



Canadian Conference  
for Credit Union  
Executives

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TUESDAY, MAY 6, 2008

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Attraction and Retention  
Strategies – Hiring Trends



HIRE THE BEST ...  
RECRUITMENT PROCESS

COMMUNICATION, ACTIVE COMMUNICATION!  
EMPLOYEE ADVANTAGE PROGRAM.  
WELL

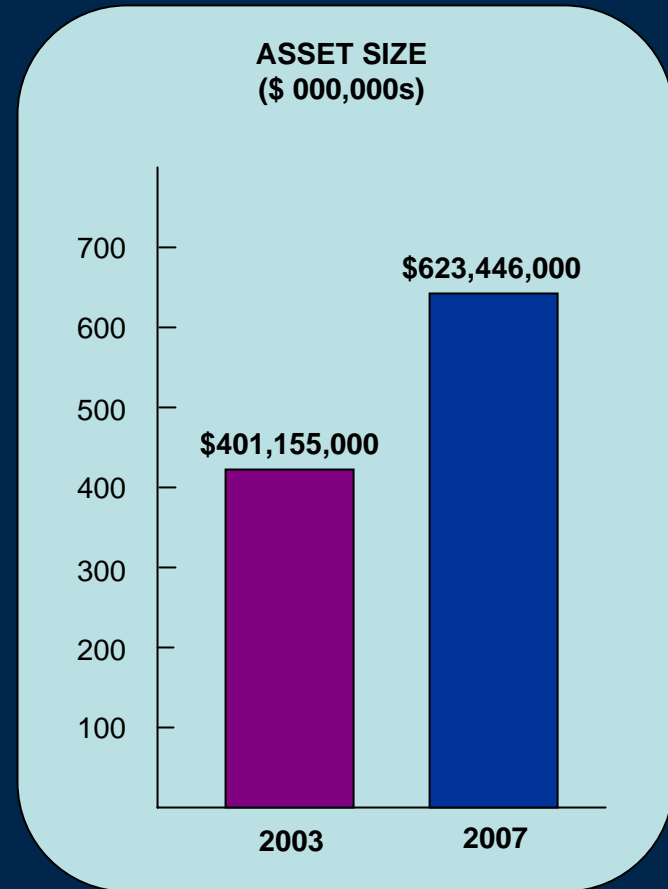
SEE THEM STAY!



... AT A GLANCE

5 retail locations within Windsor & Essex County

Assets Under Administration  
~ \$623,446,000





| ... AT A GLANCE

Membership Size ~ 25,000

Number of Employees ~ Full-time - 108  
~ Part-time - 16

Local Unemployment Rate ~ 9.7 %

HIRE THE **BEST**...

## RECRUITMENT PROCESS

20 year old recruitment philosophy.

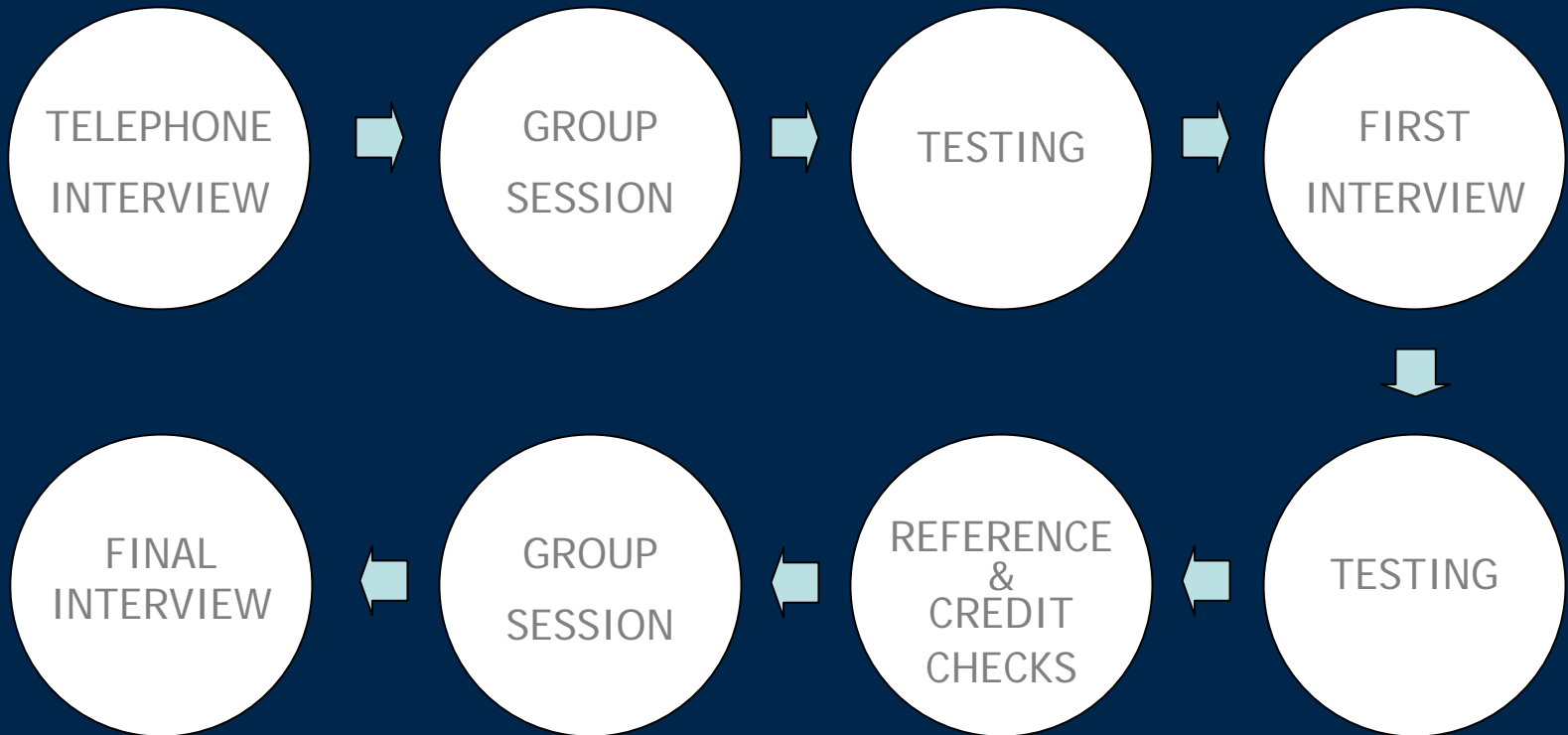
Dependant on employee referrals, advertising on WFCU website, in College and University and local newspaper.

WFCU receives a number of unsolicited resumes on a daily basis.

HIRE THE **BEST**...

## RECRUITMENT PROCESS

### Eight Step Recruitment Process



HIRE THE **BEST**...

RECRUITMENT PROCESS

## Eight Step Recruitment Process

Allows WFCU to ensure that the values of a potential employee compliment the values of the credit union.

HIRE THE **BEST**...

## RECRUITMENT PROCESS

### Orientation and Training

Up to 2.5 week orientation/training program.

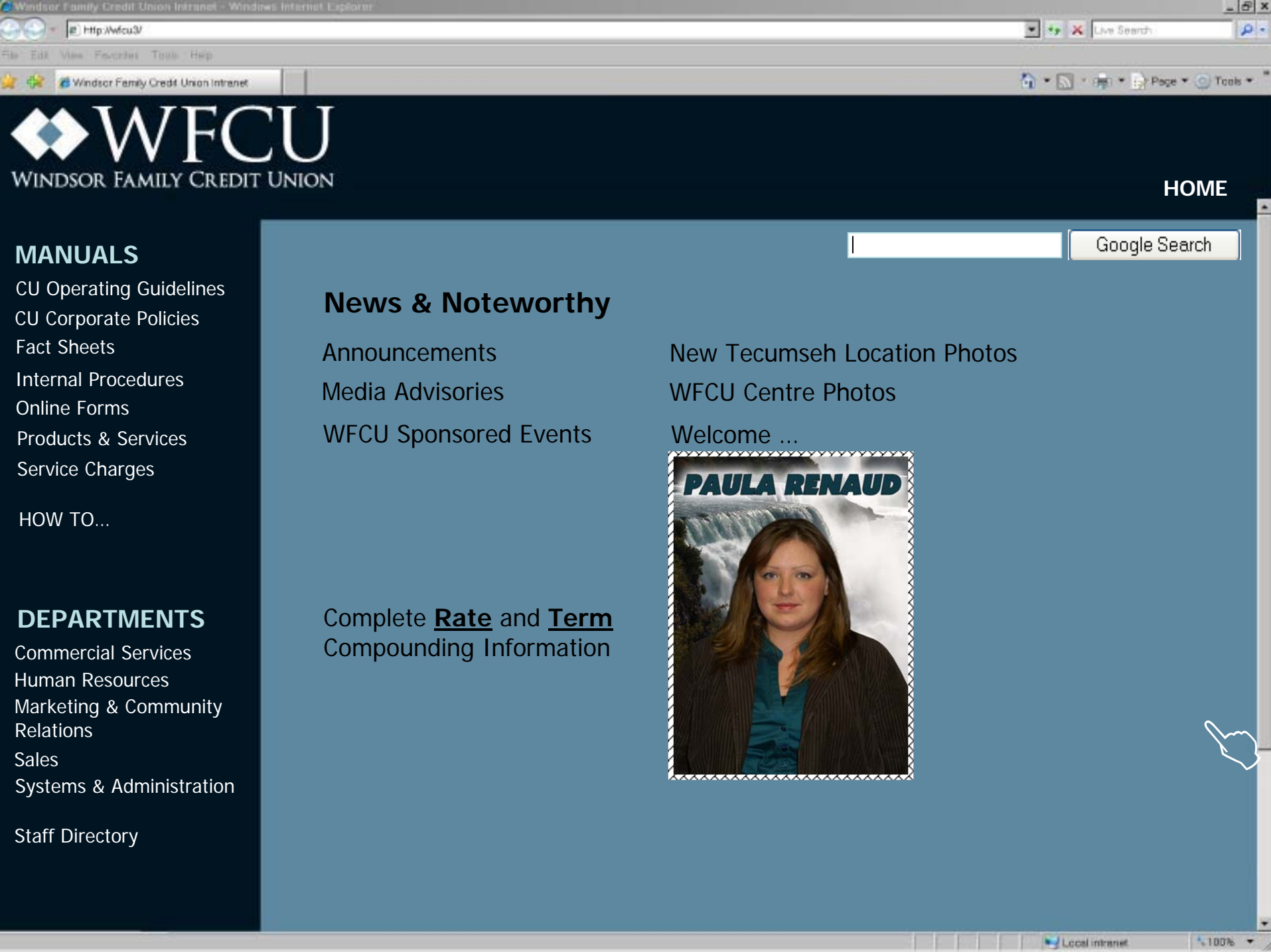
Ongoing training program to develop skills and proficiency with all product and service procedures.

TREAT THEM **WELL** ...

COMMUNICATION, COMMUNICATION, COMMUNICATION!

Maintain constant communication with employees and involve them in all processes.

Central avenue for employees to access anything and everything. Ie: Internal Website (WFCU INFOnet)

**MANUALS**

- CU Operating Guidelines
- CU Corporate Policies
- Fact Sheets
- Internal Procedures
- Online Forms
- Products & Services
- Service Charges

**HOW TO...**

**DEPARTMENTS**

- Commercial Services
- Human Resources
- Marketing & Community Relations
- Sales
- Systems & Administration
- Staff Directory

**News & Noteworthy**

- Announcements
- Media Advisories
- WFCU Sponsored Events

- New Tecumseh Location Photos
- WFCU Centre Photos
- Welcome ...



Complete [Rate](#) and [Term](#)  
Compounding Information



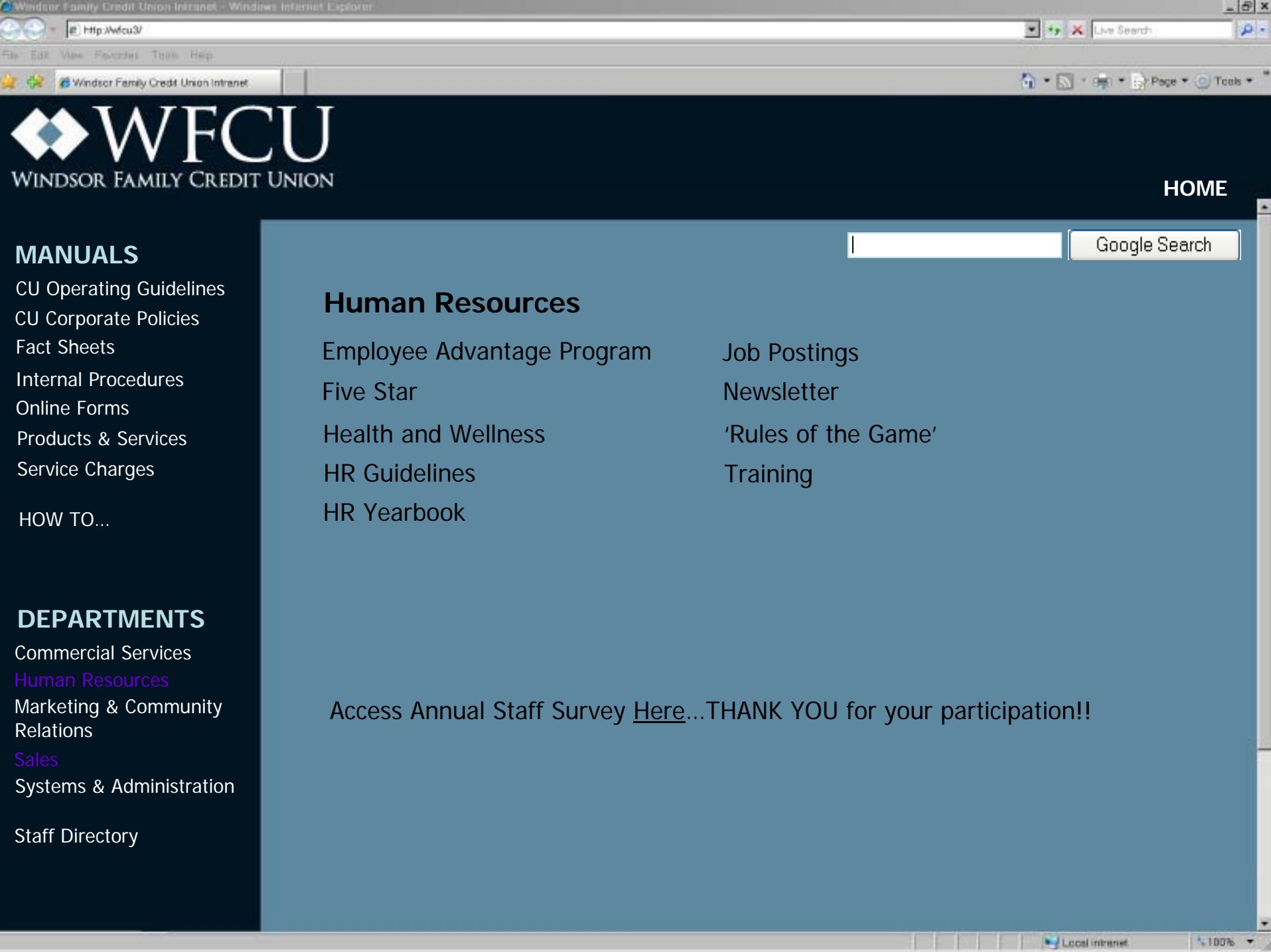
# June 2008

Monday	Tuesday	Wednesday	Thursday	Friday
2 Branch Staff Meeting Senior Management Meeting	3 Branch Staff Meeting Full Management Meeting	4 Branch Staff Meeting Assistant Manager Meeting	5 Branch Staff Meeting	6 Branch Staff Meeting Branch Manager Meeting
9 Branch Staff Meeting Senior Management Meeting	10 Branch Staff Meeting	11 Branch Staff Meeting	12 Branch Staff Meeting Departmental Staff Meeting	13 Branch Staff Meeting Branch Manager Meeting
16 Branch Staff Meeting Senior Management Meeting	17 Branch Staff Meeting Quarterly Full Staff Meeting	18 Branch Staff Meeting Assistant Manager Meeting	19 Branch Staff Meeting	20 Branch Staff Meeting Branch Manager Meeting
23 / 30 Branch Staff Meeting Senior Management Meeting	24 Branch Staff Meeting	25 Branch Staff Meeting Quarterly CEO Advisory Breakfast	26 Branch Staff Meeting	27 Branch Staff Meeting Branch Manager Meeting

HOME

Search



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HOW TO...

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- Commercial Services
- [Human Resources](#)
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**Human Resources**

- Employee Advantage Program
- Job Postings
- Five Star
- Newsletter
- Health and Wellness
- 'Rules of the Game'
- HR Guidelines
- Training
- HR Yearbook

Access Annual Staff Survey [Here](#)...THANK YOU for your participation!!

TREAT THEM **WELL** ...

COMMUNICATION, COMMUNICATION, COMMUNICATION!



TREAT THEM **WELL** ...

EMPLOYEE ADVANTAGE PROGRAM

A Comprehensive Benefit Package!

**EMPLOYEE WELLNESS** **PROFIT SHARING** **JOB WELLNESS**  
**LASER EYE SURGERY** **PERSONAL DAYS**  
**GROUP RRSP PROGRAM** **INTEREST FREE CLOTHING/COMPUTER LOANS**  
**EMPLOYEE RECOGNITION** **PRODUCT DISCOUNTS** **LIVING WELL PROGRAM**  
**EDUCATIONAL ASSISTANCE** **DRY CLEANING** **VARIABLE INCENTIVES**  
**ENHANCED VACATION ENTITLEMENT**  
**SCHOLARSHIP PROGRAM**  
**JOB SHARING & FLEX HOURS**  
**OVER 20 CLUB**



SEE THEM **STAY!**



**THANK YOU.**

