



From Recruitment to Retirement: How to Engage, Reward and Retain Teammates

Kerry Grace Heckle, Executive Director, Corporate and Community Relations, UNC Health
Ingrid Jones, System Director, Culture, Engagement and Retention, UNC Health
Kathleen O'Neill, Communications Manager, HR, UNC Health



Kerry Grace Heckle

Executive Director

Corporate & Community Relations

- Kerry is a communications, marketing and public relations leader with more than 20 years of experience in healthcare. She has spent the past several years focused on internal and external engagement, implementing volunteer initiatives and leveraging non-profit and sports partnerships to elevate brand awareness.
- She is passionate about the social determinants of health and has championed this in her work. Kerry is highly skilled in cultivating relationships, forging successful teams and attaining positive results.
- Kerry holds a bachelor's degree in Communication/Public Relations and a Master of Science in Organizational Communication from North Carolina State University.



Ingrid Jones

System Director

Culture, Engagement and Retention

- Ingrid leads a team responsible for strengthening organizational culture, teammate engagement and experience as well as organizational listening strategy and programs.
- Prior to UNC Health, Ingrid held various roles in advertising, public relations, corporate sponsorship and foundation management and organizational development.
- Her experience includes entrepreneurship, creating and managing an award-winning corporate mentoring program and facilitating leadership and professional development programs.
- Ingrid received a Bachelor of Arts in Journalism and Mass Communications from UNC-Chapel Hill. She is certified in MBTI (Myers-Briggs Type Indicator), Benchmarks 360° assessment through the Center for Creative Leadership, and various leadership courses.



Kathleen O'Neill **Communications Manager** **HR Administration**

- A collaborative leader with 25+ years of communications and marketing experience, Kathleen is committed to communicating with purpose, shaping organizational culture, increasing employee engagement, and building an inclusive workplace while creating innovative ways to reach employees, tell stories and inspire teams.
- Kathleen has served in leadership roles for three leading health systems, as well as several global financial services organizations.
- She holds a bachelor's degree in Communication/Public Relations from Bowling Green State University.

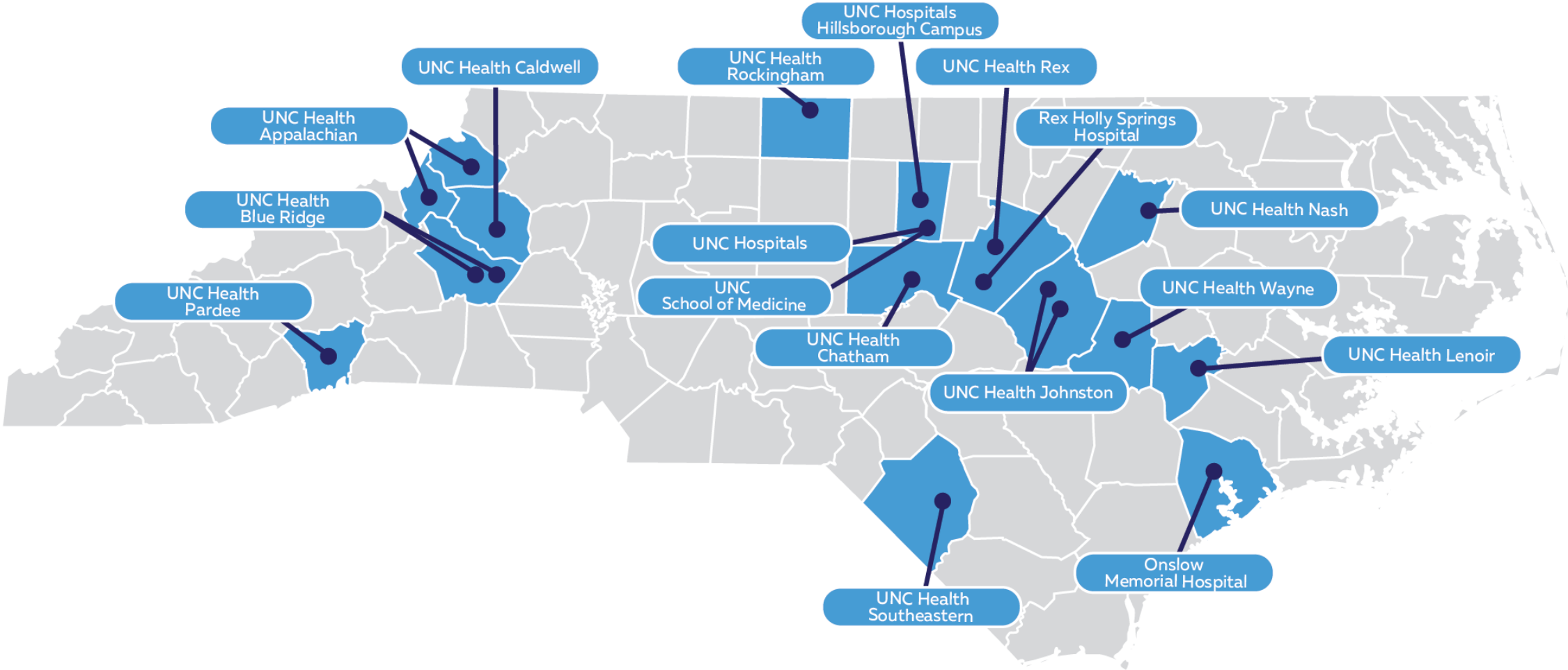


Agenda

- Welcome & Introductions
- Background & Overview
- Best Practices
- Gaining Alignment
 - Setting the Strategy
 - Breakout #1
 - Implementing the Plan
 - Breakout #2
 - Breakout #3
- Measuring Success
- What's Next?
- Questions



UNC Health System: 2023



My UNC Chart Accounts	Licensed Beds	Teammates	Medical Staff	Employed MDs	Surgeries	ED Visits
>1.4M	4,453	43,045	4,925	2,875	106,779	507,367

Nationally Recognized for Leading, Teaching and Caring



#



1 for Primary Care
2 School of Public Health

See page 11

UNC Health Mission

Vision

To be the nation's leading public academic health care system.

Mission

To improve the health and well-being of North Carolinians and others whom we serve.

Values



CAROLINA CARE



ONE GREAT TEAM



IT STARTS WITH ME



LEADING THE WAY

Strategic Objectives



INTEGRATE AND EXCEL
CLINICALLY



TRANSFORM PATIENT
CARE AND HEALTH



LEAD IN RESEARCH
AND EDUCATION



ELEVATE AND EMBRACE
CULTURE

**Our
Focus
Today!**

Discover how an integrated communications, culture and engagement approach supported the birth of UNC Health's commitment to teammates from recruitment to retirement.

Objectives

1. Learn how to leverage internal communications and human resources communications to infuse an effective people strategy throughout the organization.
2. Learn how to support managers with monthly education, tools and resources to help retain your talent force.
3. Learn how to engage employees in strategically aligned, diverse and meaningful ways to strengthen your brand internally and externally.

UNC Health Not Immune to Healthcare Challenges



The Challenge

- **Focus on Our People – Swiftly and Meaningfully**
 - Board direction to strengthen UNC Health’s position as an employer of choice.
 - Shaping a culture that increases employee engagement and retention is a huge endeavor, especially when many health systems are experiencing high vacancy rates in specific roles and employee burnout.
 - Partnered with a consultant to build on this strong foundation, leveraging insights and initiatives to develop an integrated roadmap for our overall people strategy.

Gaining Alignment

People Strategy Kickoff

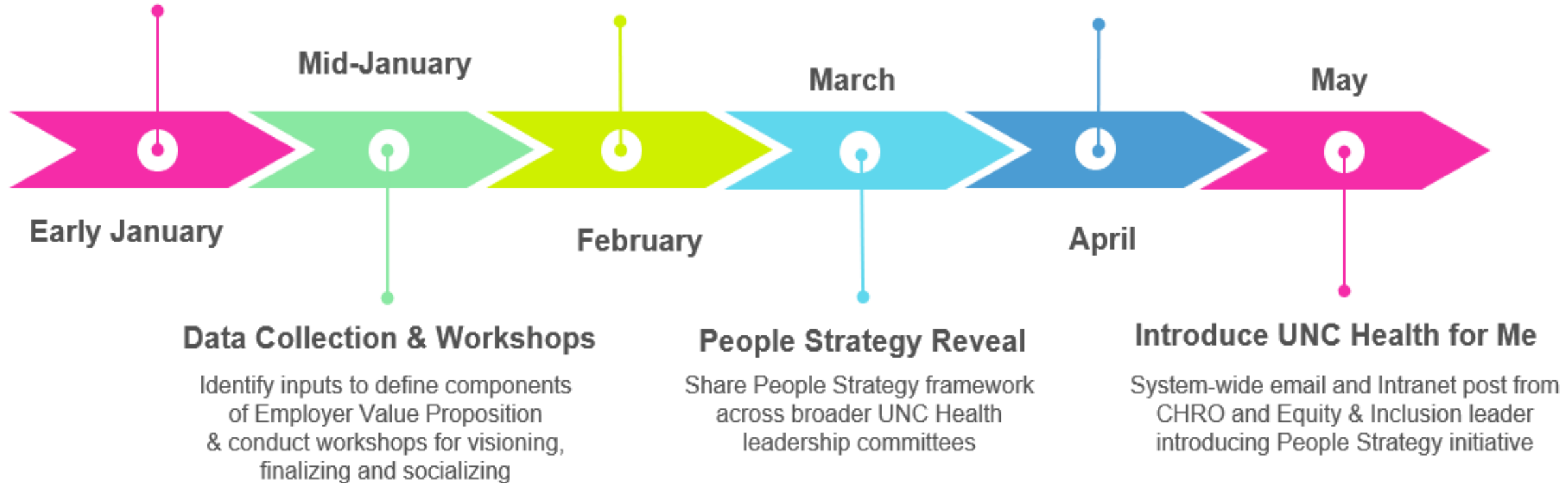
Introduce People Strategy initiative and collect preliminary feedback

Socialize People Strategy

Share People Strategy approach and initial outcomes/design

Framework and Roadmap Launch

Validate final Strategy framework and prioritize initiatives



Accelerated Timeline

Gaining Alignment

- Commitment from Board.
- Partnership between senior leadership for Human Resources and Communications, Marketing and Public Relations.
- Collaboration among executive stakeholders to participate in fact-finding and focus groups.
- Agreement to align the health system's organizational objectives around a framework and long-term strategy roadmap.
- Identify key initiatives and milestones to maintain and improve the workforce experience.



Engage *Me*

Nurture a sense of belonging and a strong cultural identity at UNC Health that makes **teammates feel connected and cared for** as part of **One Great Team** via consistent and transparent communications.



Welcome *Me*

Create a **positive, inclusive and memorable** experience for candidates and new teammates throughout the **hiring process and beyond**, welcoming them into UNC Health's **One Great Team** and setting the tone for **how teammates begin their journey** at UNC Health.



Develop *Me*

Lead the Way by focusing on teammates' **growth, development and overall experience**, professionally and personally, to train the **next generation of health care leaders**; career mobility and learning and educational opportunities are a priority.



Value *Me*

Foster a culture where teammates experience the holistic **Carolina Care** by feeling **valued, recognized and equitably compensated** for their contributions, as well as **rewarded when they demonstrate outstanding performance** in their work; total rewards and recognition are a priority.



Care for *Me*

Express that UNC Health's **Carolina Care** is **inclusive of teammates**. UNC Health is supportive of teammates' goals, **both professional and personal**; health & well-being, personal safety, respect and support are a priority.



Include *Me*

Demonstrate that **It Starts with Me** is **foundational** to all pillars to continue building an **equitable and inclusive** community reflecting **the patients we serve**.

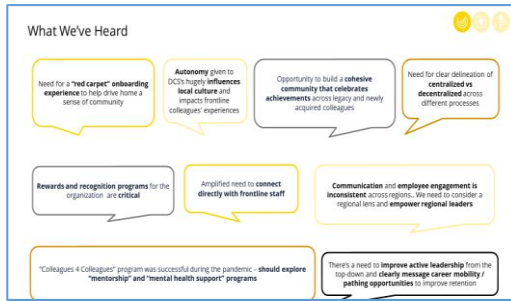


Setting the Strategy

Setting the Strategy



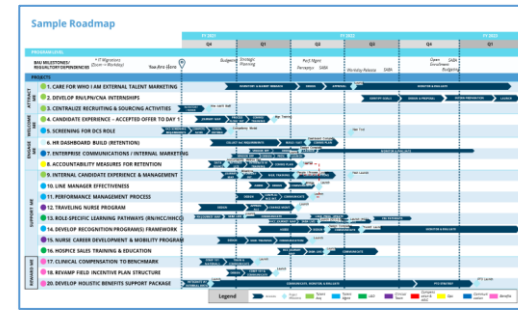
Communication Strategy



Communication strategy to improve branding and awareness of existing talent benefits, including guiding principles, recommended communication channels and high-level timing/plan



People Strategy Implementation Roadmap



Integrated roadmap across all People Strategy pillars, highlighting “quick wins” for immediate impact

Reinforcing the philosophical shift in the way work gets done, the need to work differently, and that everyone is a key stakeholder.

Breakout #1 (25 minutes)

- Think about an internal communications project, initiative or program that you have worked on or would like to work on.
 - Who are the key stakeholders?
 - What do you need to learn/know?
 - How do you align the strategy?
 - What challenges might you face and how would you address them?
 - How would you build teammate support?
- Now, as a group, discuss each situation and steps you would take to get buy-in from leadership. Select one to share. You'll build on this example in the next breakout.

15 minutes for discussion; 10 minutes for sharing



Implementing the Plan

Leader Resources



Implementing the Plan

■ Leadership Support

- A “Retention Starts With Me” campaign provides leaders with monthly education, tools and resources to support them to retain talent.
- Interactive dashboards and reports offer concise, actionable data so managers can make better-informed decisions.
- Online platforms and technology make it easier for managers to connect with teammates and track their interactions.

■ Teammate Experience

- Focus on *UNC Health for Me*, ensuring teammates have a world-class experience throughout their journey from recruitment to retirement.
- Collaborate with key stakeholders to ensure equity and inclusion.
- Implement centralized volunteer tracking platform for engagement opportunities.

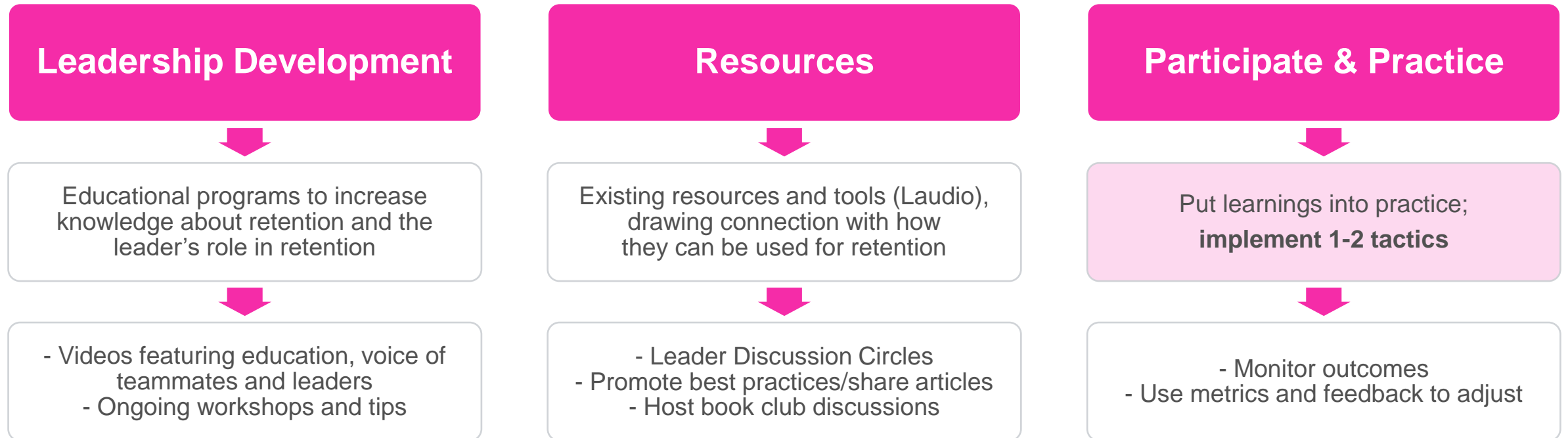
Retention

STARTS WITH ME



A Retention Campaign to Support Leaders

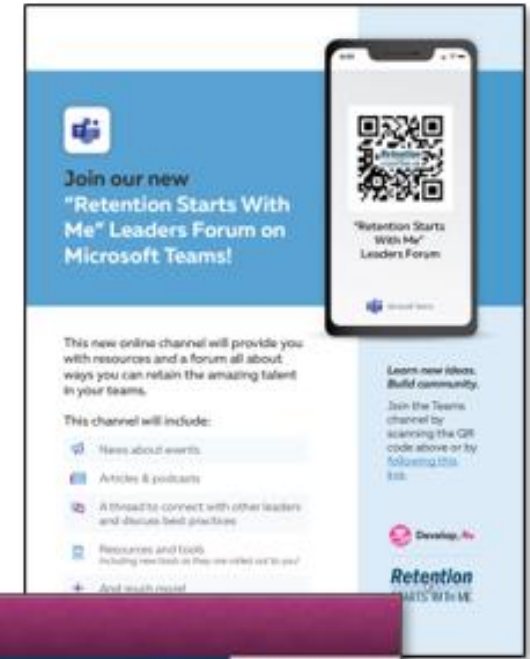
“By managing for employee retention, organizations will retain talented and motivated employees who truly want to be a part of the company and who are focused on contributing to the organization's overall success.”*



*HRM, *Managing for Employee Retention*

Retention Starts With Me

- 1,200+ leaders accessed resources/courses the first year
- Multiple uses/participations - 2,300+ course/item completions
 - Videos: What is Retention?, Why I Stay, More Strategies for Leaders
- **Speakers, World Cafes and workshops** help leaders address changing demographics, remote/hybrid workplace trends
 - “Inclusive and Effective Remote Work Teams”
 - “Workplace Communication: Generational Differences”
- Retention Teams Community and intranet site
- Retention Dashboard
- Online engagement platform supports leaders in connecting with their teams



Leader Engagement Platform Supports Connections

- **Leverages technology** to make it easier for managers to connect with teammates and track their interactions
- **Key focus areas** to underscore retention goals
 - Early and regular new teammate connection at key intervals
 - Regular 1:1s and rounding to increase leader visibility and authentic connection
 - Professional development knowledge
 - Recognition and gratitude
- **Integrates** with Outlook, HR operating systems

“ *It has made me a better manager. My staff feels more engaged.*”

“ *I love! It's a secret weapon for engagement!*”

“ *The responses I get from my team are better than anything I've ever seen.*”

Supports UNC Health for Me Pillars

- **Welcome Me** 🌍
Automates new teammate check-ins and information for 'favorite things' questionnaires
- **Develop Me** 🧠
Tracks and supports professional goals and conversations
- **Engage Me** 🗓️
Documents reminders and notes for one-on-one meetings in a central location
- **Care for Me** 🏡, **Include Me** 🌐 and **Value Me** 🏆
Recognizes great work to personal accomplishments and career milestones

Other Leadership Support

- **Analysts Guide to Equity in Data Visualization** features standards to encourage more inclusion of equity data in existing and future dashboards, as well as to reduce bias when it is included.
- **Inclusive Hiring Roadmap** helps managers hire the best candidates through an equitable, inclusive and transparent process.



Implementing the Plan

Elevating the Teammate Experience



Embedding UNC Health for Me



Road Shows



Virtual Backgrounds

UNC HEALTH *for Me*

CHECK OUT THE NEW
UNC HEALTH *for Me*
INTRANET SITE!

Use it as your one-stop shop
for resources from recruitment
to retirement.

SCAN THE QR CODE OR VISIT: <http://uncmedne.ws/UNCHforMe>

Intranet

Communicating by Pillar

It's Time to  **SHARE** Your Voice,  Your Experience
formerly the Workforce Engagement Survey

JUNE
6-20

Check your email for a unique link to the confidential survey.

UNC HEALTH  ONE UNC Health 

The Performance Management Period is open June 6 - Sept. 15

Resources are available to help you navigate the process. **Scan the QR code to learn more.**



BE YOU!

Self-identify to help us capture a more complete picture of our One Great Team: June 20 – July 14




Visit **Employee Self-Service (ESS)** to update your demographic information.

Your voluntary participation supports our Affirmative Action Plan and ensures we are fostering an equitable and inclusive environment.

Scan the QR Code for detailed information. 


The information you choose to share will not be tracked to you. It will be collected anonymously.

2023 **STATE BENEFITS** 

OPEN ENROLLMENT

OCT. 10 - 28

During this time, you will have the opportunity to enroll or make changes to your **State Health Plan** and **NCFlex** benefits.



For detailed information, please visit the myHR portal





Welcome *Me* WEEK

AUG. 14 - 20


A week-long celebration to honor the positive, inclusive and memorable experience we provide for new teammates, welcoming them into UNC Health's  **One Great Team.**

YOUR Total Rewards



Check your email for your personalized 2022 Total Rewards Compensation Statement!

Scan the QR code to view FAQs.


UNC HEALTH 

Communications Consistency

Develop *Me*
LEADERSHIP
Coach

UNC HEALTH *for Me*

 Care for *Me*

Thank you for
being part of our
One Great Team 








Join our new
"Retention Starts With Me" Leaders Forum on
Microsoft Teams!



This new online channel will provide you with resources and a forum all about ways you can retain the amazing talent in your teams.

This channel will include:

-  News about events
-  Articles & podcasts
-  A thread to connect with other leaders and discuss best practices
-  Resources and tools
Including new tools as they are rolled out to you!
-  And much more!

**Learn new Ideas.
Build community.**

Join the Teams channel by scanning the QR code above or by [following this link](#).

 Develop *Me*

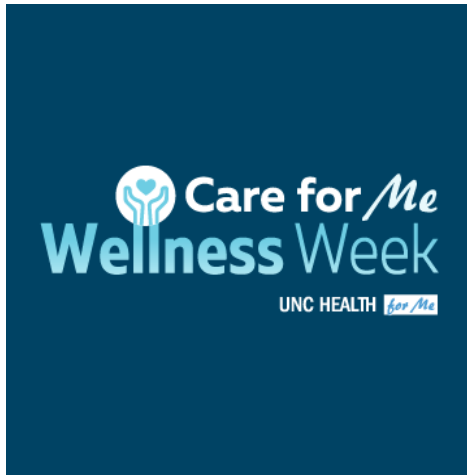
Retention
STARTS WITH ME

SHARE  Squad



SHSMD Society for Health Care
Strategy & Market
Development™

2023 Pillar Recognition Weeks



- **Virtual sessions** on mindfulness, nutrition, family care and self-care
- **Developed** with UNC Health Wellness Centers, Well-Being Program, wellness/well-being representatives at UNC School of Medicine, plus entities



- **Career Growth Career Mindset Workshop**
- **E-card** recognition for professional development
- **Find a Mentor**
- **Develop Me Fair** onsite event



- **Teammate Bingo**
- **E-card blitz**
- **ONE Great Team Day**
- **Virtual workshops/ connection events** for teammates to share hobbies/tips
- **Virtual Connect** with trivia and recognition
- **Partner with Community Relations** to promote volunteer opportunities



- **Leader New Teammate Workshops**
- **E-Card blitz**
- **Leader Engagement Workshops**
- **Resources** for new leaders
- **New Teammate Stories**
- **New Teammate Focus Groups**

Quarterly HR Updates

Engage *Me*

- Introduced **Interactive HR Dashboards** to help leaders make better informed decisions
- Launched “**Retention Starts With Me**” **campaign** to provide leaders with resources, tools and education to better support teammates

Welcome *Me*

- Enhanced New Hire and Internal Transfer/Promotion **Offer Letters**
- Designed **New Benefit Summaries** for Recruiting
- Refreshed **New Teammate Orientation Guide**

Develop *Me*

- Continued **Talent Mobility Programs.**
 - Take Charge of My Career
- Launched second cohort of executive **Coach Training Academy**
 - Professional Education Series

Value *Me*

- Completed **Position & Equity Reviews** to ensure pay is consistent with experience
- Introduced **Wisely® Pay**, a reloadable prepaid card as an alternative to paychecks/banks

Care for *Me*

- Strengthened **Monthly Well-Being Focus**
 - July 2022: Connecting with Teammates
 - Aug. 2022: Happiness Happens
 - Sept. 2022: Nutrition & Wellness

Include *Me*

- Highlighted **Inclusive Hiring Roadmap** to promote a more equitable culture
- Hosted webinar for **Understanding the DEI Climate Survey** results

New Teammate Orientation Video



Breakout #2 (25 minutes)

- We've talked about how we've embedded the six *UNC Health for Me* pillars throughout the organization.
- As a group, review the pillar descriptions in the handout.
- Using your flipchart, create your own newsletter at a glance.
- Develop a headline for each story that highlights one of the six pillars to promote your project, initiative or program.

15 minutes for discussion; 10 minutes for sharing



Implementing the Plan

Teammate Engagement & External Partnerships



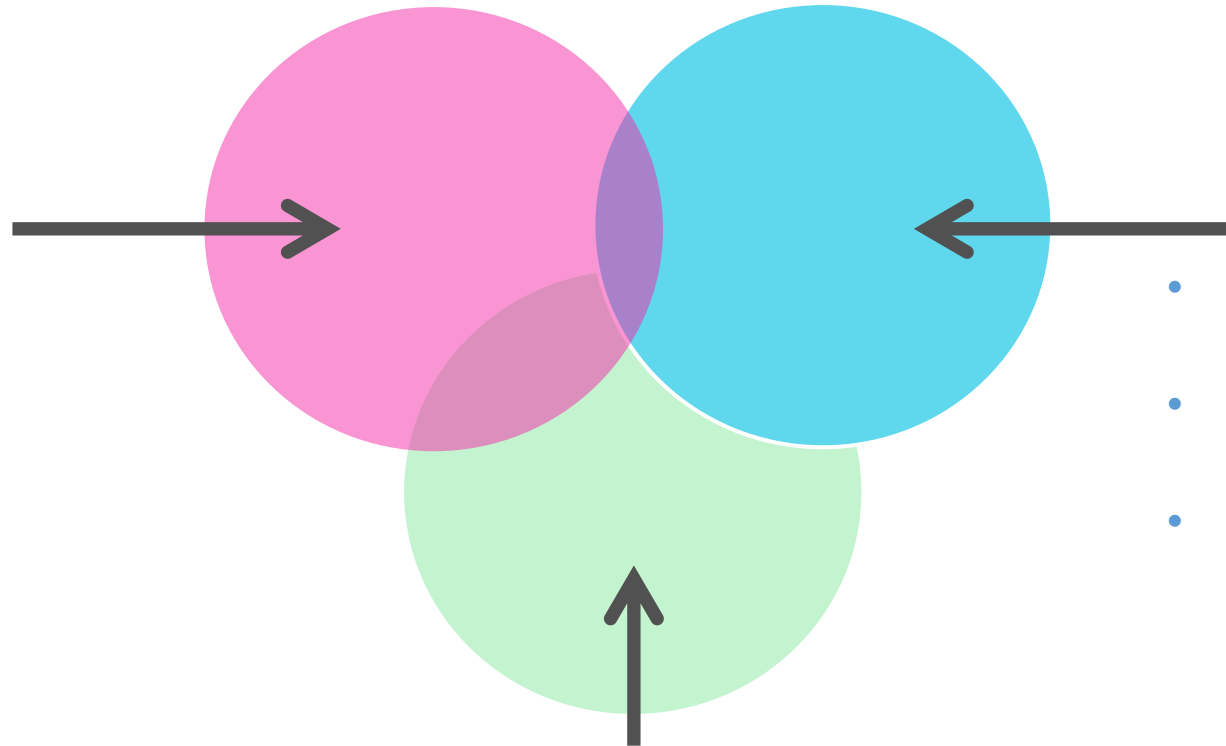
Moving Beyond Silos

Alignment needed among multiple areas to facilitate connection between system and local communities.

Community Strategy: Health Equity

UNC Health Office of Equity & Inclusion

- Anchor Strategy
- Community Partnerships
- Capacity Building



Community Action: Community Health

UNC Health Alliance

- Clinical-Community Partnerships
- Capacity-Building for SDOH Assessment & Intervention
- Direct Patient Services

Community Engagement: Corporate and Community Relations

UNC Health Communication, Marketing & Public Relations

- Strategic Partnerships
- Community Engagement & Brand Activations
- PR & Special Events
- Corporate Citizenship

Engagement and Inclusion

Tri-C: Community Health Sub-Committee

- An extension of Equity and Inclusion, this group fosters engagement, collaboration and support for community events and initiatives across the system.
- The purpose is to reduce duplication, further system community impact strategies and inform internal stakeholders of community events and needs.
- This sub-committee embodies a culture rooted in our system values to improve the health and well-being of all North Carolinians.



Collaboration is Key

Building internal relationships is an investment in teammate engagement.

- **Employee Resource Groups (ERGs):** voluntary, teammate-led groups connect teammates with shared characteristics, life experiences or interests.
- **Engagement and Inclusion:** an equitable, inclusive and welcoming culture supports the diverse voices of our teammates, patients and communities.
- **Encouraging Volunteerism:** engagement efforts are collaborative and strategically aligned to support and promote the mission and values of UNC Health internally and externally.

Employee Resource Groups

UNC HEALTH *for Me*

Welcome/Me Engage/Me Care for/Me Include/Me Value/Me Develop/Me

EMPLOYEE RESOURCE GROUPS July/August 2023 Meetings

Employee Resource Groups (ERGs) bring the unique voices of our teammates into conversations that help create a welcoming and inclusive environment for all people.

Employee Resource Groups are available system-wide for all interested teammates and allies.

Date	Time	ERG – Click to Register
July 5	Noon – 1 p.m.	Faith and Spirituality
July 10	11 a.m. – noon	Asian American & Native Hawaiian & Pacific Islander
July 11	10 – 11 a.m.	UNC Health Black Alliance
July 18	10 – 11 a.m.	PRISM Planning Meeting
July 20	11 a.m. – noon	Diverse Abilities
July 24	2 – 3 p.m.	BuiLD Minority Leaders
July 26	1:30 – 2:30 p.m.	Veterans
July 28	8:30 – 9:30 a.m.	SALUD
Aug. 2	Noon – 1 p.m.	Faith and Spirituality
Aug. 15	10 – 11 a.m.	PRISM Planning Meeting
Aug. 16	2 – 3 p.m.	Women's Empowerment Network
Aug. 17	11 a.m. - noon	Diverse Abilities
Aug. 23	1:30 – 2:30 p.m.	Veterans
Aug. 28	2 – 3 p.m.	BuiLD Minority Leaders

For more information, [click here](#) or scan the QR code.



unchealth.org

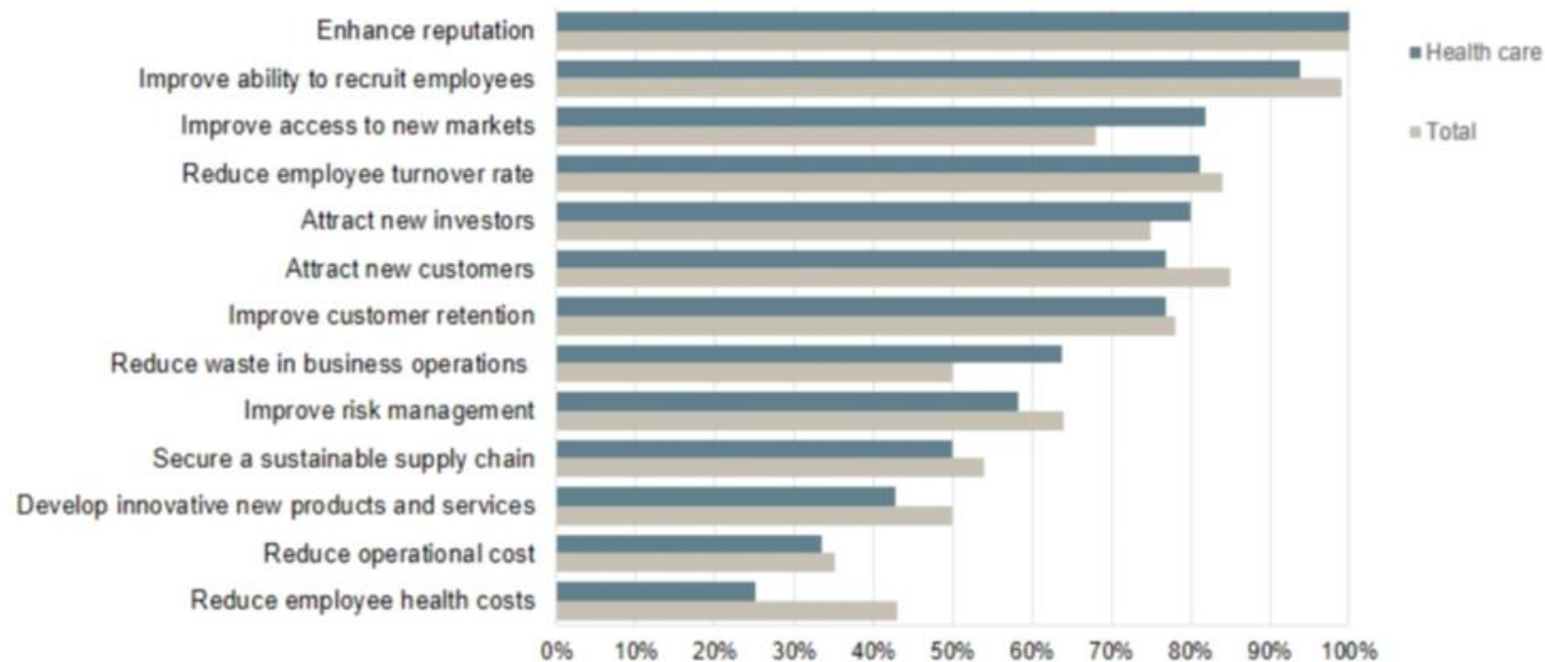


- Faith & Spirituality
- Asian American & Native Hawaiian & Pacific Islander
- UNC Health Black Alliance
- PRISM Planning Meeting
- Diverse Abilities
- BuiLD Minority Leaders
- Women's Empowerment Network
- SALUD
- Veterans

Good Business

- Enhancing community involvement can attract and retain quality teammates.

Community involvement contribution to business goals†



n range: 10–16 for the Health care industry and n range of 150 to 233 for the Total

Formalizing Has Benefits

- Capture data and insights
- Improve efficiency, access
- Strengthen brand consistency, cultivate ambassadors
- Build an inventory of inspiring stories from diverse teammates that heighten the brand pillars
- **Increase teammate satisfaction**





Strategic Partnerships

Special Events

Community Engagement and Brand Activation

PR and Thought Leadership

Corporate Citizenship

Brand Awareness • Service-line Driven • Cause Driven • Community Engagement



Strategic Partnerships

Special Events

Community Engagement and Brand Activation

PR and Thought Leadership

Corporate Citizenship





Habitat for Humanity Home Build

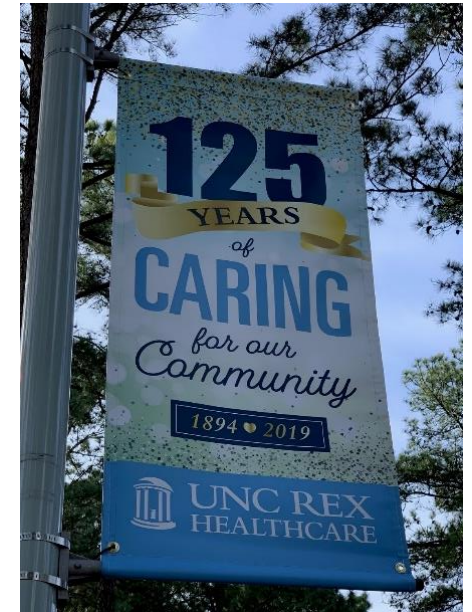
- Home sponsorship = 300+ teammate volunteer opportunities

NC Med Assist Mobile Free Pharmacy

- Online registration, mobile pick up
- Engages pharmacists

Impactful Team Building Activities





Opening New Facilities • Raising Awareness • Celebrating Milestones



UNC HEALTH Championship

PRESENTED BY 





UNC HEALTH Championship


PRESENTED BY 



YOUTH DAY
presented by

DRIVE SHACK

Tuesday | May 30
Raleigh Country Club
1:00pm – 7:30pm

For the first time, our gates will open Tuesday for youth and their parents to watch player practice rounds. Get an up-close view of professional golfers without the crowds! Bring a sharpie for player autographs.

- FREE admission for Youth 18 and under and their parents.
- *Youth 15 and under ONLY permitted WITH a parent.
- FREE Junior Golf Clinic hosted by the  **first tee through** First Tee of the Triangle 6:00-6:45pm
- FREE parking and shuttle to course from 1201 Walnut Creek Athletic Complex, 1201 Sunnybrook Rd. NO ON-SITE PARKING
- Concessions available for purchase by Crave Hot Dogs & BBQ Food Truck (\$2 hot dogs!), Empire Eats and Sunset Slush 3:00-7:00pm
- FREE face painting 3:00-7:00pm
- FREE tours of the Poe Center available 3:00-6:00pm via shuttle 

unhealthchampionship.com

Free Teammate & Family Entry • Volunteering • Team Building

Strategic Partnerships

Special Events

Community Engagement and Brand Activation

PR and Thought Leadership

Corporate Citizenship



Brand Awareness • Education & Screenings • FUN!



Society for Health Care Strategy & Market Development™

Strategic Partnerships

Special Events

Community Engagement and Brand Activation

PR and Thought Leadership

Corporate Citizenship



Triangle-wide Collection Drives

- One Great Food Drive
- Stuff the Bus
- Note in the Pocket Clothing Collection
- Optional participation to support via promotion, collection or volunteering
 - *Amazon wish lists enable *all* to participate

FY23 Results

- 9,000 lbs. of food, 300+ teammates
- 40,000 school supplies, 400+ teammates
- 200+ bags of clothing, 50+ teammates



Media & VIP Outreach Generated Positive PR



Making an Impact Through Sharing Time & Talents • Leadership





UNC HEALTH
for Me



Manage, Track & More

Current State

Multiple Request Channels



Ideas, requests opportunities are submitted through multiple channels: online form, UNCHC leadership or phone call, emails forwarded to CR team.

Desired State

Single Request Channel



Single input for all requests. Platform provides ability to organize and sort requests as well as produce reports.

Manual Tracking and Outreach



Co-worker participation in corporate social responsibility/volunteer projects requires CR team to collect and load information into Google docs or excel sheets for each individual project, emailing out reminders. Time intensive manual wrap up.

Automated Tracking and Outreach



Teammate information already on file and updated weekly by HR data share. Approved charitable/non-profit organizations on file. Automated, trackable communication outreach to those registered and post-event/engagement wrap up.

Multiple Locations to Determine Status



Review and approval workflow information housed in multiple locations. Status not easily available.




Single Source for Quick Updates




Single source available to CR team to track review status, link to HR wellness program, add information and tag teammates to request input.


Teammate Volunteer Platform


The screenshot displays the UNC Health Volunteer Platform interface. At the top left is the UNC Health logo. Navigation links for Home, Volunteer, and Featured are visible. Utility icons for a shopping cart, search, and user profile are on the right. A large background image of a forest path is overlaid with a white user profile card for Erin Gill, showing her profile picture, name, and 11 hours recorded YTD. Below this is a 'Featured' section with four cards: 'Sign up for events', 'Share Your Story', 'Frequently Asked Questions', and a partially visible 'View All' card.


UNC HEALTH Home Volunteer Featured   


 **Welcome, Erin Gill** Hours YTD **11**


[Volunteer](#) [Record Hours](#)

Featured [View All](#) 


Sign up for events
Search for opportunities


Share Your Story
We would love to hear from you!


Frequently Asked Questions
Review Frequently Asked Questions

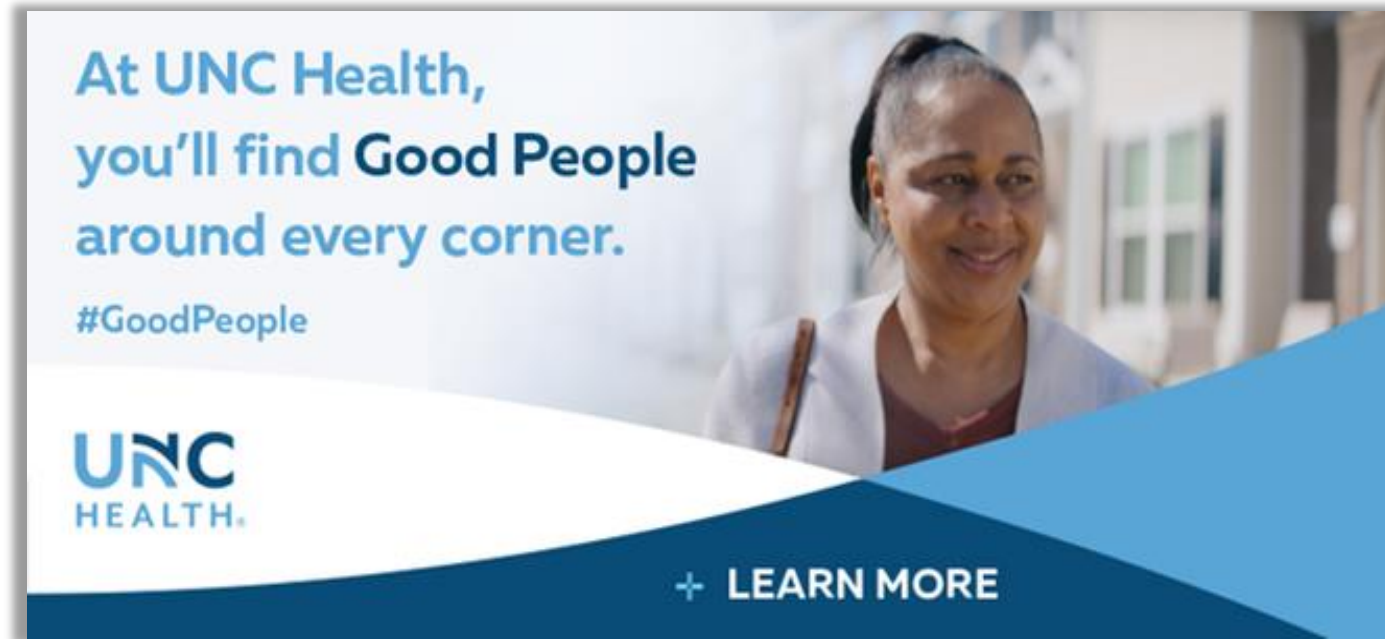


Volunteerism at UNC Health

The screenshot shows the UNC Health Volunteer portal. At the top, there is a navigation bar with 'UNC HEALTH.' logo, 'Home', 'Volunteer', 'Groups', and 'Featured' links, along with search and user icons. Below the navigation is a large banner image of a forest. A user profile card for 'Kerry Heckle' is displayed, showing 'Welcome, Kerry Heckle' and 'Hours YTD 12'. There are two buttons: 'Volunteer' and 'Record Hours'. Below the banner is a 'Featured' section with three cards: 'Sign up for events' (Search for opportunities), 'CREATE YOUR OWN OPPORTUNITY!' (Create a volunteer opportunity for your team!), and 'Frequently Asked Questions' (Review Frequently Asked Questions). To the right of these cards is a 'Sign Up' button. Below the featured section is a 'New Opportunities' section with a search bar and a list of three opportunities: 'VIRTUAL - Letters of Encouragement SECU Family House', 'SECU Family House - Fold Laundry', and 'Volunteer at the Community Kitchen'. To the right of the new opportunities is a 'My Upcoming Events' section with a search bar.

The screenshot shows a list of volunteer events on the UNC Health Volunteer portal. Each event card includes a title, date and time, location, and a 'Sign Up' button. The events listed are: 'African American Cultural Festival' (One Time Event Sat, Sep 02, 2023 9:00 AM - 8:00 PM UTC-05:00 Eastern Time (US & Canada), Triangle Martin Luther King Committee, Fayetteville Street, Raleigh, NC, Cause Area: Arts, Culture & Humanities, 8 Sign Ups Left); 'Wake County Mobile Free Pharmacy' (One Time Event Sat, Sep 09, 2023 7:30 AM - 2:00 PM UTC-05:00 Eastern Time (US & Canada), MEDASSET OF MECKLENBURG, 1436 Rock Quarry Road, Raleigh, NC, 27610, Cause Area: Health, 33 Sign Ups Left); '9-11 Day of Service Project with Activate Good' (One Time Event Mon, Sep 11, 2023 9:30 AM - 12:00 PM UTC-05:00 Eastern Time (US & Canada), Activate Good Inc., 3050 North New Hope Road, Raleigh, NC, 27604, Cause Area: Public & Societal Benefit, 1 Sign Up Left); 'La Fiesta del Pueblo 2023' (One Time Event Sun, Sep 17, 2023 10:30 AM - 6:00 PM UTC-05:00 Eastern Time (US & Canada), EL PUEBLO INC, Fayetteville Street, Raleigh, NC, Cause Area: Public & Societal Benefit, 12 Sign Ups Left); and 'LGBTQ Center - Pride Durham 2023' (One Time Event Sat, Sep 23, 2023 9:00 AM - 5:30 PM UTC-05:00 Eastern Time (US & Canada), THE LGBTQ CENTER OF DURHAM INC, 712 Broad Street, Durham, NC, 27702, Cause Area: Public & Societal Benefit, 0 Participants).

Flexing to Meet Changing Needs During Challenging Times



At UNC Health,
you'll find **Good People**
around every corner.

#GoodPeople

UNC
HEALTH.

+ LEARN MORE

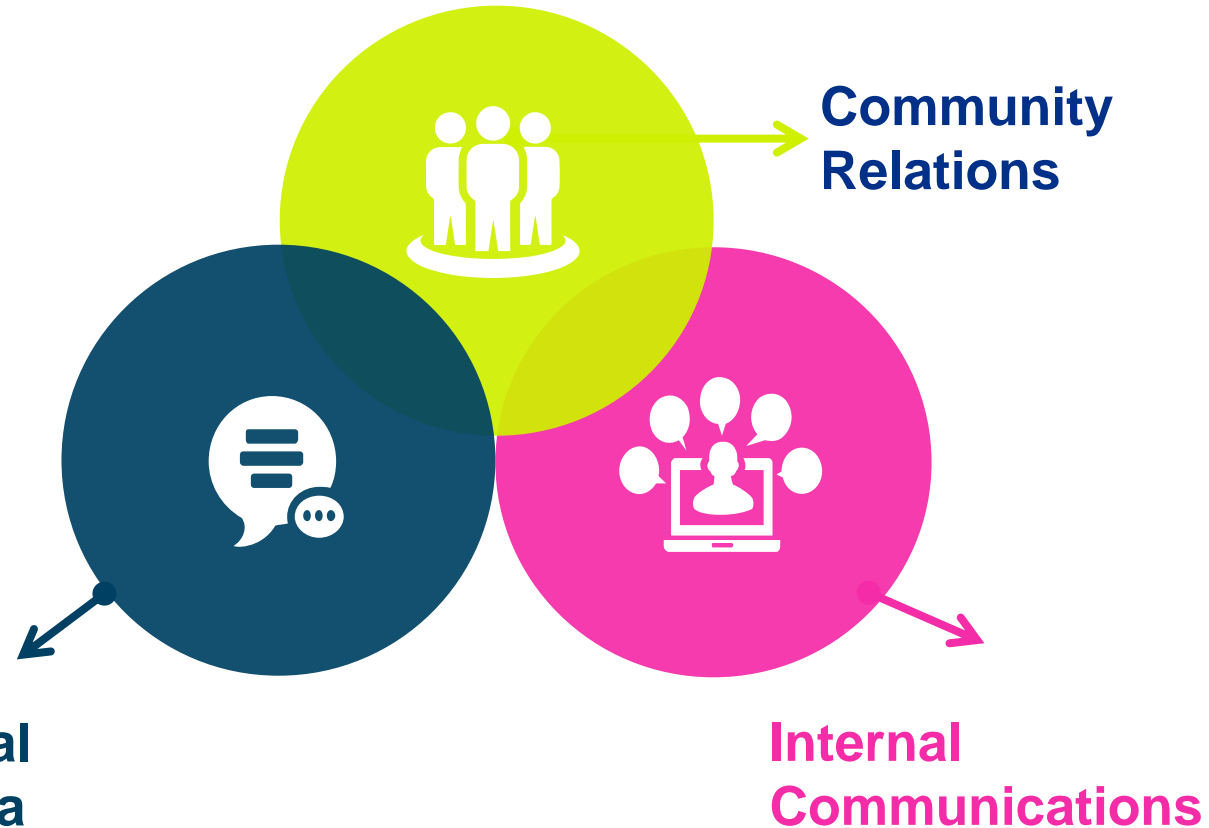
#GoodPeople

Earned & Owned Media Support

Drive high level awareness in a competitive market



Social Media



Community Relations



Breakout #3 (20 minutes)

- You've got your internal communications plan and created a newsletter. Now let's look outside.
- What might you incorporate into an external campaign that reflects the same themes and supports brand awareness?
 - Social media
 - Event activations
 - Sponsorships
 - Recruitment marketing

10 minutes for discussion; 10 minutes for sharing



Measuring Success



Measuring Success

- Gathering feedback from teammates and leaders
- Monitoring retention rate/dashboard use
- Tracking leadership participation in educational programming
- Expanded collaborations and partnerships
- Tracking utilization of volunteer hours/community service
- Culture, Engagement and Retention partnership with Community Relations

Measuring Success



88%
Participation Rate



77.3%
Retention Rate
+2.9%

"The campaign is a helpful reminder for leaders that there are MANY things we can AND should do to retain our talent. All leaders play a role in impacting retention."

Measuring Success

- **Interactive HR Dashboards – 33,747 views** of HR dashboards featuring concise and actionable data for engagement and retention, so managers can make more informed decisions
- **HR Position Analytics – 11,303 views** (highest utilized); includes HR Key Metrics and Recruitment Metrics
- **Retention Dashboard – 4,651 views**

Retention Rate equals 100% minus (The number of teammates terminated within the previous 12 months divided by the average headcount within the same time period).

WHAT

What is Our Retention ?
This dashboard offers insight for Current Retention Rate, and how we are trending over the previous and current fiscal year. It also shows Retention by Job Family, Department, VP, Supervisor, etc.

WHY

Why Teammates are Leaving?
This dashboard offers insight for Termination reasons and why teammates are leaving, as well as exit survey results. It also features Comparison of Termination reasons from our system vs. exit interview results.

WHO

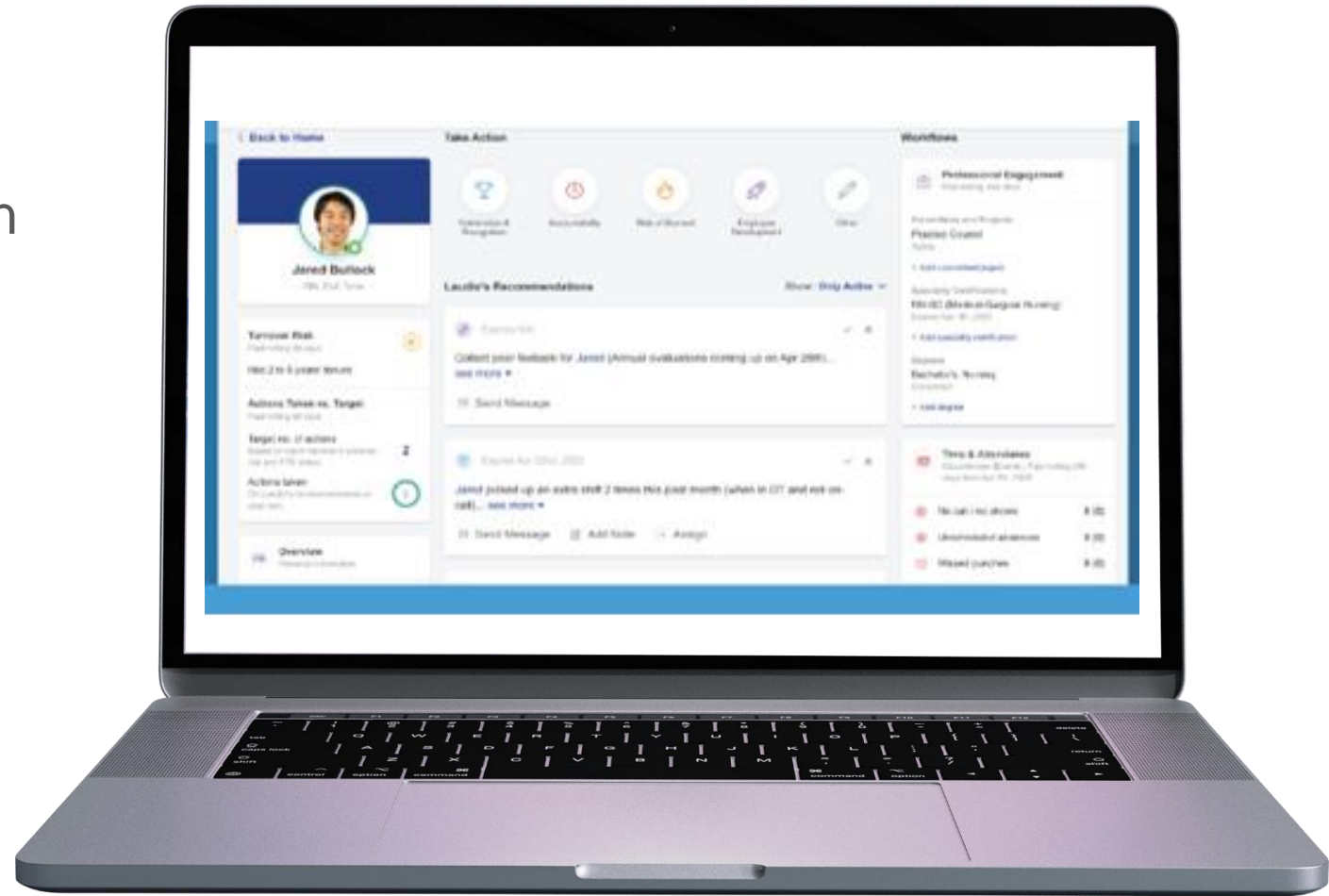
Who is Leaving?
This dashboard offers insight into who is leaving the organization, based on Preference, Tenure, Ethnicity, Generation and Gender.

ACTIONS

Actions Managers can Take to Retain Teammates
This dashboard offers details and links to resources available for managers to help retain teammates.

Measuring Success

- **1,265 leaders trained** in online engagement, recognition and retention platform
 - Originally adopted by several entities to connect with clinical teams
 - Expanded across the system in 2023
- **52%** usage by leaders (rolling 90-day average)
- **40,600** total connections in 2023 calendar year, including recognitions, new teammate check-ins, 1:1 meetings, scheduling and constructive feedback

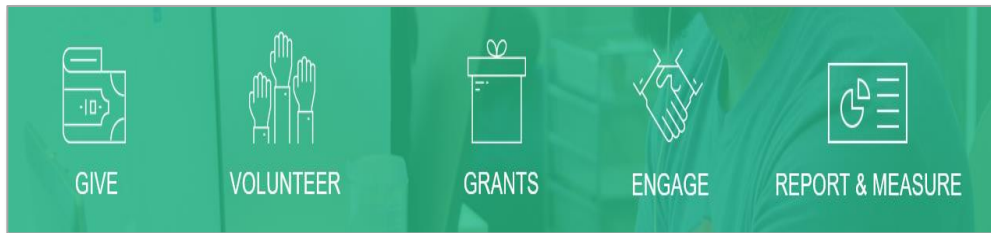


Measuring Success



660+ Volunteers, **170** Teammates

80% said the UNC Health Championship positively impacted their perception of UNC Health in the community



700+ teammates, **1,600+** hours,
50+ opportunities

1,250+ teammates set profiles, logged into the platform nearly **6,500 times** in the first six months



What's Next?

Position for Future

- Continue to integrate *UNC Health for Me* into daily operations
- Gather additional feedback from teammates and leaders
- Continue to develop transparent manager dashboards
- Focus on talent development and career mobility
- Leverage technology to enhance teammate experience
- Finalize Catalyst Group to generate brand ambassadors
- Align *UNC Health for Me* with employer value proposition; bring brand to life and connect to our consumers
- Explore tracking platform expansion and volunteer incentive
- Increase storytelling

Three Key Take-Aways

1. Gain knowledge about the integral role leaders play in engagement and retention, and learn how to leverage tools, resources and education to keep employees from leaving an organization.
2. Understand how to implement or enhance Employee Resource Groups to meet the needs of a diverse culture.
3. Learn why investing in teammates is good for business, and how to incorporate engagement strategies and leverage partnerships into internal and external communications and branding plans.



Questions?

Please be sure to complete the session evaluation!

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