

3RNET Recruiting for Retention Academy 2026

Recruiting with Precision: Modern Marketing Strategies to Attract Mission-Aligned Healthcare Talent

FREE FOR ALL MINNESOTA RURAL HEALTHCARE ORGANIZATIONS

The **3RNET Academy 2026: Strategic Marketing for Recruitment** is a six-part webinar series designed for healthcare human resources professionals and recruitment leaders in rural and underserved communities. Grounded in the Recruiting for Retention framework developed by 3RNET, this year's focus equips participants with modern marketing strategies to attract mission-aligned healthcare providers in a competitive workforce environment.

Participants will learn how to translate candidate motivations into compelling messaging, position rural practice opportunities effectively, communicate total rewards with transparency, strengthen job advertisements, and build a digital recruitment ecosystem that extends beyond traditional job postings.

2026 Academy Dates

All webinars will take place at **1:30 PM Central** (2:30 PM Eastern, 12:30 PM Mountain, 11:30 AM Pacific) and are expected to last 75–90 minutes.

Date	Session
Oct. 6, 2026	Session 1: Reintroducing the Recruiting for Retention Hierarchy in Today's Market
Oct. 20, 2026	Session 2: Marketing Rural Practice in a Hybrid & Telehealth Era
Nov. 3, 2026	Session 3: Compensation Transparency, Loan Repayment, and Total Rewards Messaging
Nov. 17, 2026	Session 4: Scope of Practice, Team-Based Care & Burnout-Proof Messaging
Dec. 1, 2026	Session 5: Digital Recruitment Ecosystem: From Social Media to Passive Candidate Outreach
Dec. 15, 2026	Session 6: Integration Lab: Building a 12-Month Strategic Recruitment Marketing Plan

What Participants Will Gain

- Practical tools for strengthening recruitment messaging and job advertisements
- Real-world examples for positioning rural and underserved practice opportunities
- Strategies for communicating compensation, loan repayment, and total rewards clearly
- A stronger digital recruitment ecosystem for reaching active and passive candidates
- A draft 12-month strategic recruitment marketing plan tailored to each organization

3RNET Recruiting for Retention Hierarchy



REGISTER NOW

Contact jgearman@medi-sota.org with questions