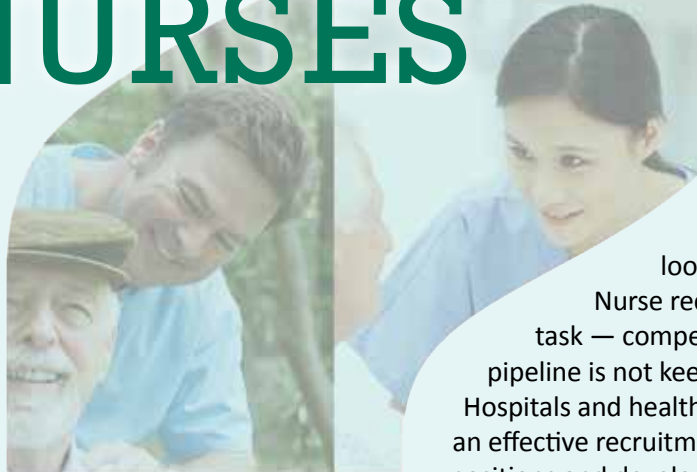




# WHERE ARE THE NURSES

AND HOW CAN YOUR ORGANIZATION ATTRACT THEM?



Is your organization looking to hire nurses?

Nurse recruitment is a daunting task — competition is great and the pipeline is not keeping up with demand. Hospitals and health systems need to create an effective recruitment strategy to fill open positions and develop an ongoing source of potential candidates. Chances are, the ideal candidate will not be knocking at your door. Knowing which markets have a surplus of nurses and which schools are graduating the most nursing students can save your organization time and money. Once you've found a source of candidates, you need an effective strategy in place to recruit them. Today's job seekers are attuned to their wants and needs and demand a high-touch, personalized experience. Knowing what candidates are looking for in the hiring process can help your organization get a jump on the competition and land the ideal candidate for the role. >>



# WHERE TO FIND NURSES NOW »



## WHICH CITIES IN THE U.S. ARE ADDING THE MOST NURSES?

MSA NAME	2010 COMPLETIONS	2014 COMPLETIONS	CHANGE
Athens, Ohio	246	2,343	2,097
Beaumont-Port Arthur, Texas	210	896	686
Ocala, Fla.	131	549	418
Davenport, Iowa-Moline and Rock Island, Ill.	259	1,041	782
Salt Lake City, Utah	1,002	3,930	2,928
Pensacola-Ferry Pass-Brent, Fla.	192	518	326
Chicago-Naperville-Elgin, Ill.	4,414	11,262	6,848
Lynchburg, Va.	324	741	417
Dallas-Fort Worth-Arlington, Texas	2,256	4,962	2,706
Indianapolis-Carmel-Andeson, Ind.	1,240	2,703	1,463



## WHICH SCHOOLS ARE GRADUATING THE MOST NURSES WITH BACHELOR'S DEGREES?

SCHOOLS	STATE	TOTAL GRADUATES
University of Texas at Arlington	Texas	2,405
Ohio University—Main Campus	Ohio	2,192
Western Governors University	Utah	2,178
Indiana Wesleyan University	Ind.	926
Texas Tech University Health Sciences Center	Texas	829
Purdue University—Calumet Campus	Ind.	805
University of Central Florida	Fla.	729
Drexel University	Pa.	568
Liberty University	Va.	477
Rutgers University—New Brunswick	N.J.	399

## WHICH SCHOOLS ARE GRADUATING THE MOST NURSES AT ALL EDUCATION LEVELS?

SCHOOLS	STATE	TOTAL GRADUATES
Western Governors University	Utah	3,083
University of Texas at Arlington	Texas	2,816
Ohio University—Main Campus	Ohio	2,246
Excelsior College	N.Y.	1,488
Ivy Tech Community College	Ind.	1,110
Indiana Wesleyan University	Ind.	1,097
Texas Tech University Health Sciences Center	Texas	1,005
University of Cincinnati—Main Campus	Ohio	1,001
University of South Alabama	Ala.	882
University of Alabama Birmingham	Ala.	847

## WHICH CITIES IN THE U.S. WILL HAVE THE HIGHEST NURSE GROWTH RATE IN THE NEXT 5 YEARS?

MSA NAME	2015 JOBS	2020 JOBS	2015–2020 % CHANGE
McAllen-Edinburg-Mission, Texas	5,652	6,777	20%
Raleigh, N.C.	9,594	11,216	17%
Boise City, Idaho	5,907	6,884	17%
Houston-The Woodlands-Sugar Land, Texas	47,459	55,208	16%
Austin-Round Rock, Texas	14,572	16,847	16%
Dallas-Fort Worth-Arlington, Texas	56,483	64,524	14%
San Antonio-New Braunfels, Texas	18,461	21,065	14%
Sioux Falls, S.D.	5,678	6,457	14%
Phoenix-Mesa-Scottsdale, Ariz.	33,941	38,565	14%
Nashville-Davidson-Murfreesboro-Franklin, Tenn.	17,459	19,801	13%



For more information and data regarding nurses, please visit:  
[corporate.careerbuilder.com/find-nurses](http://corporate.careerbuilder.com/find-nurses)

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# WHAT CANDIDATES WANT»

## KEEP IT SIMPLE

### CANDIDATES ARE LOOKING FOR ANSWERS DURING THEIR JOB SEARCH

**76%**

are curious:  
What would my  
day-to-day job be?

**57%**

want to know:  
Which skill sets  
are employers  
willing/not willing  
to negotiate on?

**50%**

wonder:  
Are they looking  
for someone  
like me?



### MAKE A GOOD FIRST IMPRESSION ON CANDIDATES

**81%**

of applicants want  
to know the contact  
information of the  
person who posted  
the job

**72%**

want to talk to a  
recruiter or hiring  
manager before  
applying

**74%**

want to see salary  
more than any  
other feature in  
a job posting

**82%**

feel that seeing the  
team structure and  
where the job fits into  
the organization  
is important

### LEAVE A LASTING IMPRESSION

**52%**

of employers wait  
for candidates  
to apply

**20%**

of job seekers  
say they were  
recruited first

**45%**

of job seekers say their  
biggest frustration is  
when employers don't  
respond to them



**ABOUT THE SURVEY:** For the 2016 edition of CareerBuilder's Candidate Behavior study, CareerBuilder worked with Inavero to survey 4,505 U.S. job seekers and 505 Canadian job seekers, as well as 1,505 hiring managers and recruiters, about virtually every aspect of the recruitment process.

For more information on Candidate Behavior and what candidates expect during the job search, please visit:  
[corporate.careerbuilder.com/candidatebehavior](http://corporate.careerbuilder.com/candidatebehavior)

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