NNAHRA
NATIONAL NATIVE AMERICAN HUMAN RESOURCES ASSOCIATION

27th Annual Conference
September 25-27, 2023
Gila River Resorts & Casinos

The Marriage of Recruiting & Retention

Charles Walters – Chief Human Resources Officer

ISLETA
resort • casino

Where the fun begins!

Marriage of Recruiting & Retention

Lesson objective

The correlation of Recruiting and Retention strategies and the importance of **finding equal balance** in this marriage

1. Marriage of Recruiting and Retention

2. Recruiting methods today

3. Retention strategies

4. Living beyond the honeymoon stage

5. Anniversaries

Marriage of Recruiting & Retention

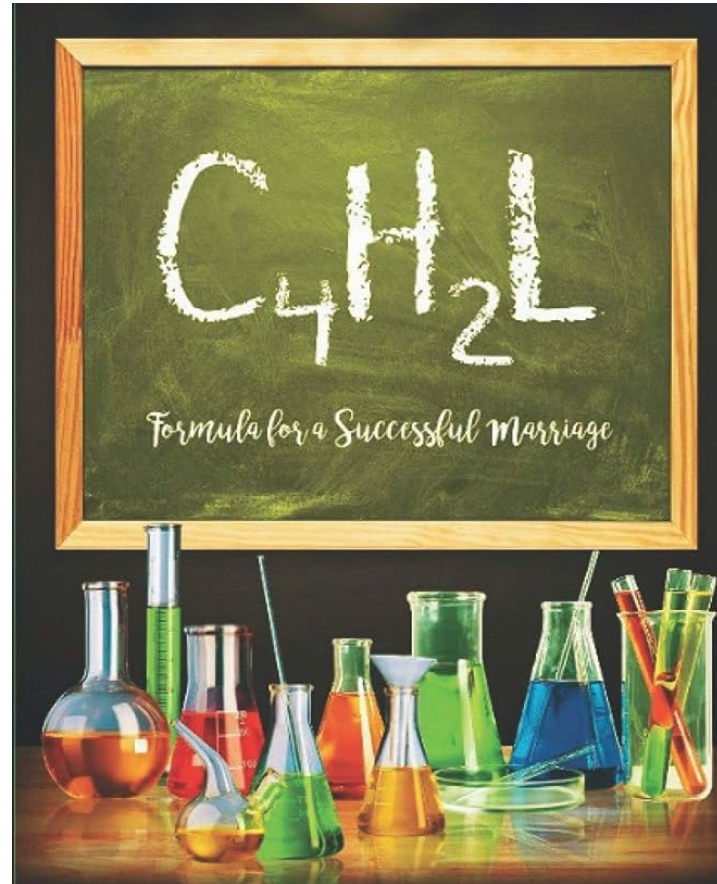Formula to a successful marriage

C4-

- ✓ Communication
- ✓ Collaboration
- ✓ Consideration
- ✓ Compatibility

H2-

- ✓ Honesty
- ✓ Hugs

L-

- ✓ Love

Recruiting Methods

C4-Communication, Collaboration, Consideration, Compatibility, H2-Honesty, Hugs, L-Love
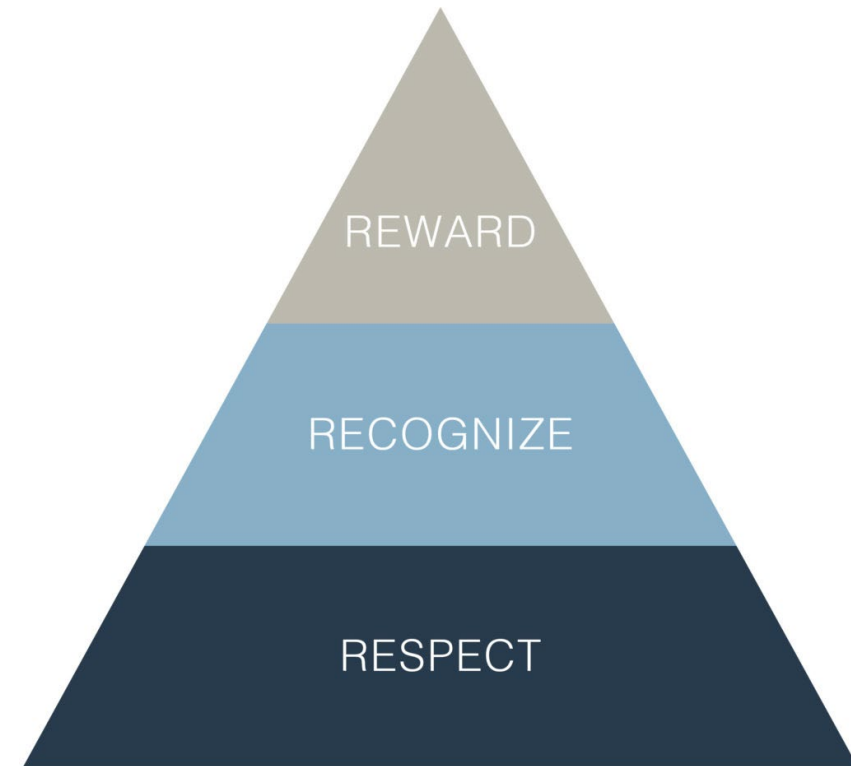
- ✓ Develop a clear employer brand
- ✓ Create job posts that reflect your company values
- ✓ Invest in an applicant tracking system
- ✓ Use social media to target talent
- ✓ Develop a successful employee referral program
- ✓ Develop a positive candidate experience process
- ✓ Understand what talent wants
- ✓ Treat candidates like customers
- ✓ Love what you do

Benefits of Having Good Recruitment Strategies.

Attract top talent

Reduce hiring costs

Improve employee retention

Boost company performance

A good candidate experience

Retention strategies

C4-Communication, Collaboration, Consideration, Compatibility, H2-Honesty, Hugs, L-Love

- ✓ Establish a strong sense of purpose & belonging
- ✓ Build employee engagement.
- ✓ Get recognition and rewards right.
- ✓ Recruit the right employees.
- ✓ Create an exceptional onboarding experience.
- ✓ Provide avenues for professional development.
- ✓ Build a culture employees want to be a part of.
- ✓ Offer winning incentives.
- ✓ Manage to retain.

REWARD

RECOGNIZE

RESPECT

Honeymoon Stage and beyond

C4-Communication, Collaboration, Consideration, Compatibility, H2-Honesty, Hugs, L-Love

What things are we doing to keep the marriage going?

- ✓ Mentorship program
- ✓ Wellness programs
- ✓ Communication
- ✓ Training & development
- ✓ Succession program
- ✓ ???

Human Resources

C4-Communication, Collaboration, Consideration, Compatibility, H2-Honesty, Hugs, L-Love

Marriage of Recruiting & Retention

Marriage of Recruiting & Retention

Charles Walters

Chief Human Resources Officer

I S L E T A   r e s o r t   &   c a s i n o

p: 505-244-8145 | c: 505-800-1199
e: Charles.Walters@Isleta.com

www.isleta.com
11000 Broadway SE | Albuquerque, NM | 87105

W H E R E   T H E   F U N   B E G I N S !