



## **Speakers:**

- Douglas Thomas, Senior Vice President, Strategic Government Resources
- Ron Harker, Finance Director, City of Roseburg, OR

## **Session Outline:**

### **1) Ron Harker**

- Hiring and recruiting tips
- Competing with other jurisdictions
- Retaining tips

### **2) Doug Thomas**

- Importance of social media marketing
- Branding
- Case study

## **Learning Objectives:**

Key takeaways and learning objectives for this session include:

- Learn how to attract and recruit staff.
- Understand how branding can assist on your recruitment process.
- Learn from audience members during open discussion.