



Greetings,

It's coming! Spring is just around the corner. As the weather warms up and thoughts turn to warm weather activities, we have been thinking of ways to help you with your recruitment efforts. Our team has been out in the field, researching and working to increase our candidate enrollment numbers. This is an exciting time for us as we seek ways to improve our already stellar programs. In this issue, there are some interesting facts and figures concerning the healthcare industry along with survey results, technology advances and tips on writing an effective job posting. Also, please take a few minutes to meet the members of the Nurse iCON and Michigan Health Care Jobs team. We look forward to working with you. Feel free to give us a call at 517-347-8090.

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Below are a few articles that might be of interest to you which relate to the current state of nurse recruitment. Please feel free to read and share with others.



New iCON Website Launch

Mark your calendars for Wednesday, March 16th and take a tour of the new and expanded Nurse iCON website! That day is set for the launch of the latest version of Nurse iCON at www.nurseicon.org. The content has been rewritten to meet the Google analytics guidelines to gain an increase in web traffic and that means more exposure for the job postings for iCON member employers!

The nurse recruitment program offers the same easy functionality that employers and nurses love with a fresh and more modern format.

[Click here to continue reading](#)

[5 Ways to Reduce
Nursing Turnover](#)

[Hospitals with
Outstanding Nursing](#)



Where You At? How to Write an Effective Job Posting By Deb Collier, Director, Online Recruitment

Jennifer Hudson, the singer, was on Oprah recently and sang her new single, "Where You At". The song is directed to a boyfriend who has dropped the ball, so to speak. Being a healthcare recruiter, the song made me think of the many job postings that are missing valuable details about their location which leave Candidates craving more information, kind of like the song....where you at?

Many job postings are limited in size which has resulted in a culture of shorthand ads that are missing the sizzle.

[Click here to continue reading](#)

Meet Our Staff

Deb Collier and LaQuinta Parker Perry have taken over responsibility for the Nurse iCON and Michigan Health Care Jobs websites. [Click to read more](#)



Deb Collier
Director, Online Recruitment



LaQuinta Parker Perry
Program Coordinator

In the News

Michigan Center for Nursing - Survey of Advanced Practice Nurses 2010. [LINK TO SURVEY](#)
Completed in late 2010, this survey reflects data on the Michigan Nurse Practitioner population in regards to employment status, experience, specialty and future practice plans.

Goin' Mobile by Michelle V. Rafter in Workforce Management

In today's high-tech world, recruiting is a 24/7 proposition. Mobile apps are helping recruiters stay ahead of the game and keep movin' toward the best candidates. [Click here for link to article.](#)

[Charge Nurse Success
Tips](#)

[Nurses Role in the
Future of Health Care](#)



Nurse iCON and
MiHealthCareJobs
are programs of the
Michigan Health Council.

In the KNOW....

Facts, Stats, and Interesting Tidbits about Health Careers



According to the 2011 Health Leaders Media Industry Survey of 1500 hospital CEOs - http://www.healthleadersmedia.com/industry_survey. The survey results indicate growth in many areas which will require the continued demand for many health care professionals. Here are a few of the facts.

[Click here to continue reading](#)



Our Candidate Recruiting Efforts for You

As a method to increase candidate enrollment and the awareness for Michigan nurses and healthcare professionals about the Nurse iCON and Michigan Healthcare Jobs websites, the staff is gearing up to attend several recruitment events. We have attended several events and will be exhibiting at others in the upcoming weeks:

[Click here to continue reading](#)

Upcoming Events - Professional and Association Meetings

March 24-26, 2011

MSHA (Michigan Speech, Language, Hearing Association) Annual Convention

The Henry Hotel

Dearborn, MI

March 25, 2011

MCNEA (Michigan Council of Nursing Education Administrators) Conference

West Campus of Lansing Community College

Lansing, MI

March 28-30, 2011

Michigan Society of Respiratory Care Spring Conference

Hyatt Hotel, Dearborn, MI

March 30, 2011 9:00am-3:00pm

Nurses MARCH! 2011

Lansing Center & Capitol

Lansing, MI

April 1-2, 2011

Michigan Physical Therapy Association Spring Conference

Kellogg Hotel and Conference Center

East Lansing, MI

April 8-9, 2011

MANA (Michigan Association of Nurse Anesthetists)

Spring Meeting

Royal Park Hotel, Rochester, MI

May 4, 2011

MI ENA Conference (Michigan Emergency Nurses Association)

Soaring Eagle Convention Center

Mt. Pleasant, MI

May 5-6, 2011
Michigan School Nurses Annual Conference
DoubleTree Hotel
Bay City, MI

May 11-13, 2011
MHHA (Michigan Home Health Association)
2011 Annual Conference
Grand Traverse Resort & Spa

Exciting things are happening for the [Nurse iCON](#) and [Michigan Health Care Jobs](#) programs in the coming months. If you have not taken advantage of our programs lately, now is the time to come back on board. Please contact us at 517-347-8090 to talk about renewing your membership!

Contact Information

For more information, please contact Nurse iCON & MiHealthCareJobs

nurseicon.org & mihealthcarejobs.org
517-347-8090 or nurse@nurseicon.org