

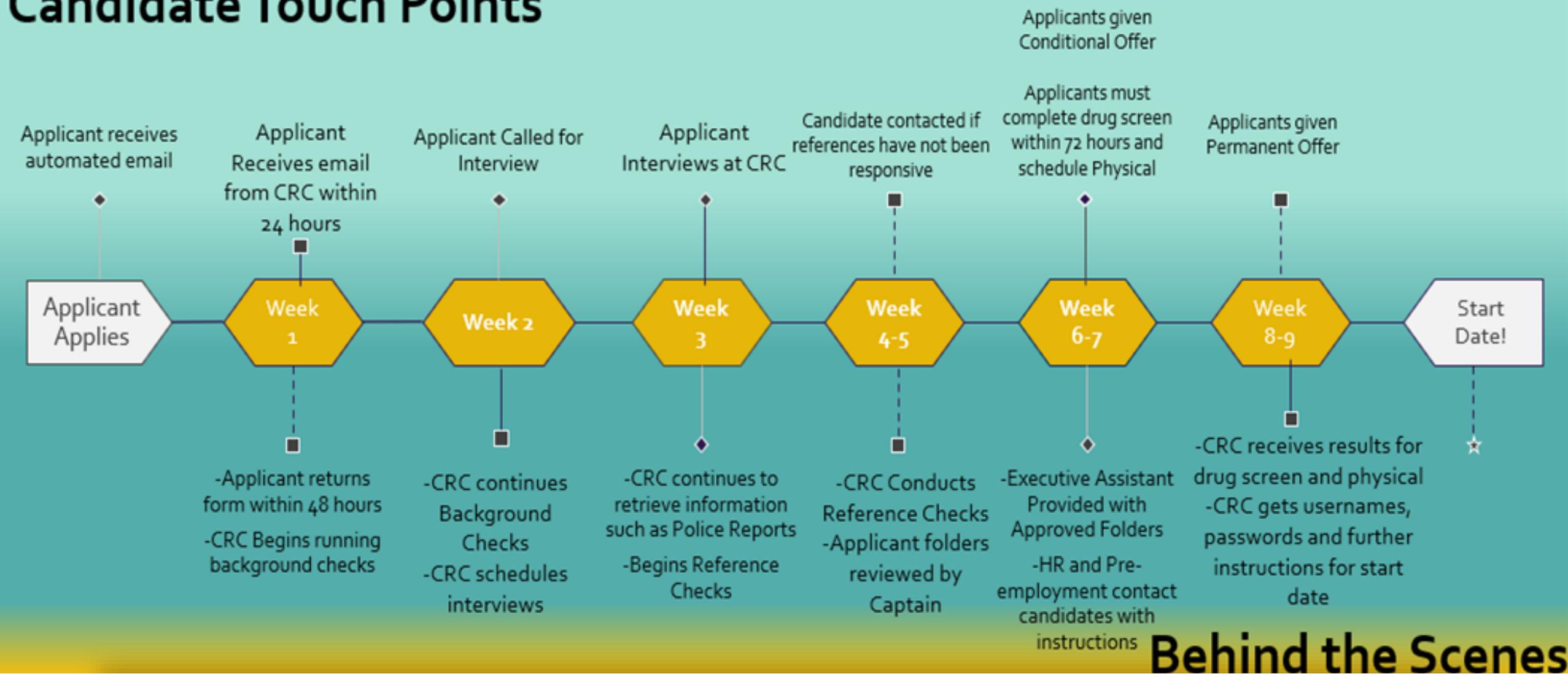
Recruitment and Retention

Milwaukee County Community Reintegration Center

Superintendent Chantell Jewell



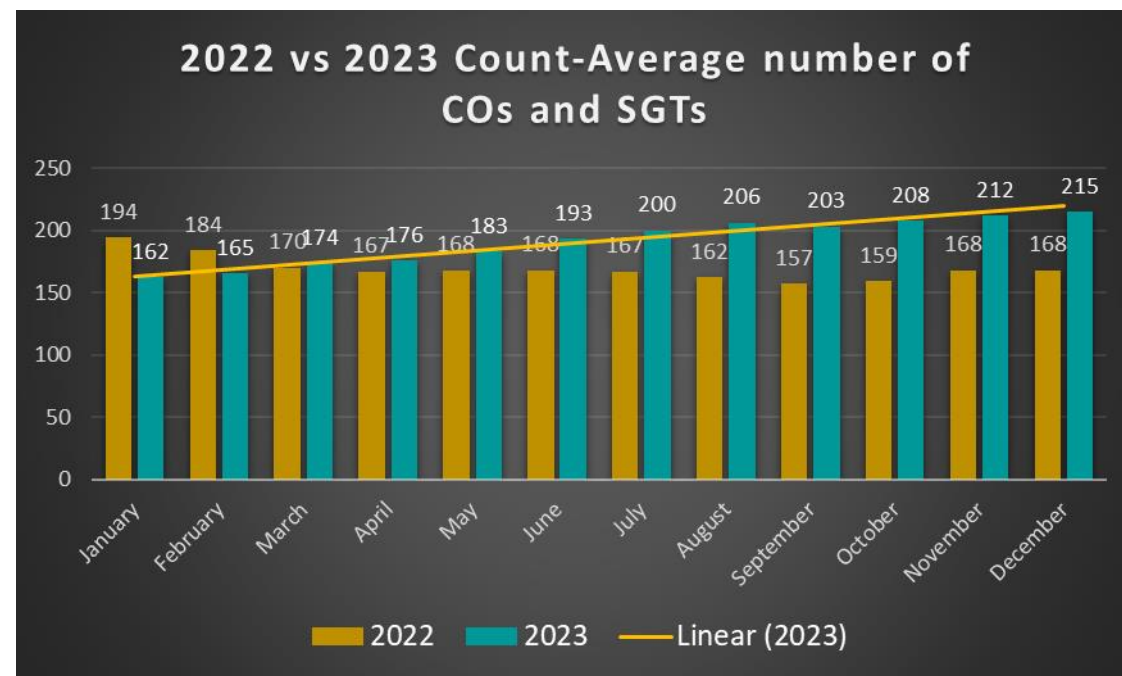
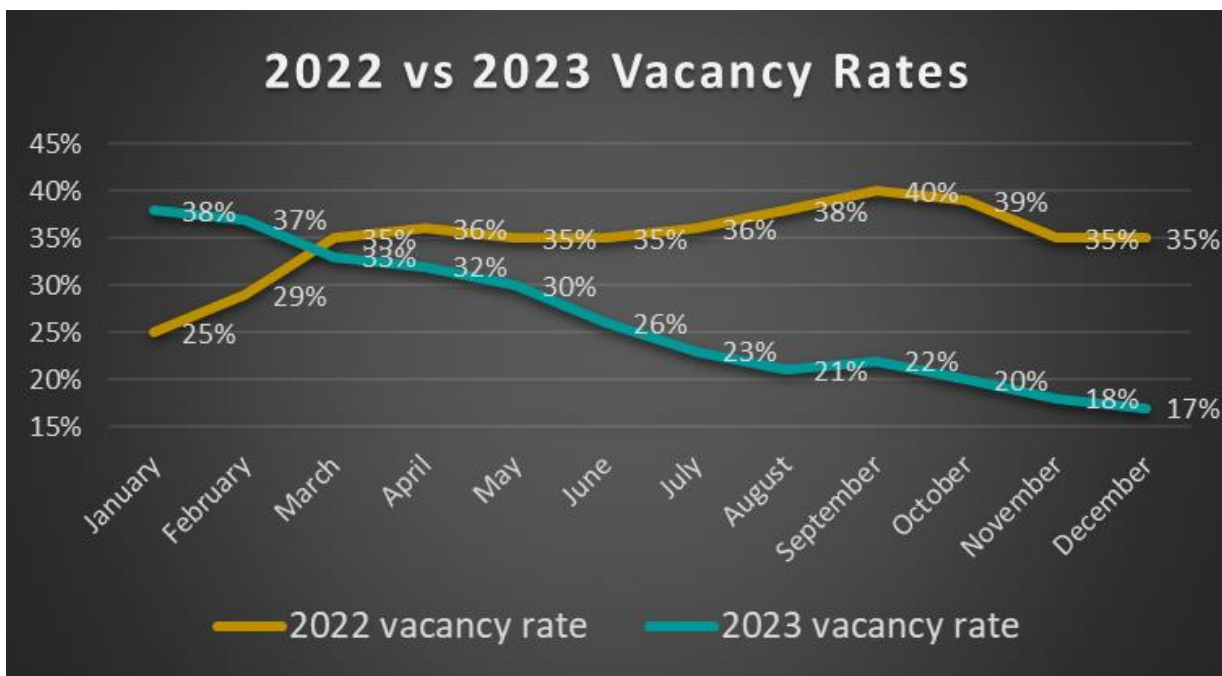
Candidate Touch Points



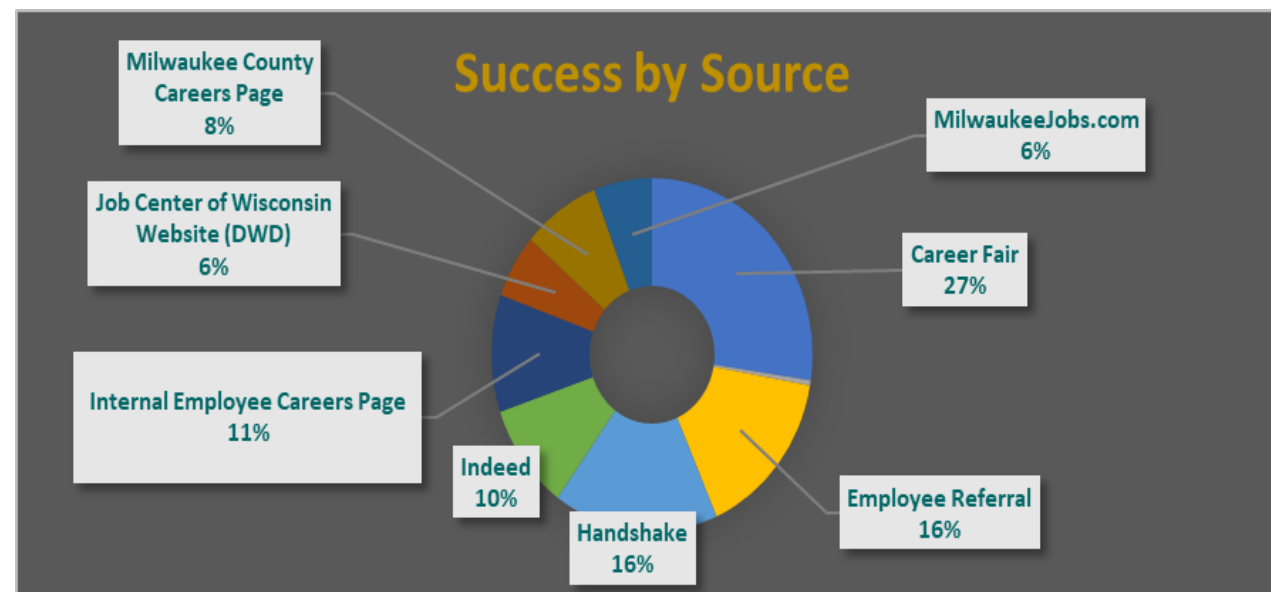
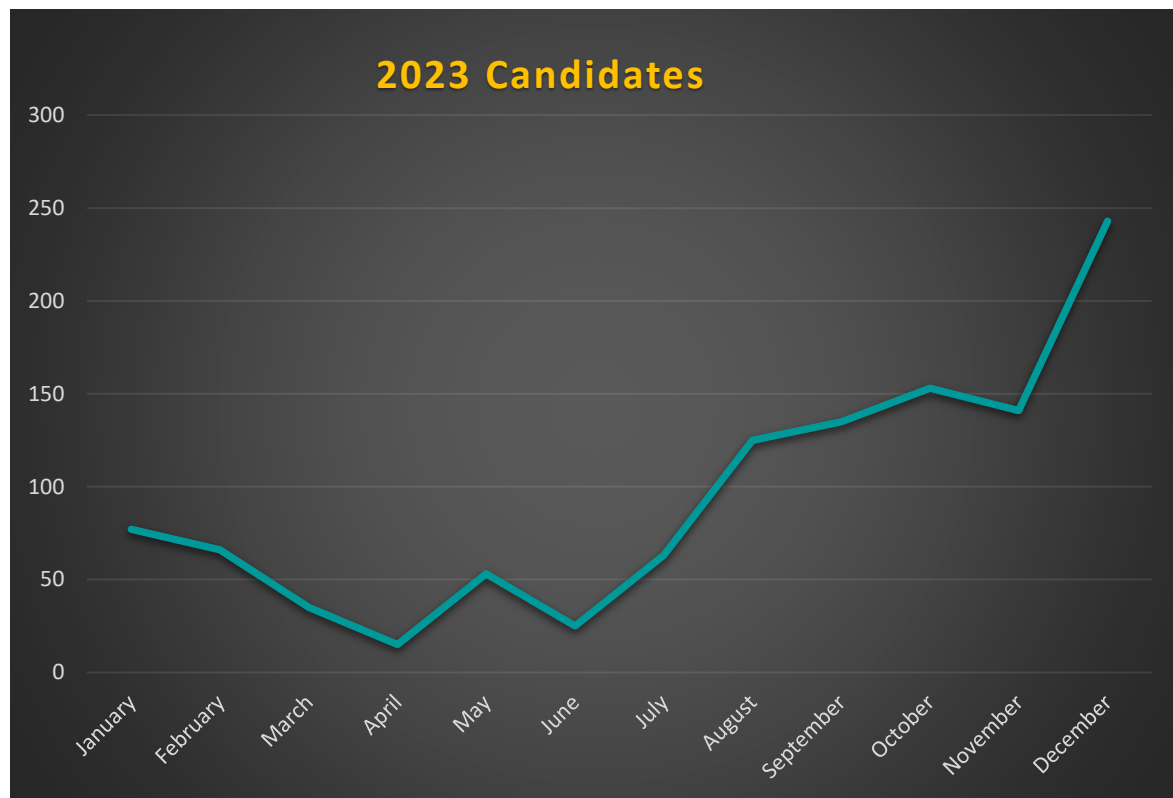
Behind the Scenes

Hiring Process

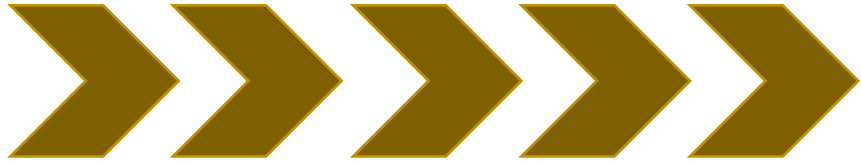
Staffing



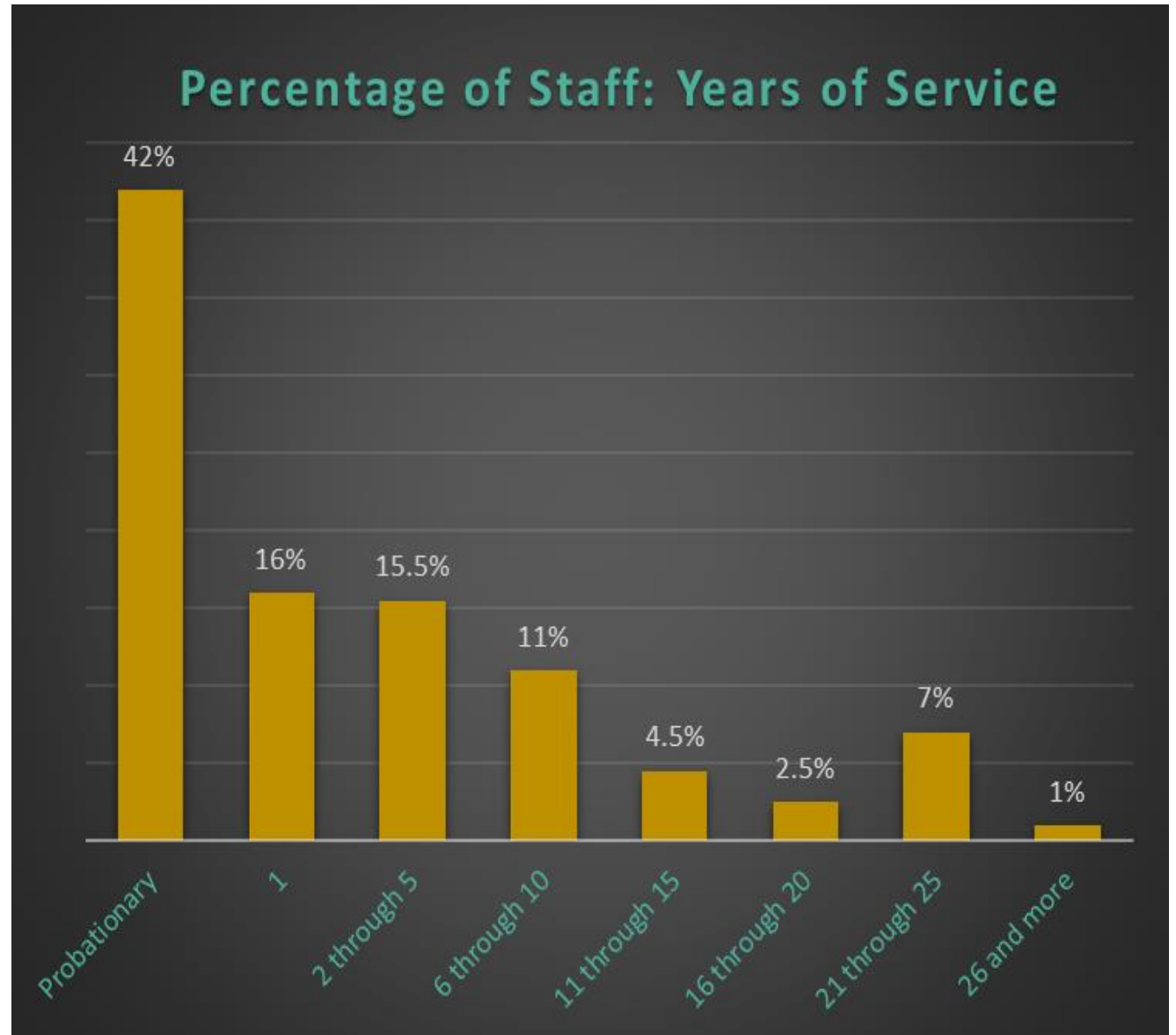
Applicant Data



Staff Makeup



- 42% of CRC employees on probation
- 2022 turnover rate: 54%
- 2023 turnover rate: 39%
- Goal to decrease turnover rate to 25% by end of 2024



Recruitment and Employee Engagement: Public Relations Plan

Research

Situation Analysis

Goal

Positioning Statement



Target Audiences/Public

- Community college students
- Community activists or groups
- Organizations that support employees with funding or policies
- Current CRC employees

Key Messages → Measurable Objectives

1. Community college students → By March 2025, the CRC will increase awareness of CRC correctional jobs among this group by 25%.
2. Community activists or groups → By March 2025, the CRC will reach out to community groups and organizations to increase awareness of jobs and impact of mission-driven work by 25%.
3. Organizations that support employees with funding or policies → By March 2025, the CRC will reach out to people or organizations to increase awareness of mission-driven work by 25%.
4. Current CRC employees → By March 2025, the CRC will increase employee communication and engagement by 25%.



Recruitment

- LinkedIn
- Video Production
- Advertisement
- Earned Media
- College Recruitment
- Expand Community Outreach











Retention Efforts



TRAINING



CULTURE



INITIATIVES



OFFICER
WELLNESS



OTHER



MILWAUKEE COUNTY
COMMUNITY
REINTEGRATION
CENTER

MISSION

Promote successful community reintegration by providing programming and resources, that comprehensively meet the needs of residents in our care, which support opportunities for positive change.

VISION

We enhance public safety and quality of life through the successful reintegration of residents in our care.

CORE VALUES

To be infused in every aspect of our work.

Humanity: Value all differences treating everyone with dignity and respect

Integrity: Operate from the highest ethical character while maintaining a strong sense of honesty and morality

Security: Maintain a safe and secure institution

Competency: Achieve excellence through recruitment, training, and leadership

Community: Engage partners to increase access to services



Thank
you!!



MILWAUKEE
COUNTY



**MILWAUKEE
COUNTY**