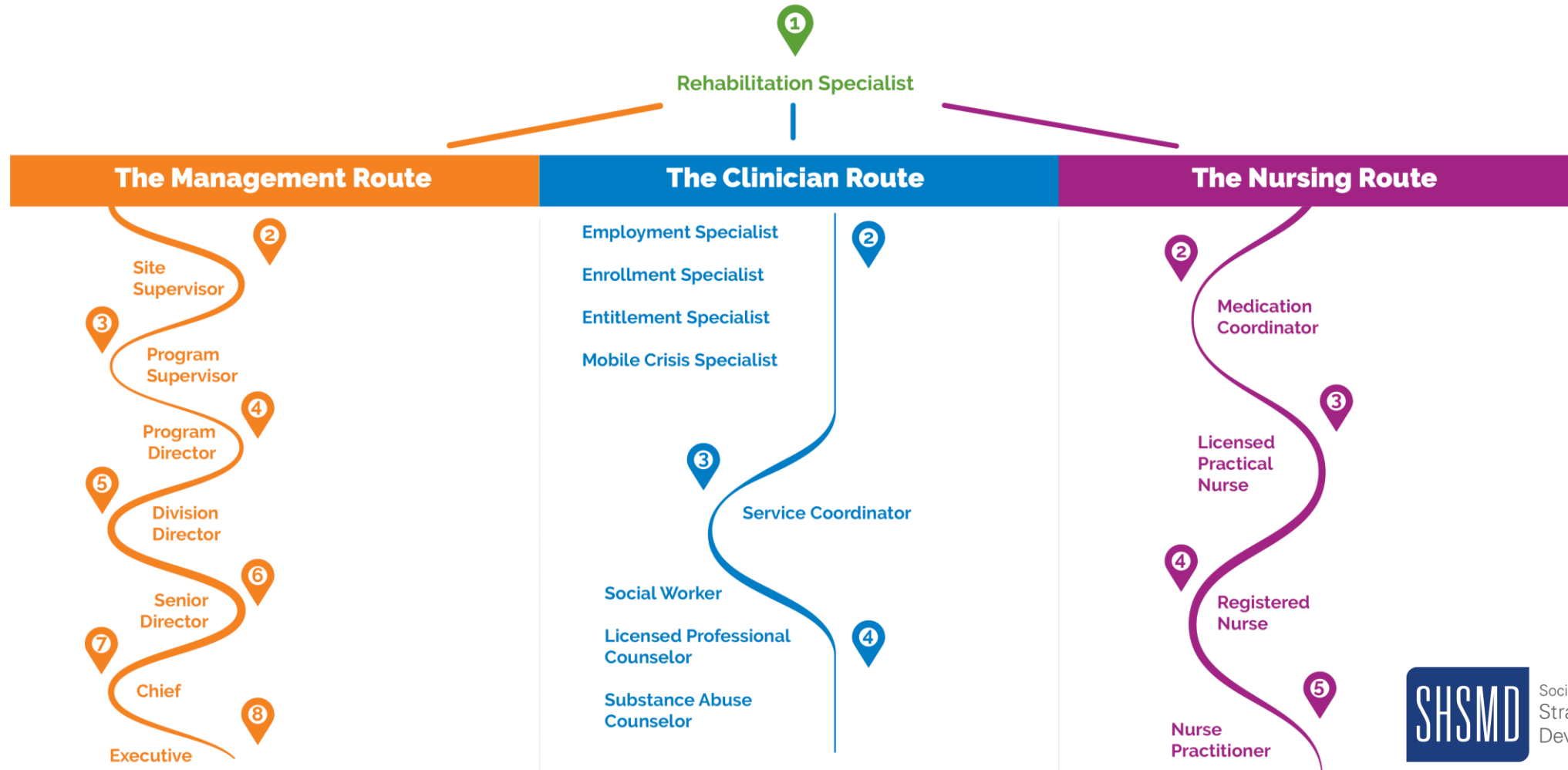
# How to Tell the Story of Career Growth

- Identify key stakeholders
- Determine the career progressions possible
- Map out the role progressions for climbing the ladder



# Rehab and Recovery

*career path* at Sheppard Pratt





# Employee Spotlight Videos

## | DISCOVER <sup>YOUR</sup> WHY

at  Sheppard Pratt

*Meet Roxy*

Educational Assistant, The Sheppard Pratt School



## | DISCOVER <sup>YOUR</sup> WHY

at  Sheppard Pratt

*Meet Dr. Young*

Medical Director, The Retreat by Sheppard Pratt



## | DISCOVER <sup>YOUR</sup> WHY

at  Sheppard Pratt

*Meet Liz*

Office Manager, Outpatient Mental Health Center



## | EMBRACE <sup>YOUR</sup> WHY

at  Sheppard Pratt

*Meet Mike*

Assistant Behavior Specialist, The Sheppard Pratt School



## | EMBRACE <sup>YOUR</sup> WHY

at  Sheppard Pratt

*Meet Alison*

Program Director, Psychiatric Rehabilitation Program



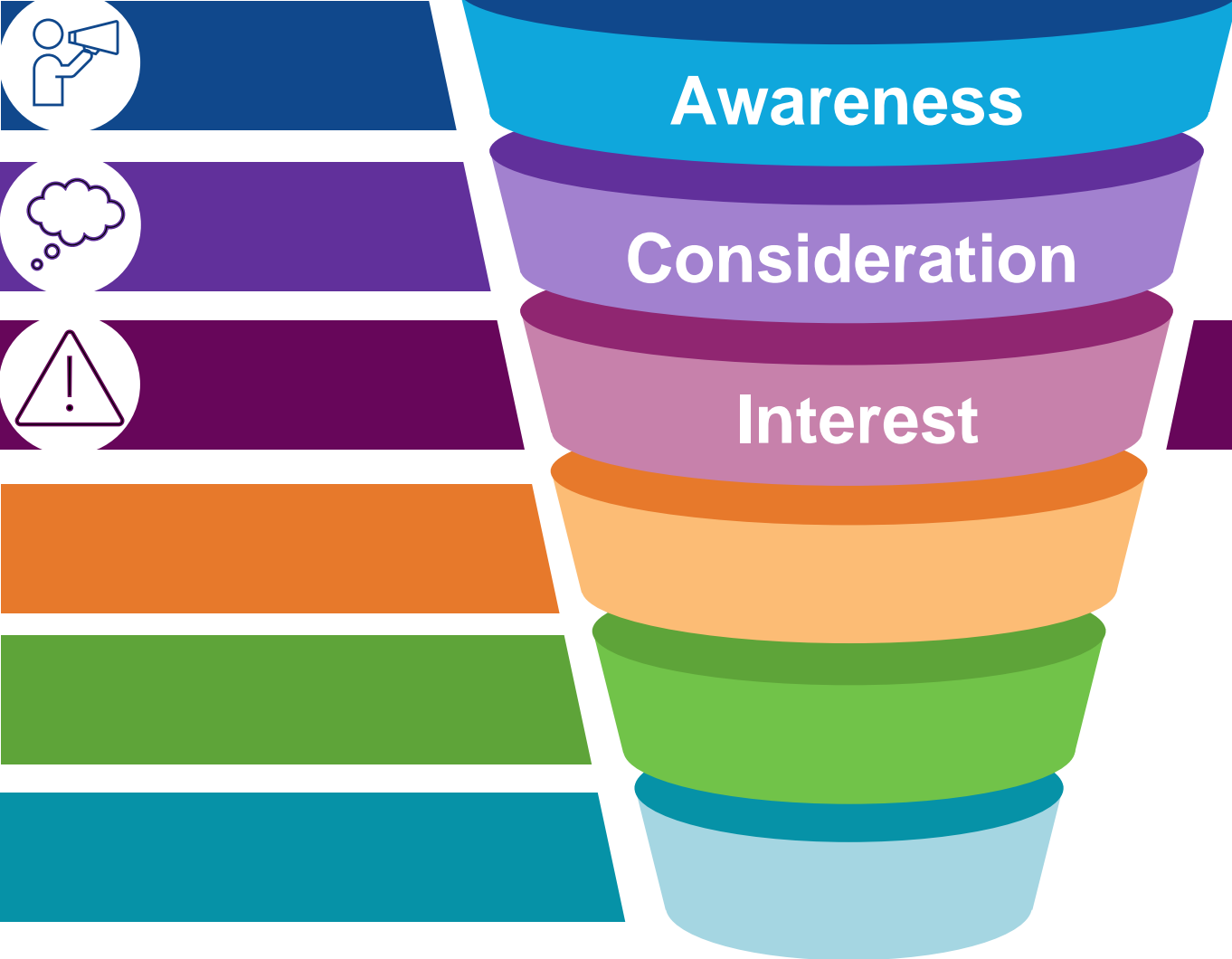
# How to Spotlight Employees for Recruitment



- Identify employees who:
  - Will be comfortable on camera
  - Are mission-driven and show a genuine enthusiasm for their work
  - Have displayed a commitment to growth in their career – especially those that have used your organization’s benefits
- Identify the “hook” for each employee’s story
- Make them comfortable

# Suggested Questions

- What inspired you to pursue this career?
- What caught your eye about our organization before you applied?
- What do you find the most rewarding about your role?
- What does a typical day look like for you?
- How are you supported by the organization while working towards your career goals?
- How does your work align with your personal brand and values?
- How does your team support you? How do you support them?
- Why have you stayed for so many years?
- How do you balance your personal life and career?
- What advice would you give to someone who is interested in your role?



Increase engagement in our organization and roles to boost the number of qualified applicants

# Step 3: Interest

## How did we do this?

- Standardized and optimized job postings
- Developed a social media strategy specific to recruitment for both Sheppard Pratt and recruiters/hiring managers
- For highest need areas – launched lead gen campaigns

## FEATS OF STRENGTH

We end most standups with a feats of strengths competition. Our current record wall sit time is 5 minutes.

## WORK HARD, PLAY HARD


We work a lot of hours since this is a startup. However, we all leave at 5pm/6pm so we can go to the gym, eat dinner at a healthy hour, and see our kids before they goto sleep. After 8pm/9pm we get back on the computer and do conference calls if needed.

## ON TOP OF OUR GAME

We share health articles and health stats and think it is fun not annoying.

Our monthly company outings are always new exercises we haven't all tried before. Recent activities include: Zumba, Bubble Soccer, Crossfit, Bikram Yoga, Rock Climbing, etc.





# Case Study: Rehab & Recovery

# Rehabilitation Specialist (Catonsville, Residential Rehabilitation Program) Overnight

Direct Care REHAB002926

Posted: May 10, 2023  
Closed: May 19, 2023

Full-Time

Catonsville, MD 21228, USA

## Job Details

### Description

**Come join Sheppard Pratt's growing team! We offer an hourly pay rate of \$17.50 for our Rehabilitation Specialist.**

- High school Diploma or equivalent required. BA/BS in Human Service and/or related area preferred.
- Ability to obtain additional certifications/trainings as may be required for certain programs (e.g., CPR/First Aid, Infection Control, Food Safety and Handling, and Crisis Intervention/Suicidal Protocol).
- Must possess a valid state driver's license with 3 or fewer points at time of hire.
- May require access to a vehicle during working hours for work related duties, including transporting clients as necessary. When access to a vehicle is required vehicle insurance must name the employee as an insured driver.
- The ability to physically assist clients with daily tasks.
- Good organizational, communication and time management skills.
- Establish rapport and to assist client to identify his or her own needs (i.e., self-care skills, social skills, independent living skills, medication management, health- mental and somatic, entitlements, and vocational) to establish appropriate rehabilitation goals and to provide internal and/or community referrals when necessary.
- Working knowledge of Microsoft Office, ability to navigate through applications and utilize keyboard to input required documentation into electronic health record.
- Must be able to work variety of shifts including day, evening and weekend hours and holidays.

# Rehabilitation Specialist (Segue) (Full Time, Nights)

Direct Care REHAB001960

Posted: January 26, 2023  
Closed: April 4, 2023

Full-Time

Sykesville, MD 21784, USA

## Job Details

### Description

**Come join Sheppard Pratt's growing team! We offer an hourly pay rate of \$17.50 for our Rehabilitation Specialist.**

**As a Rehabilitation Specialist, you will:**

- Provide a safe and therapeutic environment.
- Provide quality support services.
- Work with clients to promote skills for successful community living.
- Support residents in achieving their personal goals.
- Engage clients in activities of daily living.
- Coordinate comprehensive care of assigned clients.
- Support clients in taking medications as prescribed.
- Establish collaborative relationships with clients, families, other staff, and external parties.
- With guidance from manager, provide crisis support and intervention.
- Document and report in a timely manner.

**Requirements:**

- Minimum of a high school diploma.
- 1-2 years of relevant student, volunteer or work experience.
- BA/BS in Human Service and/or related area preferred.
- Generally, must possess a valid state driver's license with 3 or fewer points at time of hire.
- Certain programs and positions may require access to a vehicle during working hours for work related duties, including transporting clients as necessary. When access to a vehicle is required vehicle insurance must name the employee as an insured driver.



# How to Improve Job Postings

- Visit locations of service and speak with current employees – get the real scoop
- Utilize SEO principles
- Link to relevant pages on your website
- Include benefit and growth information
- Include your employee brand

## Rehabilitation Specialist, Residential, Sat & Sun 8am-4pm

Direct Care REHAB005242

Posted: July 9, 2024

Part-Time

Baltimore, MD 21218, USA

### Job Details

#### Description

[Residential Rehabilitation Program \(RRP\)](#) services are designed for individuals with serious mental illness who have difficulty maintaining housing. Our team helps individuals obtain housing, employment, mental health services, and more.

#### What to expect.

This is a direct care opportunity to provide support for mental health treatment. You will **provide a safe and therapeutic environment** that encourages the overall independence and well-being of your clients.

Under general supervision, your responsibilities will include:

- Acting as a residential counselor as you **work one-on-one with clients** to learn or regain skills for successful community and independent living and socialization.
- Ensuring **medication compliance** which involves responsibility for safety, dosage, and cleanliness.
- Working as a part of a **collaborative service team** to develop and implement individual service plans.
- Providing transportation and attending clients' medical appointments. You will provide **advocacy services** throughout the appointment and ensure that all follow-up instruction is documented and/or followed through on.

#### What you'll get from us.

- A commitment to ongoing training and education, including a robust tuition reimbursement program.
- Comprehensive retirement, medical, dental, and vision benefits.
- Generous paid-time-off and flexible scheduling.
- Complimentary employee assistance program.
- And more!

#### What we need from you.

- Your high school diploma or GED, Bachelor's degree in a related field is preferred.
- The willingness to obtain additional certifications and trainings as required.
- A driver's license with 3-points or less and access to an insured vehicle.
- Must have availability to work days, nights, weekends, and holidays depending upon needs of the program.



Recruiter & enjoying great benefits at Penn State - Supp...  
2w • 🌐

New week - new exciting [#jobalert!](#) Do you enjoy student recruitment efforts? Would you be interested in traveling about 20-30 days per year to participate in recruitment fairs and conferences? The [Penn State School of Public Policy](#) is seeking a Student Recruitment Specialist to develop, implement, and participate in recruitment events and initiatives for the School's Master of Public Policy degree program.

You will also be:

- ☑ the main point of contact for prospective students from initial contact through the application and admissions process
- ☑ coordinate the production of all marketing materials and campaigns to assist in the School's student recruitment efforts.

[#studentrecruitment](#) [#higheredsjobs](#) [#publicpolicy](#) [#supportingstudents](#)



**Student Recruitment Specialist (Enrollment Services Specialist 4)**  
Job by Penn State University  
University Park, Pennsylvania, United States (On-site)

[View job](#)

- ✓ Opens with a question
- ✓ Uses hashtags and tags
- ✓ Links to the application
- ✗ Too long
- ✗ Unnecessary information

Human Resources Supervisor at Bartlett City Schools  
2h • 🌐

Appling Middle School is actively recruiting for a PE teacher/Boys Basketball Coach.

**PE Teacher/Boys Basketball Coach**  
ats4.atenterprise.powerschool.com • 2 min read  
Minimum Qualifications : Requires a Bachelor's degree and endorsement in the grade/su...

- ✓ The school's name and position up front
- ✓ Succinct
- ✗ Doesn't catch the eye
- ✗ Doesn't feel personal
- ✗ No call to action
- ✗ No hashtags

Cheerleader, Coach & CEO  
1d • 🌐

Are you looking for a new job? - Edtech Job Fair

The Edtech Job is coming. So far we have 26 company tables and 22 Advice Tables.

There is no cost to the companies or the job seekers. Yep free!

Tuesday June 20th  
5:00 – 7:00 PM Central Time

We'll be using Airmeet, which allows for multiple tables of small group video chat. These are not interviews, but a chance to learn more about the companies and their open positions.

The Advice Tables are hosted by people working in various roles in Edtech.

Job Seekers Register Here:  
<http://eepurl.com/irKAvI>

If your company wants to participate, read more here:  
<https://lnkd.in/gDGdFTGP>

- ✓ Includes date and time of event
- ✓ Opens with a question
- ✓ Breaks up content
- ✗ Underwhelming
- ✗ Unnecessary information

# How to Empower Recruiters and Hiring Managers

- Provide content topics to consider:
  - Employment opportunities
  - Information about programs and services
  - Events, conferences, and notable moments
  - Accomplishments (personal, team, and organization)
- Teach them how to package the information
  - Break up content with paragraphs and bullets
  - Keep it brief
  - Include rich media
  - Incorporate emojis
- Optimize the content within posts to reach a wider, more engaged audience
  - Include a call to action
  - Post using a consistent cadence
  - Include hashtags



# Hashtags to Consider

- #careers – 22,362,732 followers
- #jobinterviews – 14,222,416 followers
- #hiringandpromotion – 9,977,257 followers
- #hiring – 3,111,971 followers
- #jobs – 3,034,660 followers
- #recruitment – 2,693,208 followers
- #jobseekers – 2,028,184 followers
- #job – 1,263,424 followers
- #recruiting – 1,051,982 followers
- #career – 813,851 followers
- #jobopening – 406,963 followers
- #nowhiring – 131,145 followers
- #employment – 105,554 followers
- #jobalert – 90,426 followers
- #jobsearching – 81,421 followers
- #gethired – 45,319 followers
- #hire – 22,188 followers
- #joinourteam – 22,176 followers
- #jobhiring – 19,603 followers
- #jobfair – 13,235 followers



**Lindsay Warner, RACR** • 1st

Recruiter at Sheppard Pratt

3w • 🌐

Our Sheppard Pratt Schools are ready for the school year! Check out our current job openings across our various school locations in Maryland. To learn more, please click the link below. 📖✏️💜

Special Education Careers: <https://shorturl.at/iyV58>

**#SpecialEducation #Teachers #EducationCareers #Behavior #SocialWork  
#EducationalAssistant #Careers #JoinOurTeam**



- ✓ Eye-catching graphic
- ✓ Uses emojis appropriately
- ✓ Clear call-to-action
- ✓ Hashtags
- ✓ Links to the job board



**Margaret Waterfield** • 1st

Talent Acquisition, Sheppard Pratt

4mo • 🌐

#RNs are vital to our life-changing programs at **Sheppard Pratt**! Did you know the following about our General Adult Unit in Towson?

- It's a nationally and internationally recognized program.
- The unit is specially designed for the treatment of adults 18 and older who are experiencing a variety of mental health diagnoses.
- Our team provides crisis stabilization services with a goal of moving patients to a less-intensive level of care as soon as is safe to do so.
- Hiring Manager **Jaime Allen** has a variety of schedules for you.
- Here's where you will find your perfect fit! <https://lnkd.in/e3bpudx9>

**Imani Martin, RACR, Kristin Wenger, Stacey Garnett, Abbie Cornblatt, MSHRD, PHR, RACR, Stephanie M Robinson DNP, RN, PMH-BC, NPD-BC, NE-BC**

**EMBRACE YOUR WHY**

at  Sheppard Pratt



Eye-catching graphic



Information about program and services



Hashtags and tags – including Sheppard Pratt



Break up content with bullets



Links to the job board

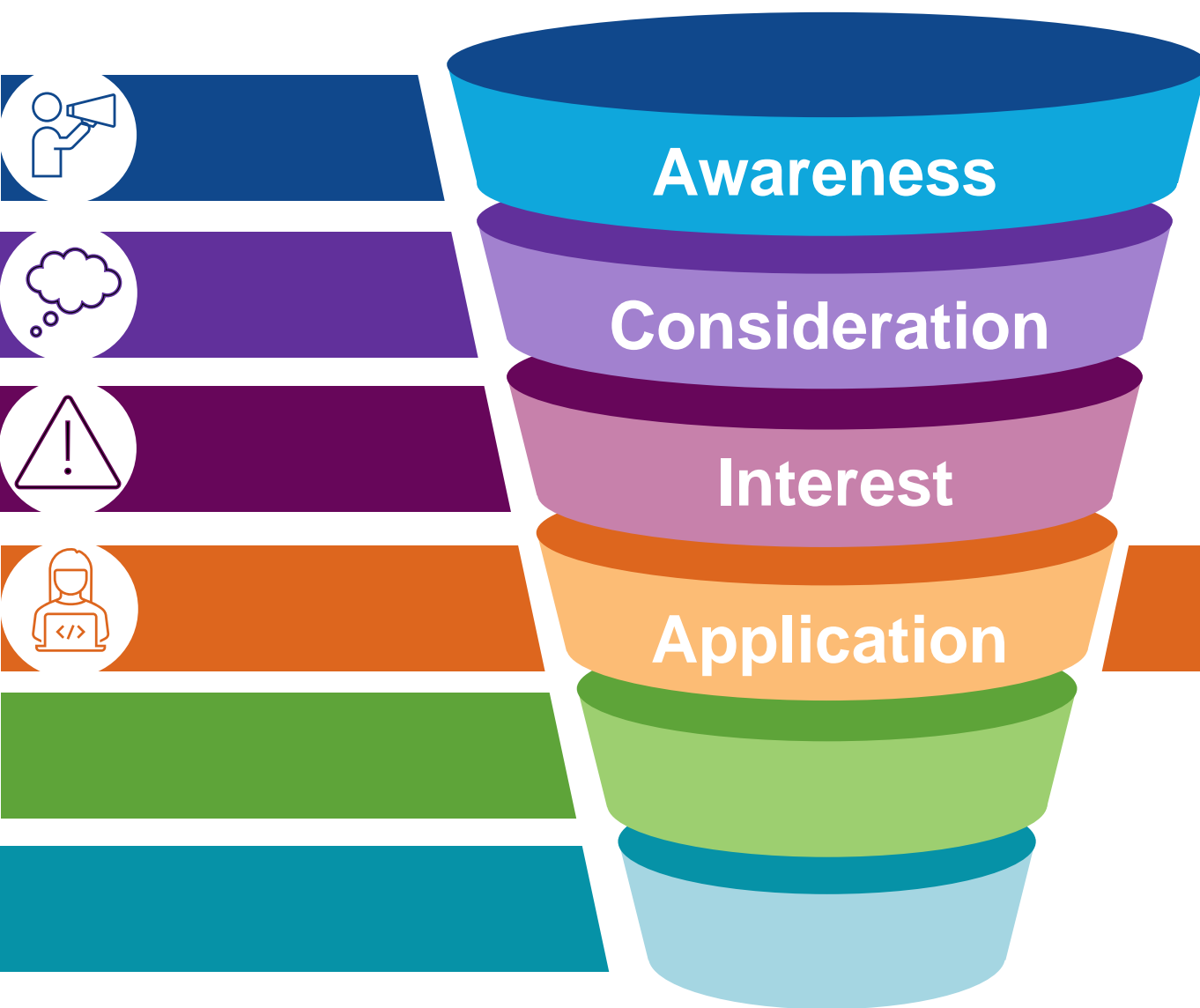


Society for Health Care  
Strategy & Market  
Development™

# When organic efforts aren't enough...

- Keep tapping into your marketing brain! If budget is available, what else can you try?
- For our highest need roles, we used lead gen campaigns primarily focused on bottom-of-funnel tactics
  - Paid search
  - Geotargeted display





Streamline the application process to reduce friction and encourage more submissions



# Step 4: Application

## How did we do this?

- Biggest key: a STRONG partnership with recruitment!
- Reduce friction in the application process
- Personalized and consistent communication



I uploaded my resume



Now enter your info  
manually

# Easy Communication is Key!

## Disposition Emails

Do not use Recruiter use only Thanks but...not eligible to transfer

DO NOT USE Recruiter use only-BWC nursing interview scheduled by recruiter

DO NOT USE Recruiter use only-Towson Nursing Interview scheduled by Recrui

Hiring Manager phone interview template-candidate provide availability

Hiring Manager Phone interview template-Managers provides availability

Hiring Manager-weren't able to connect

In person hiring event confirmation

Recruiter use only Application Confirmation

Recruiter use only Application Declined

Recruiter use only Phone interview setup email

Recruiter use only Recruiter created your profile Ask a candid to apply

Recruiter use only Thanks but NO thanks (General)

Recruiter use only Thanks but not eligible for rehire

Recruiter Use Only Thanks but not eligible to transfer due to 6mo req

Recruiter use only Thanks but....Int but not selected (position filled)

Recruiter use only Thanks but....License / Certification

Recruiter use only Thanks for interviewing but not selected (internal)

Recruiter use onlyThanks but....salary

Recruiter use only Application Confirmation

+ Create a new template...

Edit Template

\* Template Name

Recruiter use only Application Confirmation

32

\* Template Type

Disposition Emails

\* Subject

{BRAND\_NAME} has received your {OPPORTUNITY\_TITLE} application

138

\* Template Text

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Formats

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Dear {CANDIDATE\_FIRST\_NAME},

We have received your application for the position of {OPPORTUNITY\_TITLE}.

Our team is working hard to select the person with the right credentials for this position. {BRAND\_NAME} thoroughly reviews every candidate making sure all aspects of the application are taken into consideration.

If selected to advance to the next step, we will contact you directly. In the meantime, feel free to check for new opportunities on our website, or update your presence with any new skills, or other pertinent information.

Thanks again from the {BRAND\_NAME} team!

**Please Note:** This message was automatically generated. Please do not respond.

Insert Merge Tags

Search

Q

{APPLICATION\_DATE}

{BRAND\_NAME}

{CANDIDATE\_FIRST\_NAME}

{CANDIDATE\_FULL\_NAME}

{CANDIDATE\_TITLE\_LAST\_NAME}

{COMPENSATION}

{EMPLOYEE\_REFERRAL\_EMAIL}

{EMPLOYEE\_REFERRAL\_NAME}

{EMPLOYEE\_REFERRAL\_PHONE}

{FULL\_TIME/PART\_TIME}

{JOB\_FAMILY}

{JOB\_LOCATION\_TYPE}

{LEGAL\_ENTITY\_COMPANY\_CODE}

{LEGAL\_ENTITY\_COMPANY\_NAME}

{LEGAL\_ENTITY\_DBA\_NAME}

{OPPORTUNITY\_TITLE}

{RECRUITER\_NAME}

{REQUISITION\_NUMBER}

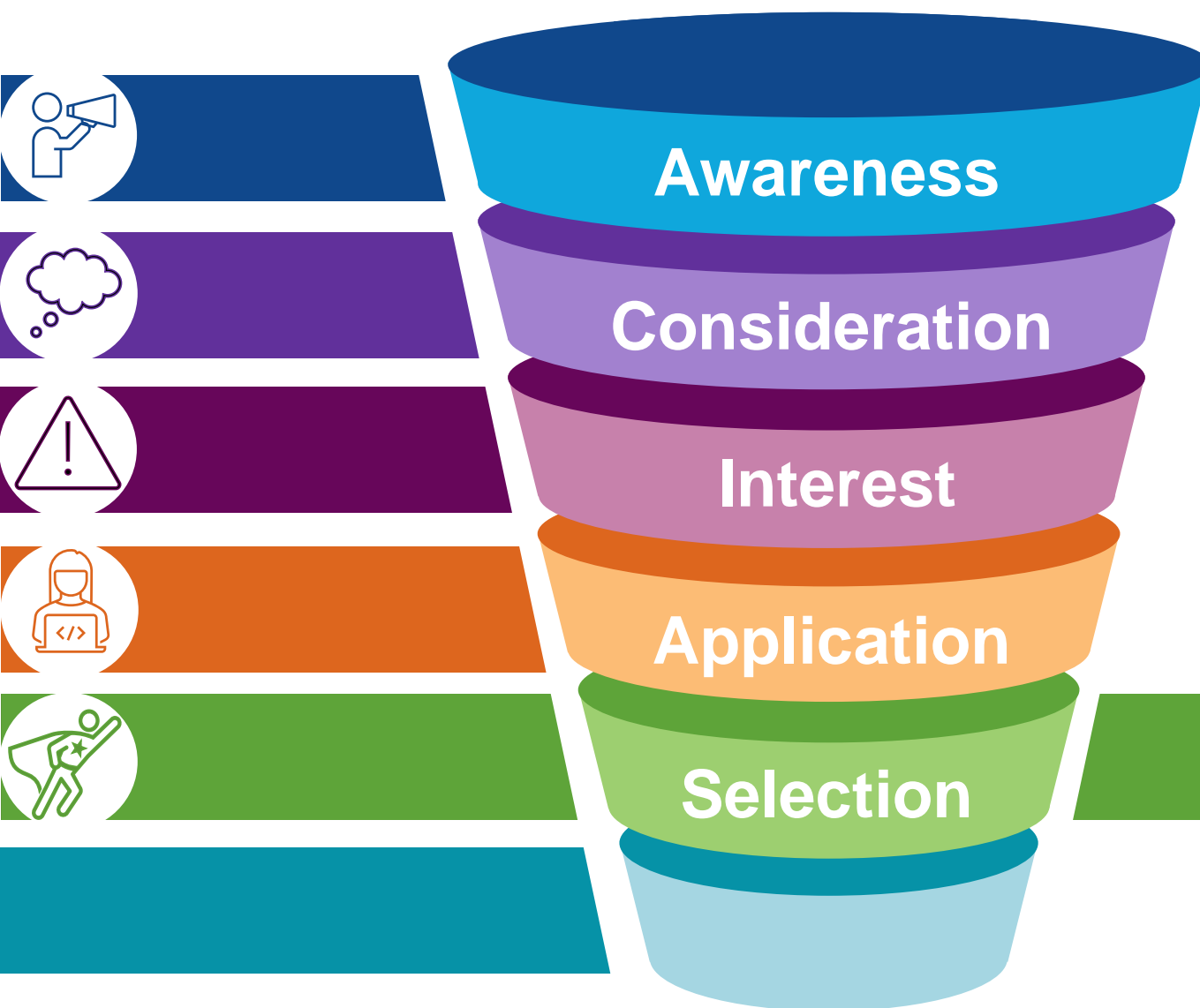
{SALARY/HOURLY}

{SUPERVISOR\_NAME}

{TODAYS\_DATE}

{VIEW\_OPPORTUNITIES\_URI}

{VIEW\_PRESENCE\_URI}



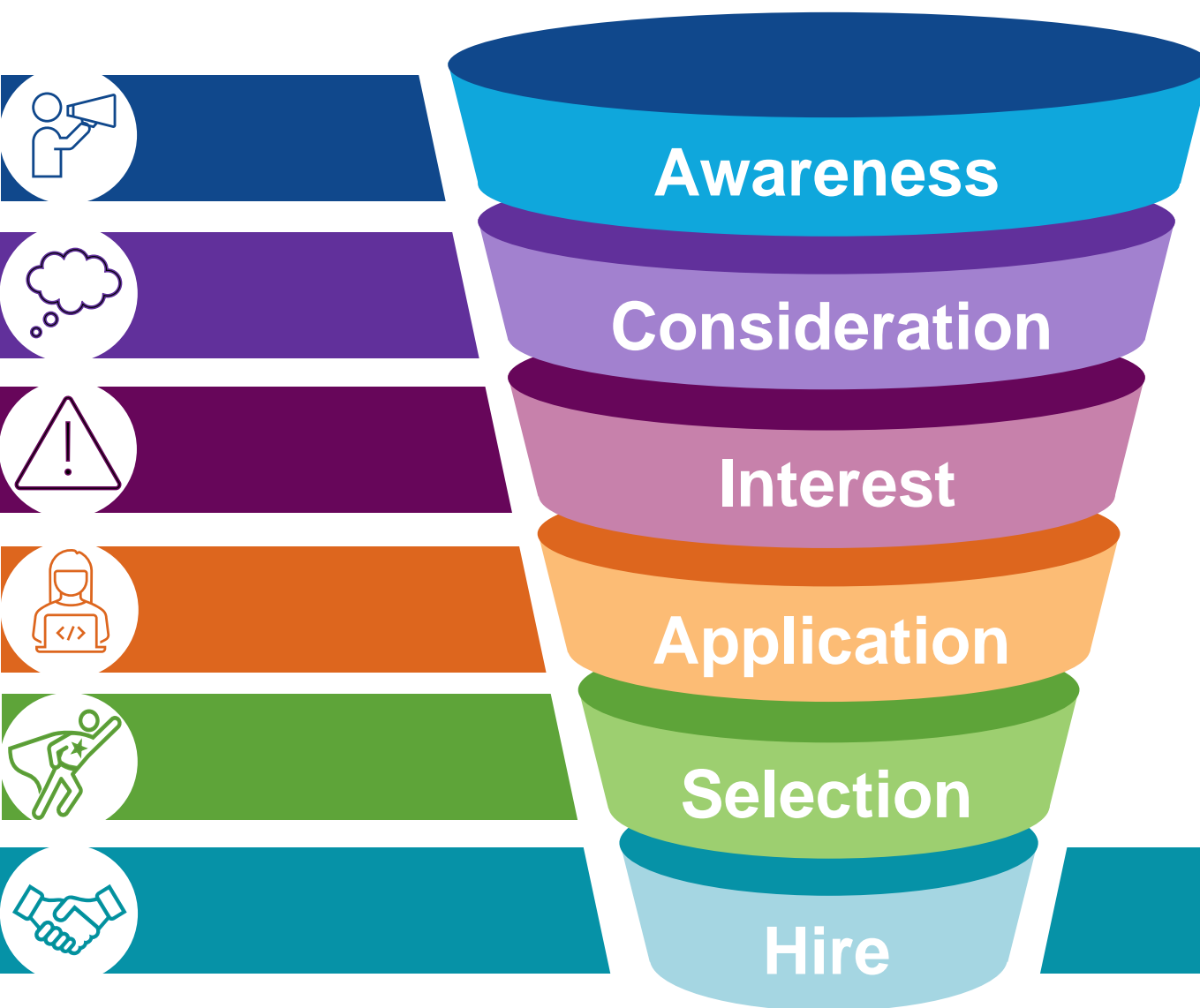
Recruiters and hiring managers assess and evaluate candidates to determine the best fit

# Step 5: Selection

## How did we do this?

- Consistent communication between recruiter, hiring manager, and candidate
- Standardized communication across the organization





Turn great candidates into engaged employees  
while enforcing brand and values

# Step 6: Hire

## How did we do this?

- Perfected the offer presentation
- Equipped managers with resources
- Prepared new hires to attend new employee orientation

# How to Package an Irresistible Offer

- Offer letter
  - Use company letterhead
  - Address the candidate appropriately
  - Clearly outline the position title, department, and reporting manager
  - Provide compensation, including applicable bonuses
  - Clarify anything unique and relevant to your organization's structure
  - Partner with HR to include all legal requirements
- Onboarding instructions
  - Provide logistics like directions and parking information
  - Outline what the candidate can expect (drug test, fingerprints, etc.)
  - List what they should physically bring (ID, proof of education, etc.)
- Benefits package
  - Partner with your benefits team to provide comprehensive information about health and wellness, financial security, PTO, work-life balance, and professional development
- Orientation overview
  - Provide expectations for new hire orientation
  - Include expectations for job-specific orientation

# Preparing Managers to Welcome New Hires

- Created a one-stop shop for manager resources on our intranet:
  - Hiring manager reference guide for onboarding new employees
  - Hiring manager welcome email template
  - New hire orientation FAQs
  - IT equipment request
  - Office space request
  - Badge and security request

## **Manager Resources**

Click here to access the information and resources you'll need to welcome your new employees!



Sheppard Pratt Pulse

## Welcome to Sheppard Pratt, Maria!



Learning

Tuesday, September 10, 2024 at 4:09 PM

To: Maria Belli; Cc: Shawn Noonan



Towson campus map...  
100.3 KB



Welcome Day Agend...  
80.3 KB

[Download All](#) • [Preview All](#)

Hello Maria,

We are pleased to welcome you to Sheppard Pratt for what we hope is a long career with us! Each member of our team plays a crucial role in fulfilling our mission, and we look forward to the contributions you will bring to help make a difference in the lives of those we serve.

Our president and CEO, Harsh K. Trivedi, MD, MBA, would like to take this opportunity to welcome you and congratulate you on your new role! Click here to watch his special message: <https://vimeo.com/944900175/47f06114ee>

As you begin your journey with Sheppard Pratt, you will have the opportunity to learn more about our organization and our culture, get to know your team, and dive into your new role. The first step is to attend a required in-person Welcome Day at our conference center on our Towson campus. Please report to **6501 N. Charles St, Towson, MD 21204 on 8/28/2024.**

Welcome Day includes opportunities to meet key leaders and HR staff, learn about our organization and our mission, understand vital policies and procedures, and meet fellow co-workers. Breakfast, lunch, and snacks will be provided. Please let us know if you require any accommodations, including dietary, by contacting human resources at [learning@sheppardpratt.org](mailto:learning@sheppardpratt.org).

### **Welcome Day Location**

Conference Center at Sheppard Pratt's Towson Campus  
[6501 N. Charles St, Towson, MD 21204](#)

\*Please note, due to ongoing campus improvements, all vehicles should enter/exit campus via Gatehouse Drive at North Charles Street. **See attached map for directions once you arrive on campus.**

### **Welcome Day Schedule**

9 a.m. - 9:30 a.m. Arrive and check in  
9:45 a.m. - Welcome Day begins  
Noon - Lunch  
2:30 p.m. - Program ends

To learn more about Sheppard Pratt before Welcome Day, check us out and follow us on:

- Facebook: [www.facebook.com/SheppardPratt](https://www.facebook.com/SheppardPratt)
- Instagram: [www.instagram.com/SheppardPratt](https://www.instagram.com/SheppardPratt)
- LinkedIn: [www.linkedin.com/company/sheppard-pratt](https://www.linkedin.com/company/sheppard-pratt)

Starting a new job is exciting, and our Human Resources team is here to support you every step of the way. Please contact us at [learning@sheppardpratt.org](mailto:learning@sheppardpratt.org) if you have any questions.

We look forward to meeting you at Welcome Day!

Sincerely,  
The Human Resources Team, Sheppard Pratt

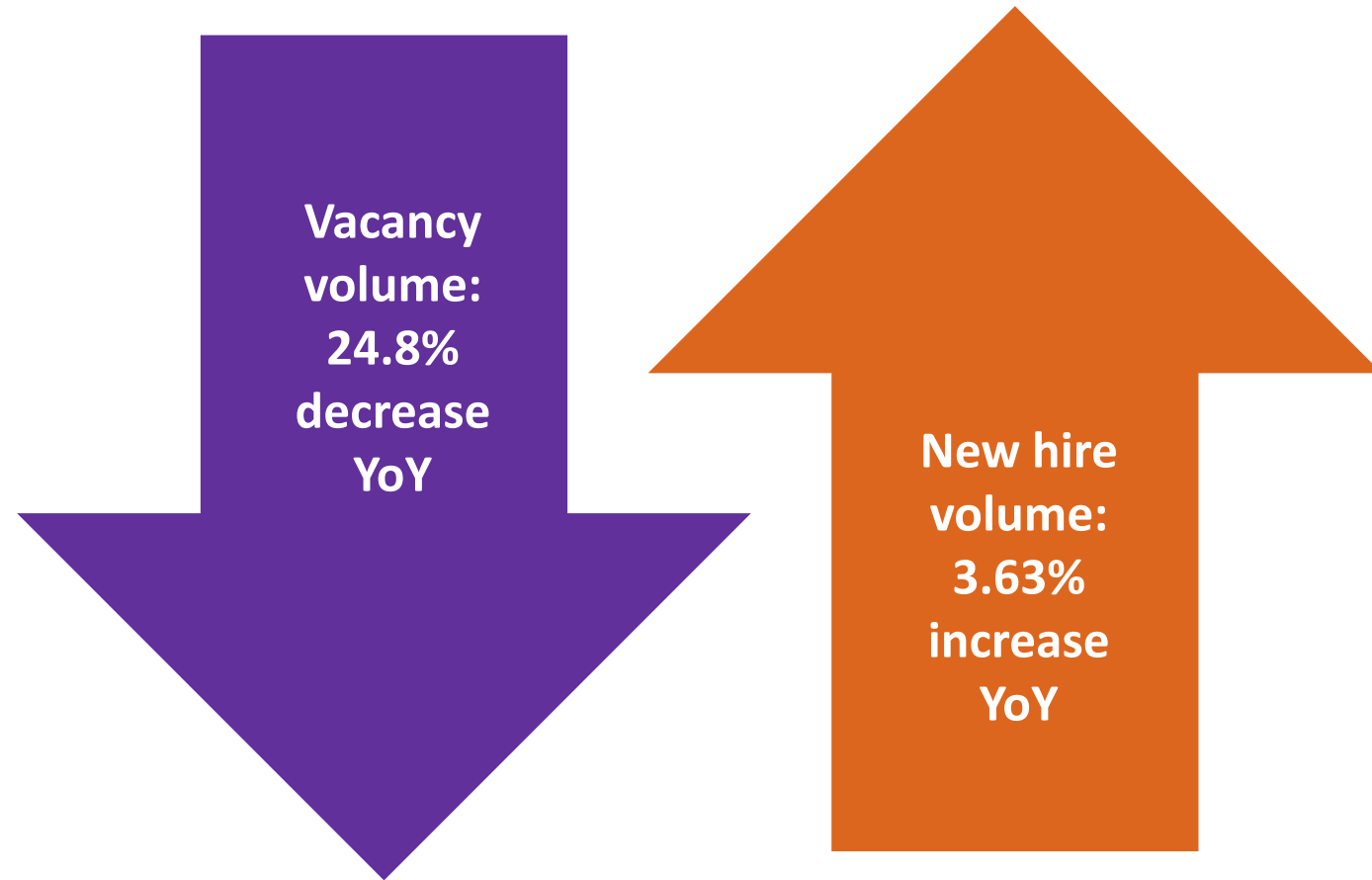
## Welcome email

- Personalized
- Welcome video from our President
- Date, time, and location
- Opportunity for accommodations request
- Schedule overview
- Ways to stay connected
- Attached map
- Attached detailed agenda



# So... did any of this work?

*“Thank you for bringing an outside perspective – we’re now able to look at how we recruit with a holistic lens that ensures brand consistency and clear communication throughout the entire recruitment lifecycle.”*



# Now that we've solved recruitment, what's next?

## Awareness and Consideration

- Career microsite refresh
- Leveraging a new partnership with Glassdoor to solicit positive employee reviews by:
  - Identifying cultures and locations of excellence
  - Soliciting peak career moments (promotion, bonus, award, etc.)
  - Partnering with HR during new employee check-ins

## Application

- Evaluating application questions for clarity and necessity

## Selection

- Continue to showcase the experience of our current employees
- Identify and involve brand ambassadors
- Post-interview follow-up

## Hire

- Internal employee engagement work, focused on retention
- Evolution of the employer brand

# Three Key Take-Aways

1. **We're all in this together.** Cross-functional partnerships and cooperation are critical to success
2. While recruitment isn't necessarily marketing's problem – marketing's unique skills and knowledge can foster **better, more effective solutions**
3. Building a **strong employer brand** is essential for attracting and retaining qualified talent





# Questions?

Please be sure to complete the session evaluation on the mobile app!

# Maria Belli

## Recruitment Marketing Manager



Maria Belli is the Recruitment Marketing Manager at Sheppard Pratt, the nation's largest private, nonprofit provider of behavioral health services. A collaborative team player, Maria is dedicated to enhancing the candidate and employee experience at Sheppard Pratt, where she has enriched the talent acquisition process through strategic marketing initiatives that attract top talent. Maria's approach combines strategic branding with a deep understanding of what candidates and employees truly seek in their workplace journey.

Maria lives in Towson, Maryland with her husband and son.

[Maria.Belli@sheppardpratt.org](mailto:Maria.Belli@sheppardpratt.org)





**Kristina  
Schiller  
Chaki, MS**

**Director,  
Content  
Strategy**



Kristina is the Director of Content Strategy at Sheppard Pratt, the nation's largest private, nonprofit provider of mental health, substance use, special education, developmental disability, and social services. She has a wealth of experience in healthcare and nonprofit marketing. During her tenure at Sheppard Pratt, has spearheaded a comprehensive website redesign; launched consumer and clinician publications; managed implementation of a CRM; owned ORM strategy; and overseen development and execution of full-scale holistic marketing campaigns.

Kristina is a member of the SHSMD member engagement task force, and was named a 2023 SHSMD Rising Star ★

Kristina lives in Ellicott City, Maryland with her husband and two children.

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