Marketing Your Mission: How PHLs Can Attract and Retain Top Talent

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Outline

- Jamie
- Paul
- Leyda
- Marilyn
- Stephen
- Breakout Session
- Breakout Summaries
Focus on Public Health Laboratories: 
A Workforce Survey Report 
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- What is the SPHL workforce demography and how is it changing over time?
- What types of positions make up the workforce and are there any inequities?
- How do SPHL salaries vary by region and over various workforce population groups?
- What factors are important for recruitment and retention?
- What are the levels of workforce satisfaction and how are these associated with recruitment and retention?
Breakout Session (20 minutes)

1. Recruitment Actions:
   • What specific actions could you do in the short term to increase recruitment in your laboratory?
   • What would you consider doing in the long term to enhance recruitment for your laboratory?

2. Retention Strategies:
   • What strategies do you believe might work for your setting to address your workforce retention?
   • What barriers do you foresee and how can you overcome them?
Breakout Summaries (10 minutes)

1. Recruitment Actions:
   - Short term
   - Long term

2. Retention Strategies:
   - Potential strategies to address your workforce retention
   - Barriers and how to overcome