

# Recruitment and Retention Strategies for Outpatient Problem Gambling Treatment Centers



## What it is:

Recruitment is the deliberate process of attracting, screening and selecting qualified people for open positions. Retention strategies strengthen the ability to both attract and keep employees. When combined, Recruitment and Retention planning is a critical Workforce Development approach to enhance the capacity of outpatient substance addiction and problem gambling treatment centers to deliver services.

## The Goal

Create a sustainable pipeline of the best qualified and most diverse potential employees to meet ongoing service needs.

## Constricting Factors

- Hiring in crisis/filling a specific job opening
- Competitive hiring environment
- Low job satisfaction/high turnover
- Higher expectations for workplace culture and climate
- Lack of planning
- Limited qualifications/functions for jobs
- Ineffective outreach methods

## Expansion Strategies

- Team-based staffing structures that include core full-time staff and a multidisciplinary team whose hours and skills overlap
- Selection based on both “hard” and “soft” skills
- Consideration of “nontraditional” hires: interns, counselors in recovery, etc.
- Working with and incentivizing current, successful staff to recruit, select, and mentor new hires
- Offering benefits that support your employee population and communicate appreciation (remote/flex work schedules, healthy snack offerings onsite, employee discounts to local businesses (gyms/shops/theaters).
- Career pathways to expand management/leadership roles, professional development, retention incentives and engagement in organizational improvement efforts.



**Massachusetts Problem Gambling Helpline**

GamblingHelplineMA.org  
800.327.5050



**Massachusetts Technical Assistance Center for Problem Gambling Treatment**

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