

TABLE 13.1 | Recruitment and Retention Strategies: One Example from a Southern California Supermarket Chain

Group	Recruitment Strategies	
Minorities	Early school links Explain opportunities Identify career paths	Image enhancement Role models Cultural awareness
Homemakers	Increased flexibility Child-care considerations School-term-only jobs	Image enhancement Wage/benefit information
Retirees	Increased flexibility Image enhancement Role models	Recruitment targets Wage/benefit information Part-time shifts
Students	Increased flexibility School-term-only jobs Image enhancement	Wage/benefit information OJT programs Identified career paths
Mentally/physically challenged	Agency contacts Explain opportunities Role models	OJT programs Job-content flexibility