



Recruitment and Retention Package for Speech-Language Pathologists

Dear Employer:

This recruitment and retention package was developed by the Saskatchewan Association of Speech Language Pathologists and Audiologists (SASLPA), the provincial organization and licensing body for Speech-Language Pathologists and Audiologists. It was prepared in response to feedback received from employers about how difficult it is to find fully credentialed master's level Speech-Language Pathologists. In addition, we have received anecdotal stories detailing how difficult it is for Speech-Language Pathologists to find information about existing employment opportunities. This difficulty in connecting employers with potential employees was identified as one of the most significant barriers to successful recruitment and retention.

In a recent study by the American Speech-Language and Hearing Association, several other barriers to successfully recruiting and retaining Speech-Language Pathologists were identified:

- low salaries
- large caseload sizes
- lack of resources – e.g., support personnel, access to technology, clerical staff
- lack of continuing education opportunities and funding
- professional isolation.

Retention problems often arise when vacancies occur and continue for a period of time. The duties and responsibilities of the remaining professionals change. Typical effects of long term vacancies included:

- increased caseload size
- decreased quality of service
- reduced or denied services to eligible candidates
- reduced job satisfaction
- fewer opportunities for collaboration and professional peer support.

This package contains strategies and resources employers may find helpful in their efforts to recruit and retain qualified Speech-Language Pathologists.

Questions and feedback are appreciated and can be directed to the SASLPA Recruitment and Retention Committee by contacting the SASLPA office toll free at 1-866-757-3990 or fax (306) 757-3986, or e-mail <saslpa@sasktel.net>

Thank-you
SASLPA Recruitment and Retention Committee

INCENTIVES

Employers in our province have implemented a number of creative incentives in an attempt to recruit and retain Speech-Language Pathologists. Our members have reported use of the following:

- signing bonuses
- generous professional development budgets
- reimbursement of membership dues and certification fees
- clerical assistance
- laptop computers and printers
- computer purchase plan
- stipends and/or paid practicums for students
- bursaries (refer to page 7)
- formal mentorship program (refer to page 4)
- time allotted for informal peer mentoring
- relocation allowances
- monetary bonus for employees who recruit a new employee to a vacant position
- competitive salary
- employee benefits package
- Employee Assistance Program (EAP)
- flexible work hours option
- on site or subsidized access to fitness facilities.

Benefits of Employee Retention:

- Continuity
- Reduces cost: time and administrative
- Reduces "brain-drain"
- Reinforces team environment
- Enhances Corporate image
- "Employer of Choice".

Retaining Quality Employees:

- Developing a planned approach to employee retention
- Becoming an employer of choice with a goal of retaining employees
- Communicating the organizational vision and values frequently and in a clear and consistent manner
- Recognizing/rewarding supervisors for retaining quality employees
- Using exit interview to obtain information as to why people are leaving the organization.

What Workers Consider "Very Important" in a Job:

- Treated with respect
- Interesting
- Good communication among co-workers
- A feeling of accomplishment
- Balance work/family
- Opportunity to develop skills and abilities
- Friendly and helpful co-workers
- Freedom to do job
- Pays well
- Good job security
- Training to do job effectively
- Good benefits
- Recognition for work well done
- Career advancement opportunities
- Flexible schedule.

Information Courtesy of Canada-Saskatchewan Career and Employment Services

1911 Broad Street Regina, SK S4P 3V7

RECRUITMENT SOURCES

- newspaper advertising
- internet / job postings
- portal link to a career section
- electronic recruitment companies
- provincial Speech-Language Pathology and Audiology association websites
- national and international Speech-Language Pathology and Audiology association websites
- recruitment agencies
- university networking
- university recruitment job fairs
- networking/word-of-mouth
- employment agencies

WE MAKE A DIFFERENCE!

One out of ten Canadians lives with a serious communication disorder. Early diagnosis and treatment is vital. Speech - Language Pathologists and Audiologists can help people make their lives richer, more productive and enjoyable through improved communication skills.

Information Courtesy of:
The Canadian Association of
Speech-Language Pathologists and Audiologists

How to Write an Effective Job Ad

To attract exceptional prospects, it is imperative that you write an effective job advertisement designed to capture the job seeker's attention. Your ad becomes a sales pitch to lure the talented ranks to your company.

Suggested guidelines:

- **Select an explicit and descriptive job title**
Make sure the job title stands out in the ad and is clear and specific to the job.
- **Include salary or salary range**
Posting the salary level in the ad may result in a higher response rate.
Listing the salary or salary range can also act as a screening device.
- **Be very specific in job description**
Good job descriptions will lead to a clear picture of the duties and responsibilities.
Give as much detailed information as possible.
- **Be detailed in what the requirements and qualifications are for the job** List the knowledge, skills, abilities and other desired qualifications (e.g., education level, specific computer training, good communication, etc.)
- **Make sure the ad is well written** Check spelling, punctuation and grammar for accuracy. Professionalism is very important.
- **Provide an engaging company profile** Description of your company is necessary to attract candidates. Provide enticing details that will set your company apart from the rest (e.g., history, achievements, products and services provided, environment, career opportunities, etc.)
- **Include all major and minor benefits**
- **Cater to your audience** Know your target population, speak to each group's unique goals, skills and interest by using industry terms and buzzwords.
- **Take advantage of the additional space online ads provide** Online ads can include complete and detailed information that will attract the attention of more qualified candidates.
- **Compose the ad as if you are trying to sell a product or service**
Candidates are "shopping" for the best position.
- **Specify and glorify the geographic location**
Include information about attractions and services.

- **Position your ad in the correct placement category**
Make sure the category is appropriate.
- **Make it as easy as possible for candidates to respond**
Provide a multitude of avenues to respond to the job ad.
- **Acknowledge the receipt of a resume or job application** The job seeker may be more willing to answer a future ad posting for your organization.
- **Include the company website address**
It provides the job seeker with a tool to research the company.

*www.jobsonline.com/how_to_write_job_ad.asp

Information Courtesy of Canada-Saskatchewan Career and Employment Services

1911 Broad Street Regina, SK S4P 3V7

REMEMEBER when writing the ad:

Speech-Language Pathologists working in Saskatchewan must be licensed by the Saskatchewan Association of Speech-Language Pathologists and Audiologists.

BURSARIES

Saskatchewan Health and Saskatchewan Learning offer bursaries to Saskatchewan residents who are willing to return to the province to work. Bursaries are awarded based on a formal selection process that may include a personal interview or the completion of a questionnaire. In return for bursary support, the graduate must work in Saskatchewan for a specified period of time after graduation in an approved location. For more information contact:

Human Resources Branch
Saskatchewan Health
3475 Albert Street
Regina, SK S4S 6X6

Phone: (306) 787-3060
E-mail: bursary@health.gov.sk.ca

Saskatchewan Learning
Teacher Services
4635 Wascana Parkway
Regina, Saskatchewan S4P 3V57

Phone: (306) 787-6085
Fax: (306) 787-1003

ADVERTISING RATES

Advertising rates are approximate and subject to change. For comprehensive details on advertising contact the associations directly.

Saskatchewan Association of Speech-Language Pathologists and Audiologists (SASLPA) offers FREE advertising to ALL SASKATCHEWAN EMPLOYERS on the Association website and in VOX the Association newsletter, that is distributed three times per year. For more information: saslpa@sasktel.net

ASSOCIATION WEBSITES

- **Canadian Association of Speech-Language Pathologists and Audiologists**
www.caslpa.ca
- **American Association of Speech-Language Pathologists and Audiologists**
www.asha.org
- **Saskatchewan Association of Speech-Language Pathologists and Audiologists**
www.saslpa.ca
- **Alberta Association of Speech-Language Pathologists and Audiologists**
www.shaa.ab.ca
- **British Columbia Association of Speech-Language Pathologists and Audiologists**
www.bcaslpa.bc.ca
- **Manitoba Association of Speech-Language Pathologists and Audiologists**
www.msha.ca
- **Ontario Association of Speech-Language Pathologists and Audiologists**
www.osla.on.ca
- **Quebec Association of Speech-Language Pathologists and Audiologists**
www.ooaq.qc.ca
- **New Brunswick Association of Speech-Language Pathologists and Audiologists**
www.communicationnb.ca
- **Newfoundland Association of Speech-Language Pathologists and Audiologists**
www.naslpa.ca

SASKATCHEWAN WEBSITES

- **Relocating to the Prairies**
www.movingto.com
- **Saskatchewan Our Future is Wide Open**
www.wideopenfuture.ca
1-866-SASK-HAS
- **Saskatchewan Recruitment Project**
www.skhealthjob.org

CAREER LINKS

- **Canada-Saskatchewan Career and Employment Services**
www.sasknetwork.ca
www.seeyourfuture.net
- **Canadian Career Page**
www.canadiancareers.com
- **Career Connect**
www.globecareers.com
- **Job.net**
www.jobs.net
- **Career Internetworking**
www.careerinternetworking.com
- **Career Venue.com**
www.careervenu.com
- **RehabQuest.com**
www.rehabquest.com

WHERE WE TRAIN . . .

Professional training in speech-language pathology or audiology is available at the graduate level at eight Canadian Universities. Three of these programs are offered in French.

WHAT WE STUDY . . .

acoustics • anatomy • assessment • counseling • hearing disorders • hearing aids • language development • disorders • linguistics • neurology • neurophysiology • non-vocal communication • parent training • psychology • phonetics • voice • speech and voice disorders • statistics • stuttering • research methods

WHERE WE WORK . . .

Speech-Language Pathologists and Audiologists work in private practice, child development centres, pre-schools, schools, hospitals, rehabilitation centres, government agencies, health units, industry, colleges, universities and research centres throughout the world. We are often part of teams which include physicians, psychologists, social workers, nurses, teachers, occupational therapists, physical therapists, counselors.

Information Courtesy of The Canadian Association of
Speech-Language Pathologists and Audiologists

**CANADIAN UNIVERSITY TRAINING PROGRAMS
FOR SPEECH-LANGUAGE PATHOLOGY**

University of British Columbia

School of Audiology and Speech Sciences

Web page: audiospeech.ubc.ca
E-mail: sue@audiospeech.ubc.ca
Fax: (604) 822-6569
Contact: Sue Bryant

Dalhousie University

Human Communication Disorders

Web page: www.dal.ca/~hcdwww
E-mail: hedwww@is.dal.ca
Fax: (902) 494-5151
Contact: Pat Macleod

McGill University

Communication Sciences and Disorders

Web page: www.mcgill.ca/scsd
E-mail: scsd@mcgill.ca or axsc@musica.mcgill.ca
Fax: (514) 398-8123

University of Western Ontario

School of Communicative Disorders

Web page: www.uwo.ca/fhs/index2.html
E-mail: eskaraki@julian.uwo.ca
Fax: (519) 850-2347

University of Toronto

Department of Speech-Language Pathology

Web page: www.library.utoronto.ca/speech-language-pathology/
E-mail: speech.path@utoronto.ca
Fax: (416) 978-1596

University of Alberta

Speech Language Pathology and Audiology

Web page: www.rehabmed.ualberta.ca/spa
E-mail: anita.moore@ualberta.ca
Fax: (780) 492-9333

**AMERICAN UNIVERSITY TRAINING PROGRAMS
FOR SPEECH-LANGUAGE PATHOLOGISTS**

**MINNESOTA STATE UNIVERSITY
MANKATO**

Communication Disorders Program
103 Armstrong Hall
Mankato, MN 56001
(507) 389-1414

**MINNESOTA STATE UNIVERSITY
MOORHEAD**

Department of Speech/Language/Hearing
Sciences
1104 7th Ave. S
Moorhead, MN 56563
(218) 236-2286

UNIVERSITY OF MINNESOTA

Department of Communication Disorders
164 Pillsbury Dr. SE
115 Shevlin Hall
Minneapolis, MN 55455
(612) 624-3322

SAINT CLOUD STATE UNIVERSITY

Department of Communication Disorders
720 4th Ave. S
EB A216
St. Cloud, MN 56301-4498
(320) 255-2092

UNIVERSITY OF MINNESOTA DULUTH

Communication Disorders Program
(218) 726-7974

UNIVERSITY OF SOUTH DAKOTA

Department of Communication Disorders
414 E. Clark St.
Vermillion, SD 57069-2390
(605) 677-5474

IDAHO STATE UNIVERSITY

Communication Sciences & Disorders, and
Education of the Deaf
650 Memorial Drive, Building 68
Campus Box 8116
Pocatello, ID 83209-8116
(208) 236-2196

MINOT STATE UNIVERSITY

Department of Communication Disorders and
Special Education
500 University Ave. W
Minot, ND 58707
(701) 858-3031

UNIVERSITY OF NORTH DAKOTA

Department of Communication Sciences &
Disorders
P.O. Box 8040
Grand Forks, ND 58202-8040
(701) 777-3232

For a complete listing of American training programs, contact the American Association of Speech- Language Pathologists and Audiologists.

SUPPORTIVE PERSONNEL

Speech assistants have an acknowledged and defined role in the provision of speech and language services. However, strict guidelines are in place outlining the duties and supervision of speech assistants. With a significant number of speech-language pathology vacancies, it may be appealing for employers to attempt to provide service through the use of speech assistants. These guidelines exist to ensure quality of service and provide protection of the client, the professional as well as the agency.

For example:

- Speech assistants must be supervised by a LICENSED Speech-Language Pathologist.
- The supervising speech-language pathologist should have a minimum of one year experience.
- The supervising speech-language pathologist should directly observe a minimum of one in every ten clinical contacts (per client).
- The assistant may engage only in those duties planned, designed, and supervised by the responsible speech-language pathologist.
- Speech assistants may NOT perform the following duties:
 - administer diagnostic tests
 - interpret test results
 - design treatment programs
 - counsel or transmit information to clients, client's family or other professionals
 - decide the initiation, duration, termination of treatment
 - refer clients to other professionals or agencies
 - compose clinical reports, except for progress notes to be held in client's file.

Complete guidelines are available on the SASLPA website: www.saslpa.ca



Saskatchewan Association of Speech - Language Pathologists and Audiologists

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