



## Entry Form 2018 Annual Awards for Program Excellence

**Entry Deadline: Friday, June 15, 2018, Midnight ET**

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email [awards@ncsha.org](mailto:awards@ncsha.org).**

**Entry Title:** Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

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**Category:**

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**Subcategory:**

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**Entry Summary:** A 15-word (max) summary of the program, project, or practice you are entering.

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**HFA:**

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**HFA Staff Contact:**

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**Phone:**

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**Email:**

**Visual Aids:**

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF?      Yes      No

**Payment:**

My HFA is mailing a check to NCSHA.  
My HFA is emailing the credit card authorization form to [awards@ncsha.org](mailto:awards@ncsha.org).

**Kentucky Housing Corporation**  
**Recruitment and Onboarding Campaign—KHC Unite**  
**Category: Management Innovation**  
**Subcategory: Human Resources**

## **Recruitment and Onboarding Campaign—KHC Unite, *Uniting families and homes begins with you***

[Click here to watch the synopsis video for the entry.](#)

### **Challenge and Opportunities**

Now that Kentucky's unemployment rate is below five percent, it can be difficult to recruit qualified candidates for vacant positions. To change how we recruit and retain top talent, Kentucky Housing Corporation (KHC)'s Employee Services department created a plan to seek alternative recruiting solutions; build a brand for KHC being an employer of choice based on our mission to provide safe, quality, affordable housing opportunities; broaden our recruiting outreach efforts through community resources; and develop a more modern, comprehensive onboarding program that integrates new employees into KHC's corporate culture and their position.

We first identified alternative recruiting solutions that would enhance KHC's ability to reach a wider population of qualified applicants. When a position is available, it is posted on KHC's website, along with KHC's social media accounts (Facebook, Twitter, and LinkedIn). Job opportunities can be found with a Google search and placement on Indeed's website. The Careers page of KHC's website was revamped listing benefits and images of current staff explaining why they chose KHC as an employer.

The next change was to better utilize our outreach resources, such as our Affirmative Action contacts. The Employee Services team has updated and enhanced our contacts lists with plans to reach out and develop rapport with these entities to ensure they better understand our recruiting needs. These include, specifically, but not limited to the Military Pipeline, Kentucky Career Center (Unemployment Job Board), along with local universities and colleges.

Finally, Employee Services developed a comprehensive onboarding program to prepare and successfully train new hires. As an organization, the better prepared we are for new employees, the more welcome they will feel, and the more likely they are to stay at KHC for long-term employment. "Uniting families and homes begins with you" is the tagline that inspired the brand name, KHC UNITE. The purpose is for new employees to know that no matter their job or department, they are a critical part of KHC's mission to provide housing solutions to families in Kentucky, whether we help provide mortgage loans with down payment assistance, provide financing for affordable multifamily units, administer rental assistance, work with shelters to provide homeless solutions, or support our staff through legal, accounting, facilities, or technology services. Housing matters, and our staff who deliver programs and services matter.

Once an individual is hired, a professional padfolio with benefits paperwork and the employee handbook (on a USB thumb drive) is mailed to them a week before their start date. At that time, the supervisor prepares the Employee Equipment and Program Access form. This provides information to various departments in preparation for the employee to arrive (i.e. office set up and supplies; technology equipment and systems; preparation of welcome information; etc.)

On their first day in the office, new hires are greeted with a KHC-branded welcome sign and card, which is signed by the entire department staff. The purpose of the welcome sign is two-fold; to help the new

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employee feel welcome, but also to alert current staff to introduce themselves to the new employee. Also placed on their desk is a goodie bag of KHC promotional items, including a mug, tumbler, notebook, lapel pin, and mousepad.

The first day on a new job can be overwhelming for a new employee, especially when reviewing benefits and policies. To keep information interesting, Employee Services uses Prezi, which is an interactive platform for presentations, for the handbook and benefits portion of orientation. Next, new hires participate in departmental presentations and review an onboarding plan that guides them through their first 30-, 60-, and 90-day new hire experience to help ensure their development and success of learning their new job.

A key element of this onboarding plan is to provide new employees with the support and guidance to foster a successful transition into their position. The 30-, 60-, 90-day plan addresses basic milestones (concepts or tasks) a manager or supervisor anticipates the employee can accomplish within the prescribed timeframe, as well as outlines necessary trainings and technical needs. It is important to note that the milestones are intended to be approximate, but may be adjusted accordingly.

The plan assigns a mentor to provide support during the transition and to assist with achieving milestones. Meetings may be scheduled anytime during the designated timeframes, but it is mandatory to meet after each of the 30-, 60-, and 90-day milestone, to advance the employee to the next milestone or to discuss the need for more assistance to complete a particular milestone. During the scheduled meeting, the employee should be encouraged to provide feedback.

**Audience**

The Careers page on the KHC website is visually appealing to potential employees and provides a glimpse of KHC's culture and mission of helping families. One key element of the new recruiting process that appeals to the audience is the section that provides real, current KHC employees sharing why they like KHC as an employer. These employees showcase success stories explaining why they chose KHC as their employer and how it feels to have worked within the culture for an extended period of time.

Once employed, new hires are treated as an important part of our KHC family from the date the hiring offer is accepted. Many supervisors provide additional communication, via phone calls or e-mails, with the new hire during the period of time before their first day of work. This further emphasizes the strategic objective—to make new hires feel that we anticipate them joining us. Overall, KHC Unite, gives supervisors and new employees a process they can depend on within the first 90 days with the Corporation.

**Budget**

Updates to the website were designed and completed in-house at no additional cost to KHC. Promotional items for onboarding consist of a padfolio, thumb drive, tumbler, mug, lapel pin, mousepad, welcome sign, and welcome card printed in-house, which totals \$32 per new hire. The cost is a small investment in making certain that KHC, as an employer, is making a strong, positive first impression on our new hires and making continuous strides toward being an employer of choice.

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**Supporting Documentation**

[Job Opportunities Banner](#)

[Staff Testimonial Images](#)

[Careers page of KHC's website](#)

[Job Opportunities page of KHC's website](#)

[UNITE Brand](#)

[KHC's Welcome Packet](#)

[Simply Home, An Overview of Kentucky Housing Corporation for Employees](#)