

## **Labor Recruitment Strategies Survey – July 2013 (Collected 22 responses)**

### **1. What is your company doing this year to recruit new employees?**

Most employees are returnees about 90%

Increased use of social media and internet recruiting sites. Increased networking and strategic planning.

Raised the hourly pay rate. Increased incentive for longer term employees for retention.

College job fairs; head hunters. Depends on what level of employee - management or labor?

this year we used newspapers, The radio and also put up fliers in stores and laundry mats. we also set up a referral program where each employee gets \$250 for referring a new employee after he has lasted 90 days.

Implemented referral plan Made signage to post along major intersections Sharing current labor between locations. Passing out flyers at major events

We continuously advertise for positions online. Especially for positions that are in high demand or positions that have the highest turnover. We have new applicants come in EVERY SINGLE day. We review the applications and separate them on applicable experience to the potential open positions. Once a position opens up, we have a nice stack of applicants ready for us to call!

Go through Staffing agencies

no change...most of our employees are returnees about 90%.

Temp agency

We are posting on various social networks. LinkedIn, Blueskysearch, AgCareers, Craigslist, and others.

News Paper, internet, company website

applied targeted effort To source the candidates possessing characteristics that distinguish "top performers"

Company recalled last season's employees and hired new employees to replace non-returning recalled employees. New employees were referred by existing employees.

We will be visiting career fairs at local colleges and incentivizing employee referrals.

1. For operational/field employees, have several FLC's on contract in case one isn't recruiting effectively, have the option to go to another. 2. For administrative positions, post on recruiting websites, post on job boards, utilize the SmartHIRE program, utilize temporary staffing agencies, and last resort utilize a head hunter. 3. Review full compensation programs including wages, benefits, and incentive programs.

Our company does not do a lot of recruiting. Our turnover is very low and our current employee population is very steady. If we find there is a need for a replacement due to retirement or for a new position due to growth, we will look internally and promote from within when possible. We will also look to employee referrals and will post on a variety of websites depending upon the nature of the position. In rare situations, we may utilize the services of a recruiting firm which specializes in our industry on a contingency basis only.

Internet advertising, college and local job fairs

Post signs on jobsites, attendance incentives, pay higher wages, and distribute flyers at grocery stores.

Referrals and word of mouth

Radio advertising, newspaper, flyers, new hire incentives, referral incentives

We've raised our wages to keep them competitive. I think wages are usually the first attraction to employment, so when employees begin to question our rates we give them honest answers and explanations of why are rates are lower/higher than other competitors; e.g. quality issues, contracts, work schedules, etc. We also highly incentivize employees every month, not monetary but with company apparels.(seems to work great!)

## 2. What is your company size?

**Response  
Percent**

**Response  
Count**

1-25

4.5% 1

<b>25-50</b>	<b>4.5%</b>	<b>1</b>
<b>50-100</b>	<b>9.1%</b>	<b>2</b>
<b>100-250</b>	<b>18.2%</b>	<b>4</b>
<b>250-500</b>	<b>27.3%</b>	<b>6</b>
<b>500-1000</b>	<b>4.5%</b>	<b>1</b>
<b>1000+</b>	<b>31.8%</b>	<b>7</b>

### **3. Where is your company located?**

Soledad, CA  
 Central Coast of CA  
 Santa Maria, CA  
 Corcoran CA  
 Castroville California  
 Watsonville and Oxnard  
 Salinas, CA. Industrial District  
 Ventura County  
 Soledad  
 Salinas  
 Monterey Bay Area  
 Soledad  
 Salinas  
 Salinas, CA  
 Salinas, Greenfield, Hollister and Yuma  
 Monterey County  
 Ventura County, CA  
 Salinas, CA  
 Salinas, Santa Maria, Watsonville  
 Salinas  
 Salinas and Watsonville  
 Salinas/Soledad Area