



NEWSLETTER

Item 01 — New Management Team Member

Item 02 — Recruitment Activities

Item 03 — Construction Progress Photos

FEBRUARY, 2022

 **SOUTHBRIDGE**
— HEALTH CARE LP —

HERE WE GROW AGAIN!



Jennifer Freeman, HR Manager for Southbridge London

Jennifer began her career at Chelsey Park in London 34 years ago. Jennifer attended Fanshawe College where she received two diplomas, one in Recreation and Leisure and a diploma in Human Resources Management. Over the years Jennifer has worked in a number of roles including, Office Manager, Program Coordinator and supporting the Clinical team with employee relations. It was during this role that Jennifer nurtured her love and enjoyment of working in Human Resources (HR). Her area of HR expertise includes recruitment, retention, payroll, and labour relations.

We are excited that Jennifer has accepted this new challenge and look forward to her continued growth in this dedicated HR role.

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RECRUITMENT ACTIVITIES

A team of Talent Acquisition Specialists (TAS) are working in collaboration with the HR Manager to focus on the recruitment initiatives. It is our intent to ensure that the home is fully staffed and ready to welcome residents to Southbridge London once we pass the final Ministry inspection.

Most of our senior leadership team members are already in place. We will be adding to the existing leadership team to support the larger home. We are on schedule to have the full leadership team in place to welcome our residents to the new home.

First and foremost, many of our existing team members will come with us to the new home!! There will be a number of opportunities for team members to consider and there will be many more full time lines available to those who are seeking increased hours.

We are undertaking a three-pronged approach to our recruitment efforts. This includes international recruitment, provincial recruitment, and local recruitment initiatives.

We are actively engaged in discussions related to International recruitment efforts for Nurses. These individuals are highly trained and would complete the necessary immigration and licensing process to work in Canada.

We are also working on a project sponsored by the provincial government to employ Internationally educated Nurses (IEN) who are here in Canada but not yet fully licensed as a Nurse. These individuals would work in a PSW capacity until they are fully licensed.

In terms of provincial efforts, the TAS are involved in various job fairs and are engaging new graduates across the province in discussions about careers in long term care. We are encouraged by the eager response and the interest in the opportunities.

Advertising on various social media platforms and job boards will be a large component of the recruitment strategy. The TAS will work with the HR Manager and the management team to conduct screening and interviews of applicants.

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RECRUITMENT ACTIVITIES

There are a number of provincial initiatives to educate individuals regarding careers in long term care. This will increase awareness of the sector. In addition, Southbridge is involved in various professional associations including an HR task force to advocate for the human resources needed to support long term care homes.

Locally we are planning an enhancement to our signage, which will include billboards and portable signs to alert potential team members regarding our new home and the upcoming opportunities. This will support our efforts to attract talent for the many roles that will be available. We will also be posting on a number of social media platforms to spread the word about our new home opening.

The HR Manager will be engaged in community outreach and partnerships. We will be hosting employer spotlight events such as 'lunch and learns' where our team will share information regarding their role, career growth and personal experience working in this sector.

We will be planning a drive through opportunity where individuals can gather information and drop off resumes. We will also conduct local job fairs (either virtual or in person) where the TAS and HR team will conduct information sessions and on the spot interviews.

We hope our staff members will assist us in our efforts. We believe that everyone of us is a 'recruiter' and we encourage our families and residents to help us also. If you know of anyone who might be interested in career opportunities in long-term care, please refer them to: Jennifer Freeman: jefreeman@southbridgecare.ca.

**We believe a career in long term care can make
a difference in your life and in the lives of others!**

CONSTRUCTION PROGRESS PHOTOS

Soffit complete
on third floor
front outdoor
amenity area.



Handrail backer
in progress.



Elevator installation is
ongoing.



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