



Practical, provocative,
food for thought for nonprofits

Navigating the Nonprofit Workforce Crisis – Live Q&A

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Host

Julie Bernhard

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Presented by:



KOYA PARTNERS

DIVERSIFIEDSEARCHGROUP



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Nonprofit Workforce Crisis: Agenda

Welcome & Introductions

Market Trends + Data

Recruitment + Retainment Strategies

Nonprofit Voice: Staffing & Tactics

Audience Q&A

Market Trends + Data

Bradley Bewkes with Idealist.org

Market Trends + Data

Searches for Employment Types (Full-time vs. Part-time)*

*Based on Idealist data

Share of Faceted Searches for Employment Types.

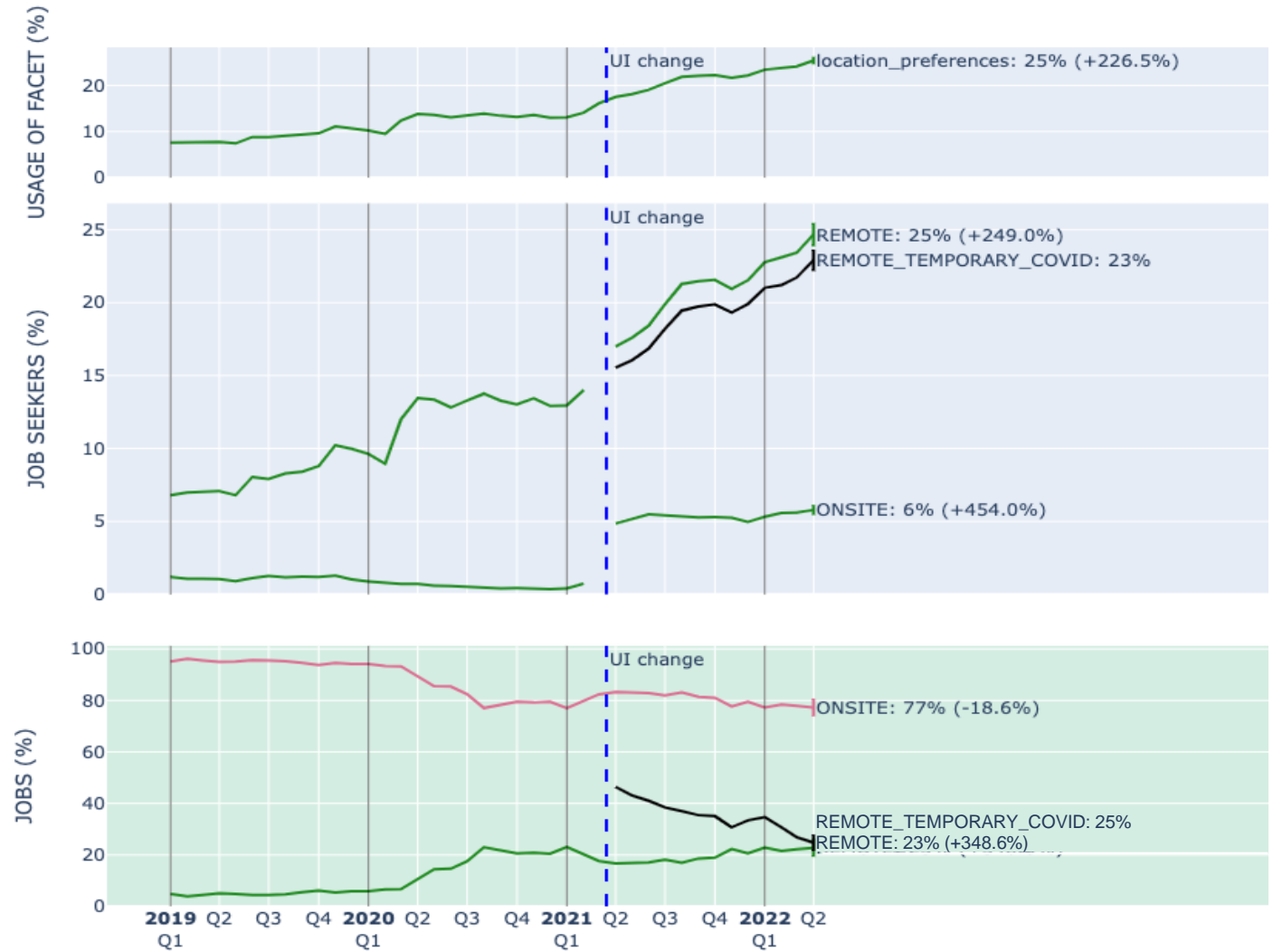


Market Trends + Data

Searches for Location Preferences*

*Based on Idealist data

Share of Faceted Searches for Location Preferences.



Market Trends + Data

Job Functions - Increase/Decrease*

*Based on Idealist data

Job Functions	% increase (vs April 2019)
ARTS_PHOTOGRAPHY	+59.1%
OPERATIONS	+57.1%
GRANTS_ADMINISTRATION	+43.2%
DATABASE_ADMINISTRATION	+35.7%
CASE_SOCIAL_WORK	+34.9%
GRAPHIC_DESIGN	+33.6%
DATA_EVALUATION_ANALYSIS	+33.4%
CONSERVATION	+28.8%
COMMUNICATIONS	+28.8%
CUSTOMER_SERVICE	+27.7%
WRITING_EDITORIAL	+26.8%
ACCOUNTING_FINANCE	+25.4%
EQUIPMENT_FACILITIES	+24.7%
TECHNOLOGY_IT	+24.4%
LEGAL	+21.2%
RESEARCH	+21.1%
BUSINESS_DEVELOPMENT	+19.2%
HUMAN_RESOURCES	+18.9%
EMPLOYEE_ENGAGEMENT	+15.9%
COMMUNITY_BELONGING	+12.9%
DIVERSITY_EQUITY_INCLUSION	+12.0%
SUPPLIES_PROCUREMENT_DISTRIBUTION	+11.7%

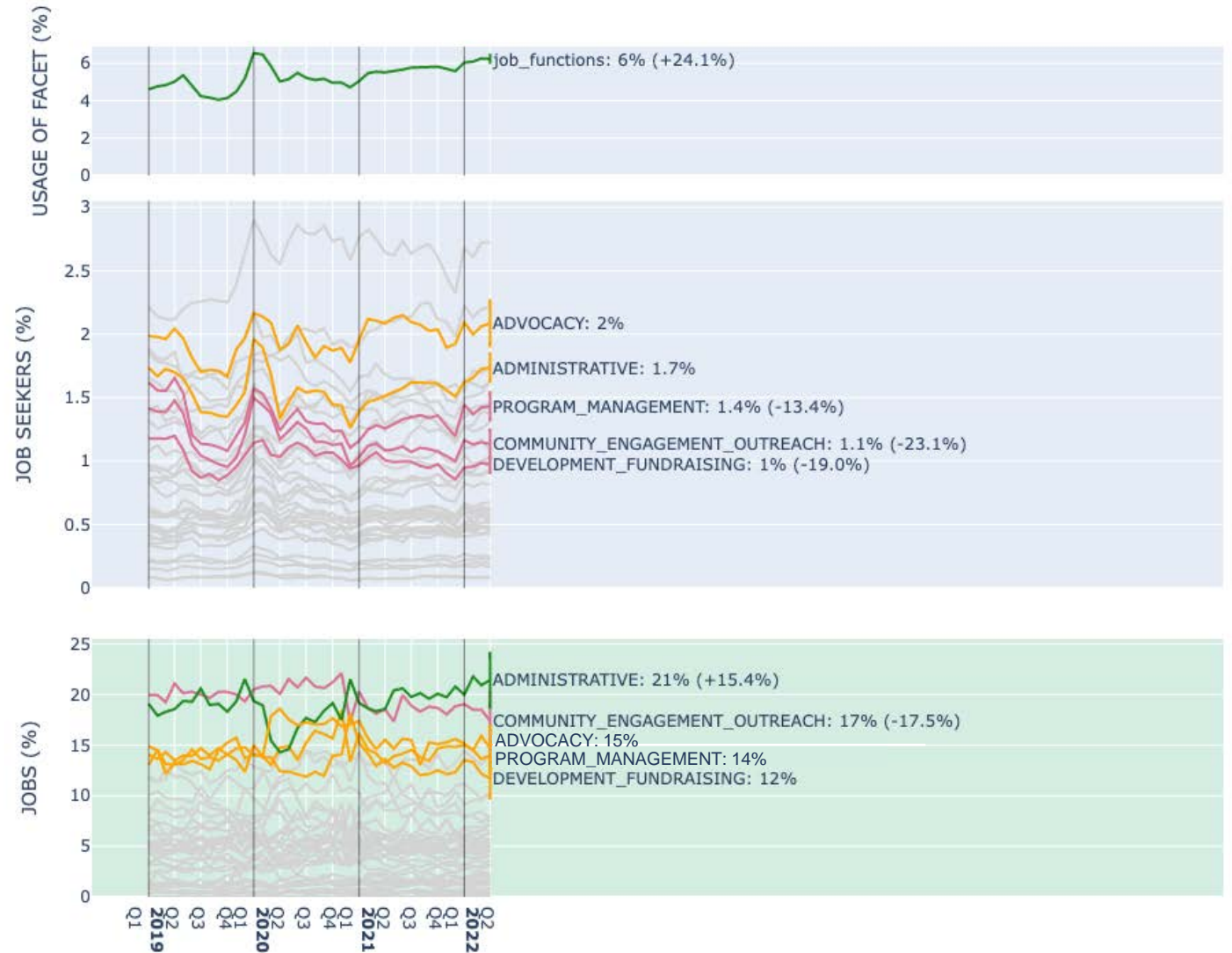
Job Functions	% increase (vs April 2019)
DIRECT_SERVICES	+11.5%
INVESTIGATIONS	+11.0%
PARTNERSHIPS	+10.3%
STRATEGY_PLANNING	+7.4%
SUSTAINABILITY	+4.7%
COMMUNITY_ORGANIZING	+4.6%
TEACHING_INSTRUCTION	+4.1%
CORPORATE_PHILANTHROPY	+2.7%
ADMINISTRATIVE	+2.2%
ADVOCACY	+2.1%
MARKETING	+0.4%
CITIZENSHIP	+0.3%
SAFETY_RESOURCE_PROTECTION	-1.0%
CORPORATE_RESPONSIBILITY	-2.4%
PUBLIC_RELATIONS	-8.1%
HEALTHCARE_PROVIDER_PRACTITIONER	-8.2%
COUNSELING	-8.6%
SOCIAL_MEDIA	-12.9%
PROGRAM_MANAGEMENT	-13.4%
DEVELOPMENT_FUNDRAISING	-19.0%
COMMUNITY_ENGAGEMENT_OUTREACH	-23.1%
EVENTS	-23.4%

Market Trends + Data

Searches for Job Functions*

*Based on Idealist data

Share of Faceted Searches for Job Functions.

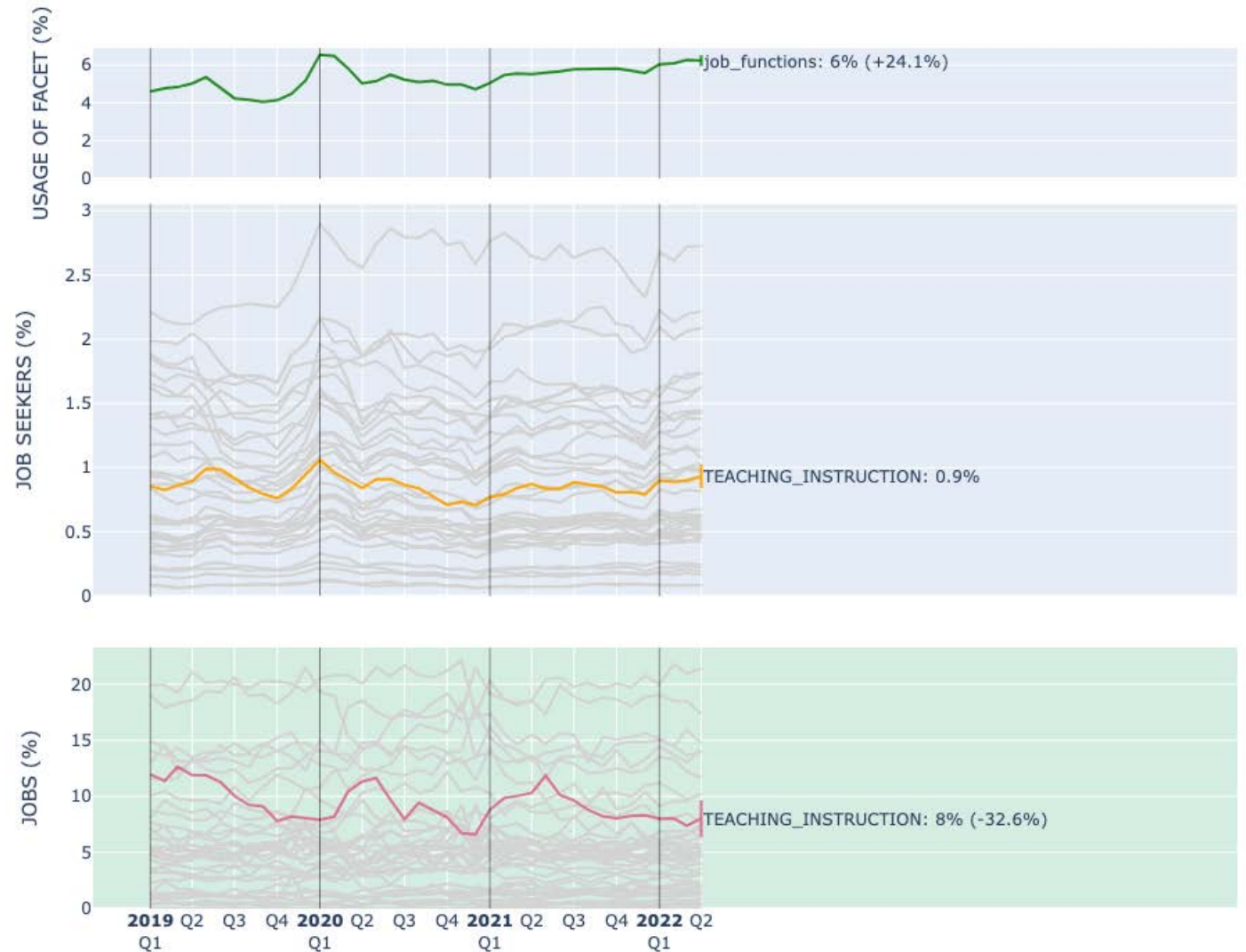


Market Trends + Data

Searches for Job Functions - Teaching*

*Based on Idealist data

Share of Faceted Searches for Job Functions.

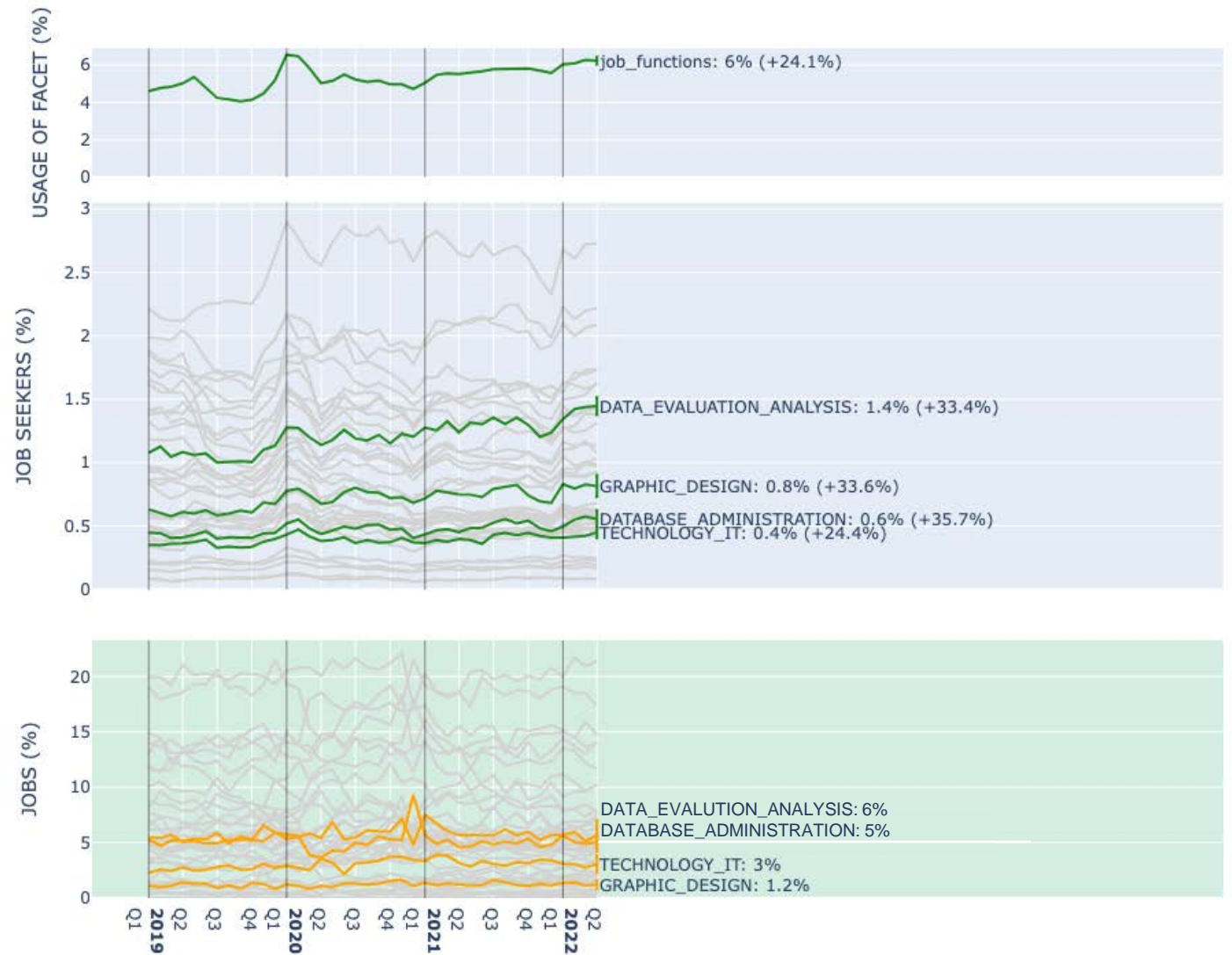


Market Trends + Data

Searches for Job Functions - Technology*

*Based on Idealist data

Share of Faceted Searches for Job Functions.



Market Trends + Data

Searches for Job Functions - Communications*

*Based on Idealist data

Share of Faceted Searches for Job Functions.

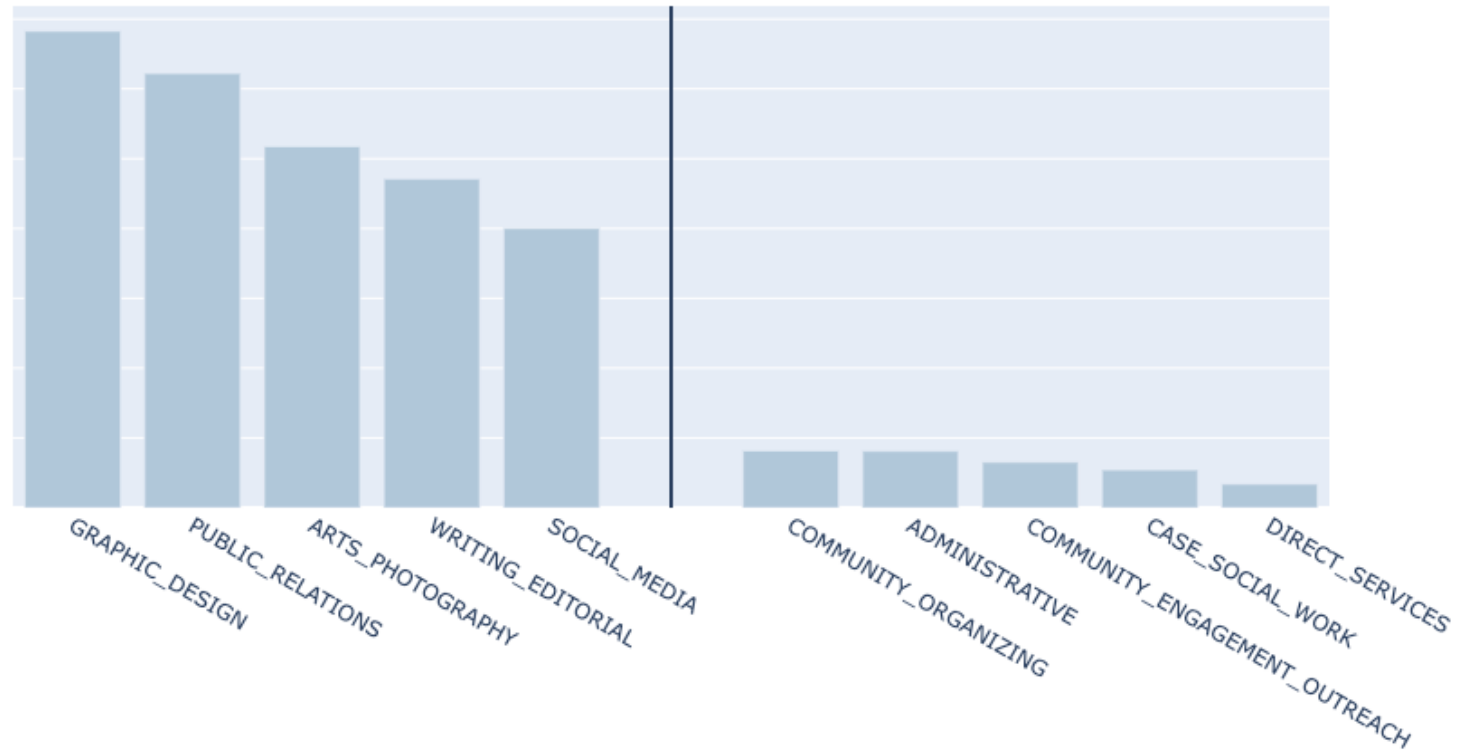


Market Trends + Data

Ratio of Job Seekers*

*Based on Idealist data

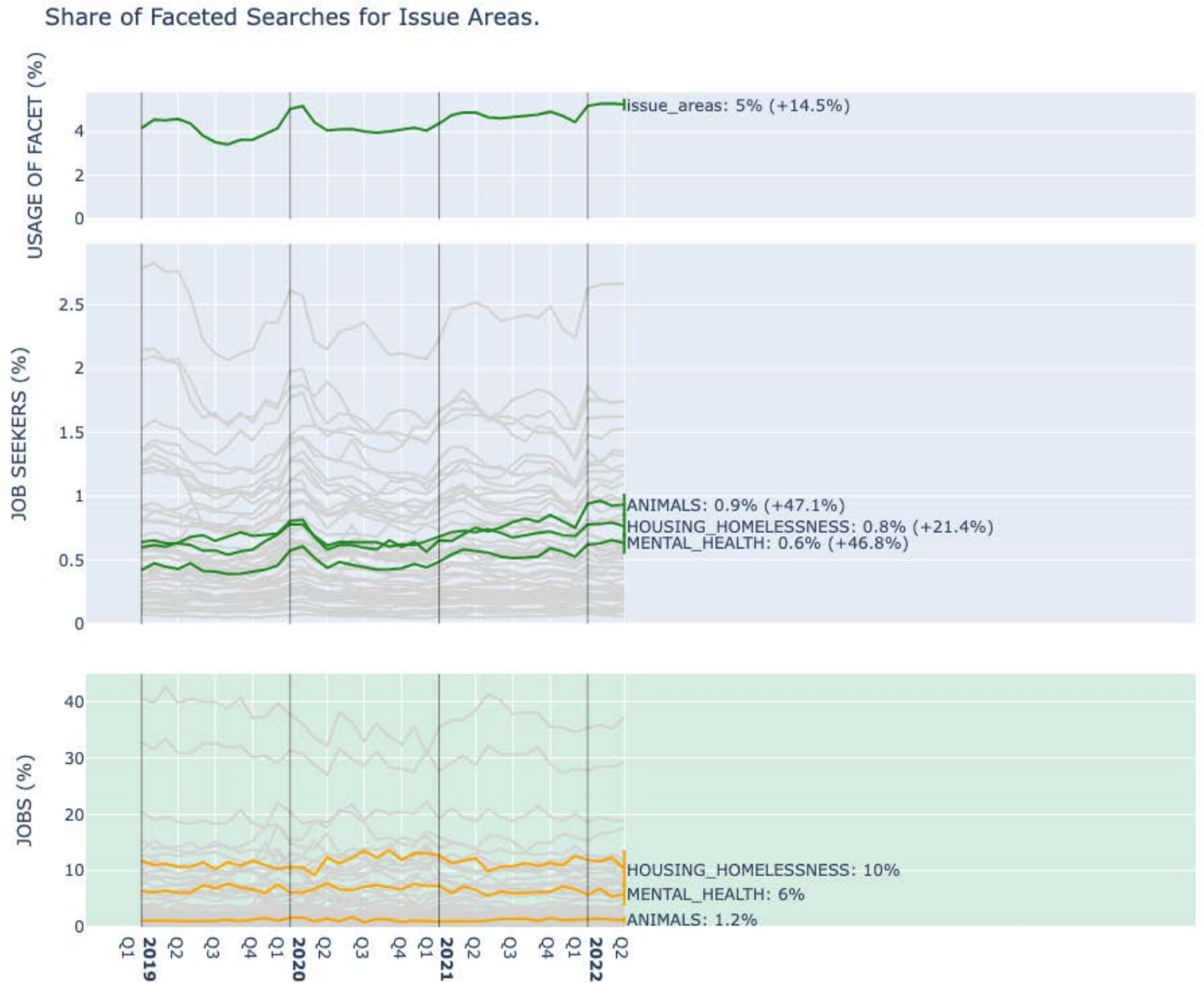
Ratio of seekers / job



Market Trends + Data

Searches for Issue Areas – Mental Health*

*Based on Idealist data

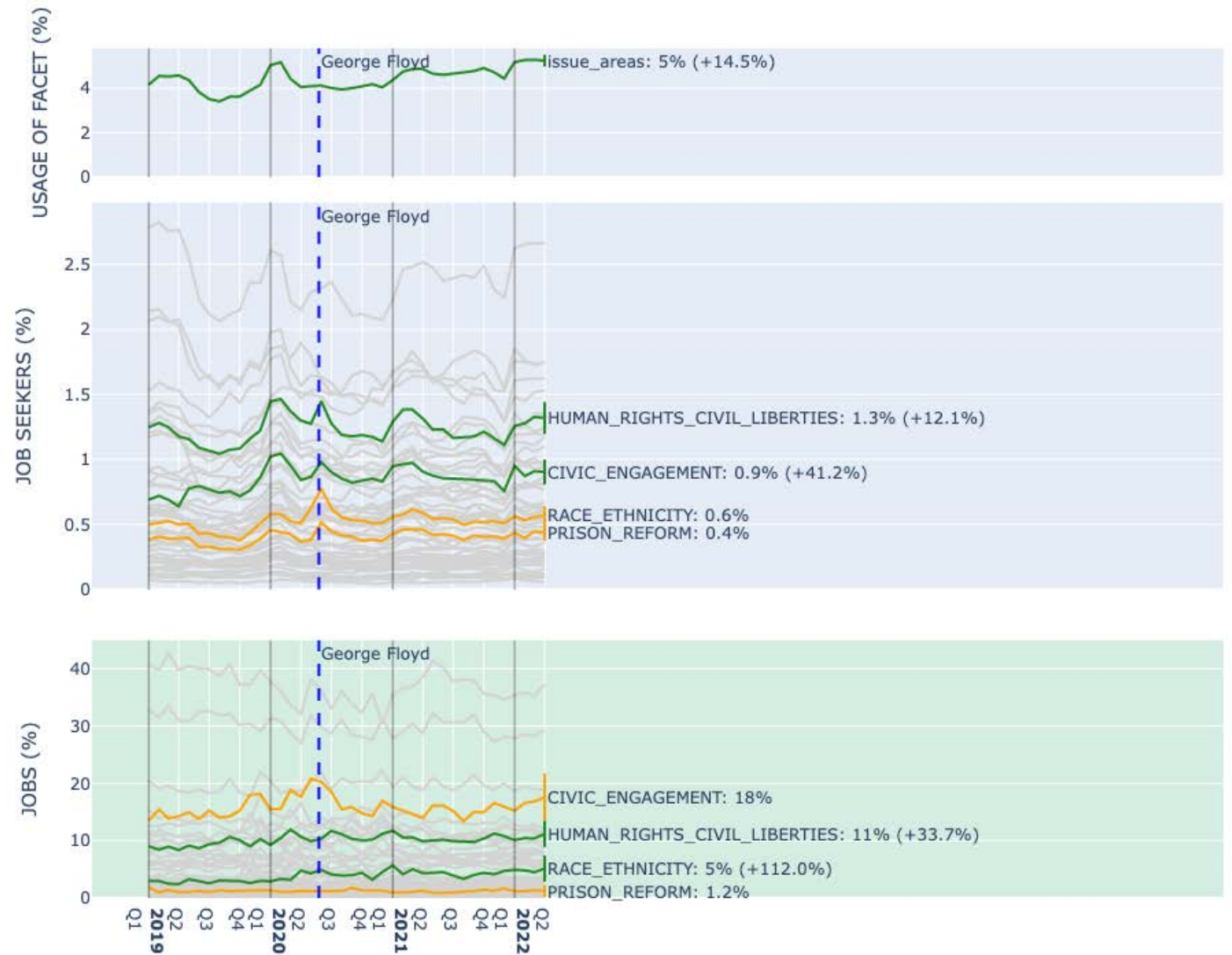


Market Trends + Data

Searches for Issue Areas – Pandemic Events*

*Based on Idealist data

Share of Faceted Searches for Issue Areas.

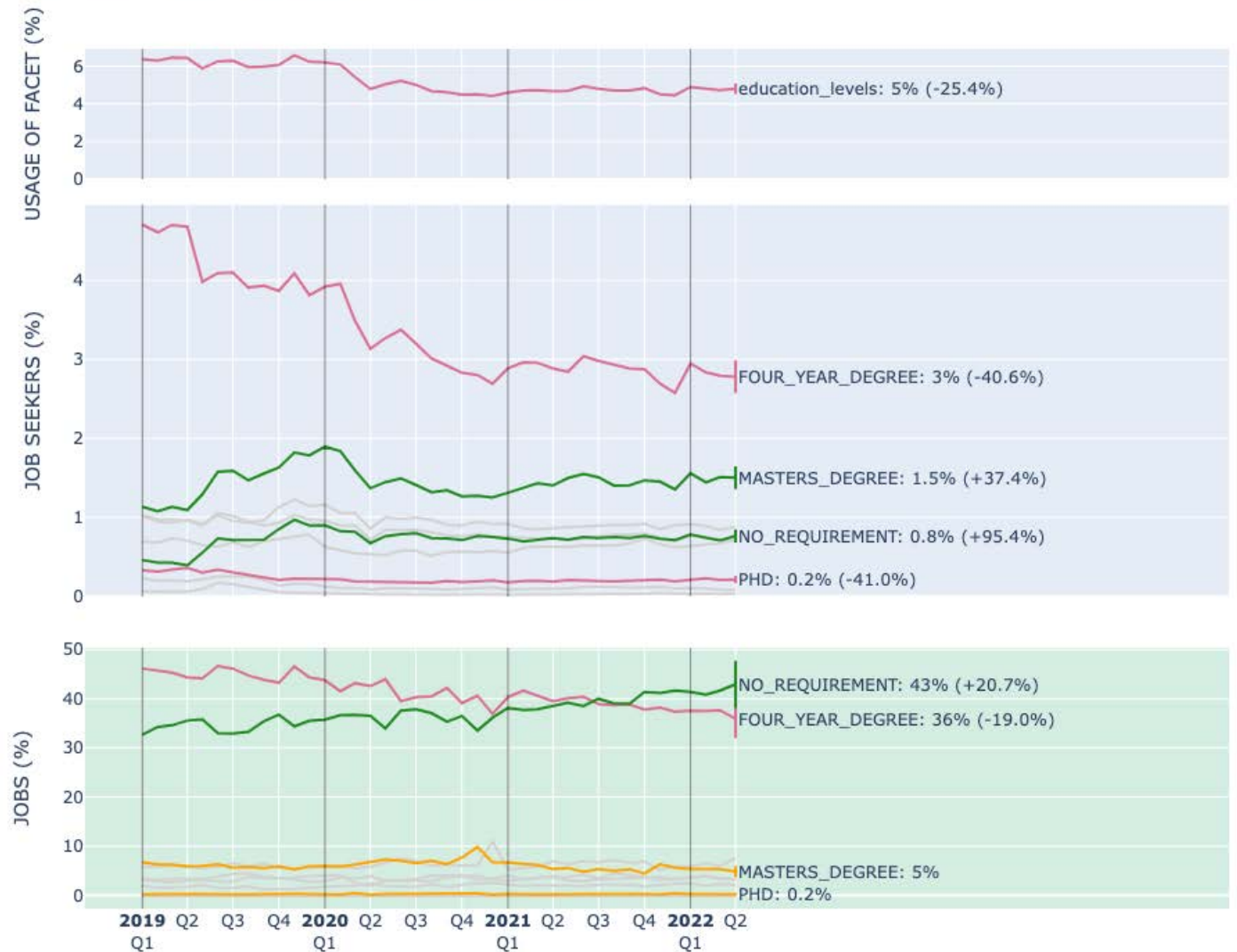


Market Trends + Data

Searches by Education Levels*

*Based on Idealist data

Share of Faceted Searches for Education Levels.



Market Trends + Data

Searches by Location of Seekers*

*Based on Idealist data

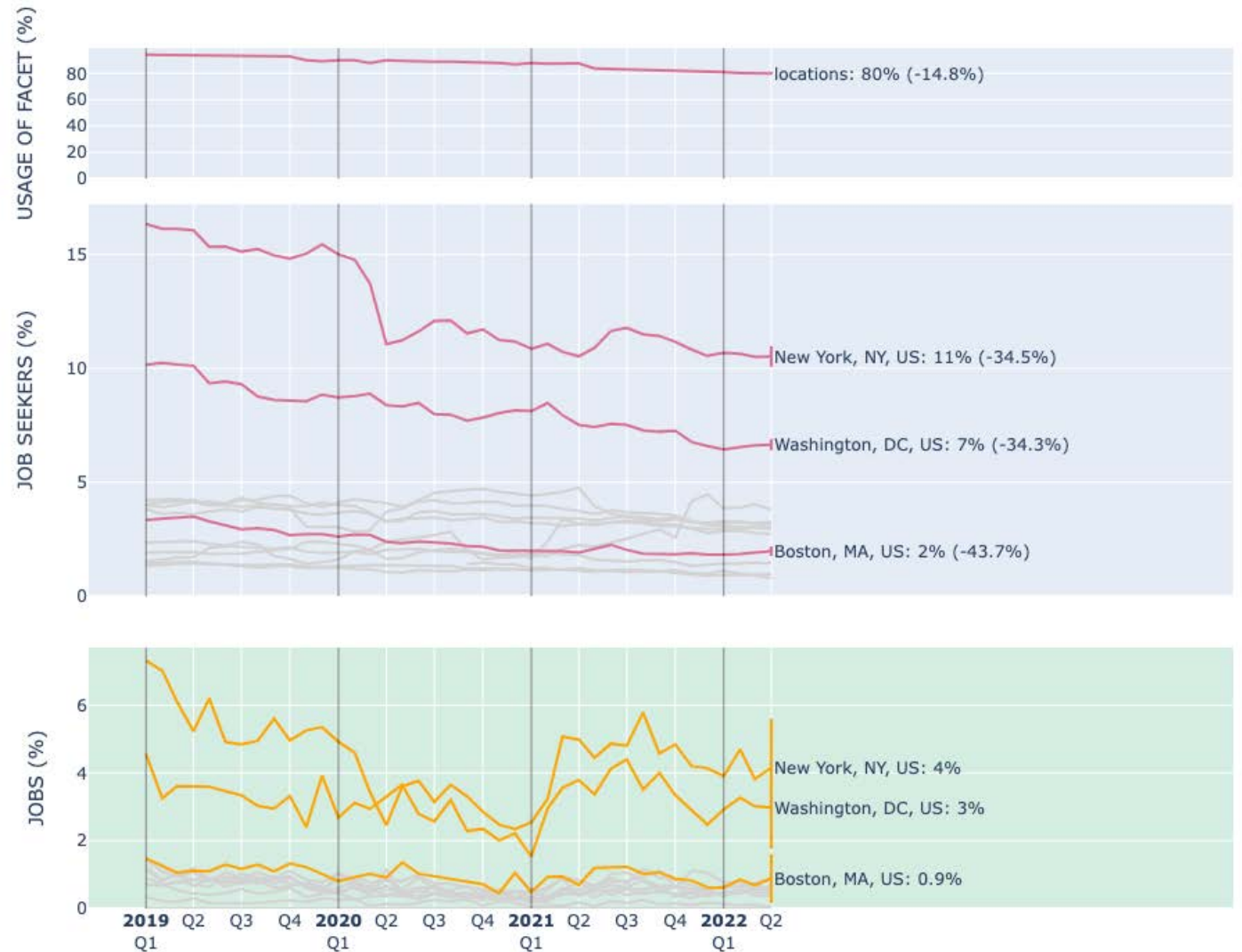
Locations	% increase (vs April 2019)
United States	+123.4%
Seattle, WA, US	+40.1%
Brooklyn, NY, US	-9.8%
Chicago, IL, US	-23.5%
Los Angeles, CA, US	-28.2%
Philadelphia, PA, US	-28.3%
Washington, DC, US	-34.3%
New York, NY, US	-34.5%
Oakland, CA, US	-37.1%
San Francisco, CA, US	-40.6%
Boston, MA, US	-43.7%
Baltimore, MD, US	-45.5%

Market Trends + Data

Searches for Locations*

*Based on Idealist data

Share of Faceted Searches for Locations.



Recruitment + Retainment Strategies

Molly Brennan with Koya Partners | Diversified Search

Recruitment + Retainment Strategies

Facts:

- During the Great Resignation, which started in 2021 and is ongoing, a record number of Americans quit their jobs, impacting every sector and level of talent and leading to fierce competition to recruit and retain employees.
- As of March 2022, there were still 11.5 million job openings- more job openings than there are unemployed people.
- 90% of organizations are trying to fill open positions

Recruitment + Retainment Strategies

Trends in Hiring

Candidate-driven market

Highly competitive landscape

Extensive turnover

Focus on diverse candidate pipelines

Virtual hiring processes

Recruitment + Retainment Strategies

What hiring managers are seeking:

- Mission and culture add
- Resilience and adaptability
- Innovation
- Comfort with fast-paced change
- Facility with DEI issues and discussions

Recruitment + Retainment Strategies

What candidates
are seeking:

- Meaning and impact
- Flexibility and work-life balance
- Growth opportunities
- Connection points
- Strong culture of inclusion and belonging

Recruitment + Retainment Strategies

Determine “the why”

Give people what they want

Create personalized retention plans

Recognize it’s not just about money

Foster a healthy culture

Express gratitude

Recruitment + Retainment Strategies

The Hiring Experience: What's Changed

- Length of search
- Number of candidates
- Compensation and benefits negotiations
- Transition periods between roles
- Internal mobility

Nonprofit Voice

Lore Baker with Association for Individual Development (AID)


Nonprofit Voice – Recruitment Tips

The Job Listing



Nonprofit Voice – Recruitment Tips

Advertising


 Association for Individual Development
Published by Doug Milewski · May 17 at 8:16 AM · 🌐

Are you interested in being a part of the movement to change the way people who are in mental health crisis receive care? If so, we are hiring for our Mobile Crisis Response Team (MCR-T) at AID! Apply online today: <https://bit.ly/3NA8avp>

MCR-T is a new program tasked with providing 24/7 mental health crisis response to anyone, anywhere in the Kane and Kendall County areas. We are looking for Bachelors and Masters level human service workers, as well as people with lived experience in active recovery from a mental health diagnosis or addiction, to join our team!

#mentalhealth #MaysMentalHealthMonth #MentalHealthAware
#mentalhealthawarenessmonth

Batavia Chamber of Commerce DeKalb Chamber of Commerce Aurora Regional Chamber of Commerce Oswego Area Chamber of Commerce McHenry Area Chamber of Commerce Elgin Area Chamber of Commerce



Nonprofit Voice – Recruitment Tips

Internal



Nonprofit Voice – Retention Tips

Employee Benefits



Nonprofit Voice – Retention Tips

Employee Recognition

I applaud what you did!

I WANT TO RECOGNIZE: _____ **PROGRAM:** _____

FOR: _____

NAME: _____
(PLEASE PRINT CLEARLY)

DATE: _____

 Association for Individual Development

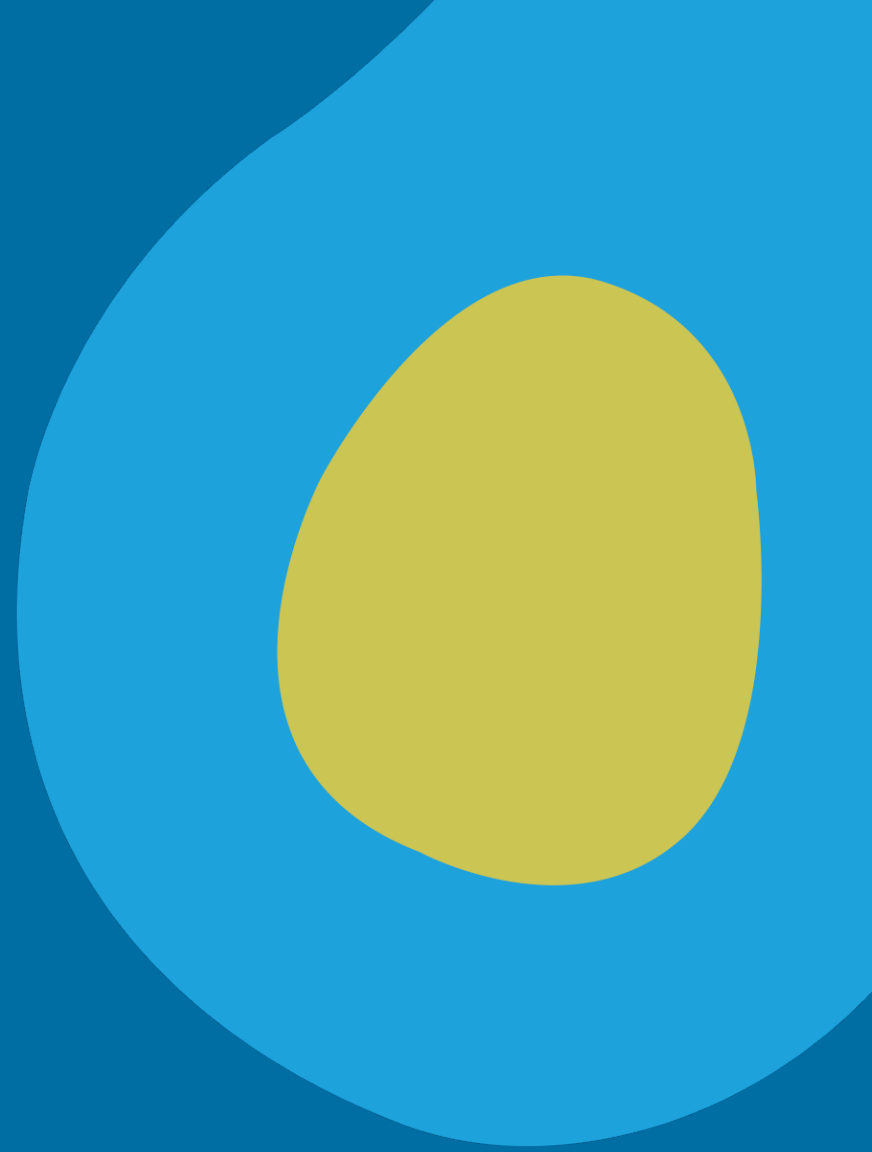
AN EMPLOYEE RECOGNITION COMMITTEE PROGRAM

Nonprofit Voice – Retention Tips

Employee Engagement & Communication



Audience Q&A



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