



Personnel recruitment and personnel commitment – The main human resources strategies in the AWO

AWO Bundesverband e.V.
6. November 2014

Structure of the presentation

- Why human resources strategies are getting more important?
- What has happened in the last years?/European Social fund program „*rückenwind*“
- Main themes in the field of human resources and project examples
 - *Personnel recruitment*
 - *New target groups/new potentials*
 - *Personnel commitment*
 - *Age appropriate personnel development / life cycle personnel development*
 - *Health management*
- *Personnel development and volunteers*

Why human resources strategies are getting more and more important for the social economy ?

- Processes of change and new challenges
- Technical change has required personnel development in enterprise and SME in many sectors since the 1990th
- “Staff shortage” and the demographic change are the driver in the social economy to become professional personnel development structure
- Situation in the field of elderly care and child care:
 - not enough qualified staff
 - In future: we need more qualified staff
 - Qualified staff leaves the sector after a few years and
 - more elderly staff

„rückenwind“ – European Social Fund Programm for personnel development in the welfare organisations

- A lack of professionalism in personnel development
- Building up new structure with the ESF
- A Partner program between the welfare organisation and the Federal ministry of Social and Labor
- “rückenwind” – 2009 – 2014
- 130 projects were funded in personnel commitment and personnel recruitment
- Most of all activities in personnel development in the welfare organisations based of this funding
- These program and a lot of the projects were successful
- A new program will start at the beginning of next year

Main focus of personnel development in the welfare organisations in Germany

- Personnel recruitment of qualified staff
- New target groups/new potentials
- Personnel commitment
- Age appropriate personnel development / life cycle personnel development
- Health management

Personnel recruitment of qualified staff

Ways for young people to know about jobs/apprentice in social service

- Using the ways like young people use
- Cooperation with schools

What does the AWO do?:

- Projects: “Recruiting young pupil with expertise”:
[Nachwuchsförderung mit Erlebnisfaktor](#), AWO OWL
- More men into daily child care:
[“Mehr Männer in Kitas”](#), AWO Thüringen
- [AWO-Stellenbörse](#)

Good practise from other welfare-organisations(Diakonie): [“Social work cannot everybody”](#)

New target groups/new potentials

- Supporting programs for assistants to become a qualified professional
- “German language programs with focus care” for staff with migration background: [Fachsprache Deutsch in der Altenpflege](#)
- Competence identifications procedures for staff: [„Gold in meinen Köpfen“](#) and [Taff](#)
- Special programs for jobless young people

Personnel commitment

- What can we do, that staff does not leave the AWO or the sector?
- What is an attractive employer?

- First: We need a good leadership at all levels!
- A lot of managers/leader are good experts but not good in being a “boss”
- Qualification programs for the leaders of teams, the leaders of houses and so on
- “Age appropriate personnel development” / “life cycle personnel development”

Heath management

- What can an employer do, that the staff feels healthy?
- What can an employer do against high sickness levels?
- Heath management is more than courses for “the back gym” and “massage”

- Projects with the focus “heath management”
- [Sanus](#) – heath circle
- [Emofit](#) – make staff competent in difficult situations

Personnel development and volunteers

- An open field! A critical issue!
- The AWO has no projects in context of personnel development and volunteers
- Starting discussion in context of social space orientation and the social year

**Many thanks for your
attentions !**

Katharina Wiegmann, Abt Bundesakademie

Katharina.wiegmann@awo.org

Tel: +49 30 263 09 133