

Analysis of Target Audience:

DataUSA	%		Zippia	%
Male	18.90%		Male	23%
Female	81.10%		Female	72%
			Other	4.40%
Race & Ethnicity			Race & Ethnicity	
White	73.60%		White	66.90%
Black	11.96%		Black	15%
Asian	5.98%		Asian	2.10%
Other	8.08%		Other	3.70%
Age			Age	
Male	45		Male	46
			White	44
			Black	48
Female	42		Female	44.5
			White	48
			Black	41
Major			Major	
Public Administr.	24.20%		Public Administration	51.00%
Psychology	16.90%		Psychology	15.30%
Social Sciences	10.80%		Sociology	6.40%
Health	8.76%		Criminal Justice	3.70%
Business	8.46%		Human Services	3.40%
Other	30.88%		Other	20.20%

There are a few prominent demographics targeted for social work. The field is dominated by women, constituting approximately 76.55% of the social work force based on an average of two studies (DataUSA, Zippia). Most of the social workforce is white, constituting about 70.25% of the total work force, with black, asian, and other making up the remaining 29.75% of the social work force. Most social workers have a bachelor's degree or masters' degree, with associates and other making up 7% of the workforce (Zippia).

JFS must market to the predominantly female field while also not ostracizing the sizable male portion in order to achieve the most success in utilizing these strategies. Most of the workers coming into the field have at least a 2 year degree and are most often college-educated. Many of the workers don't go into this field with the goal to make lots of money, which affects the way JFS should market to them.

Recruiting Strategies:

When looking into JFS's recruiting we noticed a big opportunity for recruitment they do not seem to capitalize on that would have a great impact on their recruitment. Outreach. While career fairs and job listings are all great ways to get your name out there to those who are looking, reaching out to people, whether to educate them about the field or specifically looking for employees, is the easiest way to broaden your workforce. We have 3 specific recommendations about how to increase your outreach. Hosting seminars and assemblies at local high schools and colleges, using networking platforms such as handshake and linkedin, and hosting a college level social work course open to the general population.

A common tactic used in highschools is seminars and presentations. The purpose of a seminar is to inform an audience. A Lot of companies and organizations come to local highschools to bring interest to them and to spread awareness to them. Bringing in highschool interest is very important because they are the future workers of your company. A topic that you could start off with in your presentation would be about the conditions of homes in Cincinnati. Bringing awareness to the home conditions throughout hamilton county will help show why these issues are important and why they matter. Showing how important it is to have social workers will hopefully spark interest in highschoolers with a career in social work. Another topic would be to bring up a specific case that would show how impactful social workers were to that specific case. In the seminars presented, JFS should also explain and go into depth about what exactly their company is about and what social working is. Many students are not informed about the social working community and having more knowledge and background on it will help draw more people in. Going off of this, some within Ohio don't have much knowledge on JFS itself so

this is something to inform students about as well. Going to high school could be a tremendously impactful way to get more students informed on this topic, because in a way they're required to learn about it. From talking to other members around campus, it's been reported that seminars have helped students in the past learn about fields they once have never heard of or have interest in.

Handshake and LinkedIn are two of the most versatile college platforms for students and employers to converse for jobs, internships, and co-ops. The current JFS profile on Handshake is lackluster and basic. More or less, it looks like a Wikipedia page and needs to catch up to the curve of other companies. The first step would be to update the "About (Company)" section. Its current role seems like a history lesson to students. What the "About (Company)" should be about is a small history section, the vision and mission, and the company culture. Once this is done, the next step would be to use the "Featured Jobs" function Handshake provides. The third step has to deal with the profile's "Public Staff" section. Update the profile picture and banner/background. The fourth and last step would simply be to reach out to your prior employees, and ask for reviews.

College is a time for discovering what one would like to do with their life. Although most people do not go to college thinking that social work is going to be their profession, there are exceptions and some people have a passion for helping others whether that is because they were involved with the system or are just choosing to involve themselves with this line of work. One way to combat the stigma around working in social work would be by using the young minds (college students) and introducing social work to them, on a somewhat basic level. We think JFS should push for a social work class through local universities, as part of a lower core requirement for health science majors. Universities and colleges should implement lower core courses or

seminars informing the students on social work, which could be an elective course. Incorporating a lower core class for students can help students find their passion or even find out if they have an interest in social work. Furthermore, this class or seminar should be opened up to all students, not just students that are in health or science or are majoring in social work. JFS should push UC to open these courses up and do a better job of advertising them. By pushing and advocating for this the company co-op rates and employment applications will increase drastically.

Retention Strategies:

While recruiting is certainly important for filling in vacant positions, an important key to keeping these positions filled is through retention strategies. To find successful retention strategies, one must first analyze the demographics and target audience of social workers, and use this to find retention strategies that could be successful if implemented correctly. Not only this, but also understanding why these social workers want the job and what they find fulfilling is important. We have come up with three strategies regarding retention that could help retain employees and increase employee morale. These include a banquet to be held every few years for the workers to see the progress the people they helped have made, a newsletter for employees showing positive impacts their work has had, and better delegation of cases to improve employee morale.

Most social workers are most likely not accepting these jobs for much monetary gain, as the strain of work can be great and the financial reward isn't as high as many other jobs. This goes to show that many social workers work these jobs out of the want to help people and/or society. While this is certainly a noble cause, many of these workers can find the job stressful and possibly leave, especially with the very high caseload most workers at JFS have now due to

Covid-19 and their employee retention issues. A way to alleviate some of these issues would be to have a way for JFS workers to see the impact their work has had on the children and families they've helped. One of the most important aspects of retaining workers is having them be able to see the effect their work has on others or the company. Social workers work closely with children to help them get out of bad situations, and likely have strong connections with the children they help. Having a banquet every 3 years or so with the kids they've helped could help increase morale as they get to see the effect they've had on children. This would be rather effective in incentivizing workers to stay as it would make workers look forward to the banquet and see the effect their work actually has.

To the same effect, a newsletter sent out to employees on a monthly basis could also have a substantial impact on employee retention and morale. As noted before, employees seeing the positive effects of their work is rather important in regards to retention. While a banquet would certainly be helpful, the cost of such an event would cause it to only be held every few years. A more consistent and timely form of showing the positive impact of JFS would be crucial for employee retention, and would help increase employee morale across the board. This newsletter would be implemented as a monthly edition, updating employees about the impact JFS has had on local areas and cases. This type of newsletter would include successful cases that brought children away from harmful situations, showing employees the help they've given to children. The newsletter could also contain positive events developments around JFS and social work. Perhaps showing positive statements by JFS employees among other things could also be effective in increasing employee morale.

The last suggestion we've come up with is a different system of delegating cases. While this new system wouldn't necessarily lighten the workload of social workers at JFS, it could help

alleviate some stress through some sort of choice in which cases are delegated. Currently at JFS, there are around 40 cases delegated per employee right now, which contributes to high stress among employees. The way cases are delegated right now in JFS is through the managers or section chiefs. This kind of delegation doesn't take into account how some of the workers feel about taking cases, and can cause damage to employee morale. Many of the social workers are in the field to try to help society, and often have their own personal reasons for this. Giving employees a choice to take on some cases that resonate with them more personally could foster a higher sense of motivation and drive within the company. Similarly, if JFS considered splitting up the caseload based on individual employee experience, it could alleviate some of the issues related to specific cases being too much for certain employees to handle. Overall this would be a more personalized and effective system to delegate cases in regards to the employees, making each employee feel more valued and giving them a sense of independence while also instilling more loyalty to JFS.

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