Nomination: 9352

Sanford TA Team of the Year

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Sanford Health

Mobile Phone Number

+1 406-223-9797

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Sanford TA Team of the Year

Category

E01 - E11 Team > E10 - Recruiting or Talent Acquisition Team of the Year

Team Submission Format

Written Answers

a. Briefly describe the nominated team: its history and past performance (up to 200 words). Required

The Sanford Health Talent Acquisition (TA) Team is a high-performing, cross-functional group supporting one of the largest rural health systems in the U.S., with over 70,000 employees across hundreds of locations. The team plays a critical role in building a values-driven workforce that powers exceptional care delivery.

For over a decade, the TA Team has leveraged innovative partnerships, digital platforms, and scalable programs to address healthcare staffing shortages—especially in nursing and rural areas. Their reputation for reducing time-to-fill, boosting offer acceptance rates, and building workforce pipelines through community and academic outreach positioned them for major success in 2024.

Following a foundational year in 2023, with 3,100 sourced hires, a 15% improvement in offer-to-start time, and 705 hires from 787 events, the team entered 2024 with momentum and strategy. They expanded sourcing automation, deepened engagement tactics, and drove forward new programs in behavioral health, virtual onboarding, and workforce scholarships.
Known for blending data with humanity, the TA Team delivers results that are efficient, sustainable, and aligned to Sanford's mission. Their record-setting performance in 2024 reflects years of investment and constant innovation.

b. Outline the team's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since January 2023, Sanford Health's TA Team has delivered record-breaking results:

- Volume & Velocity: 3,100 sourced hires, 29,920 offers extended, and 21,522 acceptances. Time from offer to start dropped by 15% to just 18.9 days.

- Pipeline Growth: Added 25,500+ new candidates in Beamery, awarded 56 TA scholarships from 4,000+ applicants, and hosted 737 hiring events resulting in 1,094 hires.

- Marketing & Outreach: Generated 47 million social impressions, 1.7 million programmatic ad clicks, and 5.1 million organic Facebook views. Sent 14,400 targeted Indeed messages with a 33% response rate.

- Innovation: Launched College Ambassador programs, cookie and donut engagement events, virtual onboarding for GSS, and standardized TA intake and checklists.

- Process Optimization: Reduced requisition fill time by 7.5% (53 vs. 57 days) and cut open Patient Support Services reqs by 22.3%.

- Data-Driven Impact: Increased candidate submissions by 10.7%, interviews by 9.2%, and completed 103,059 preboarding tasks.

- Strategic Wins: Introduced the SSNIP landing page, launched a Behavioral Health TA initiative, and standardized GSS intake forms.

These achievements reflect the team's ability to innovate, scale, and execute high-impact solutions while maintaining a strong focus on candidate experience and organizational alignment.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

Sanford Health's TA Team delivered industry-leading results amid national workforce shortages and fierce competition, especially in rural healthcare. Their average requisition fill time of 53 days significantly outpaces the 71-day national healthcare benchmark, while their 18.9-day offer-to-start time is 21% faster than industry norms.

What sets this team apart is their unique blend of high-tech and high touch recruiting. By combining tools like Beamery with grassroots tactics, such as campus pop-ups, cookies-and-conversations events, and targeted social messaging, they've built a recruitment model that is both scalable and personal.

They didn't just hire talent, they generated momentum:

- 13.6% reduction in open reqs

- 30% increase in Patient Support Services applicants

- 22.4% increase in RN applicants

- 373,000 social media clicks and 40.9% average open rate on candidate emails

- Over 1,000 hiring manager marketing cases resolved

The team adapted to shifting priorities with agility, transitioning from JobSync to AppApply, refining SSNIP workflows, launching an LPN apprenticeship, and piloting virtual onboarding for remote GSS hires.

These outcomes reflect not only strong operational execution, but a mission-driven approach to workforce stability. In a challenging labor market, Sanford's TA Team demonstrated that recruitment can be both innovative and deeply human, delivering lasting value to both candidates and communities.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

[REDACTED FOR PUBLICATION]

Would you like to add an additional webpage link?

Yes

Would you like to add an additional webpage link?

No

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

Yes

Supporting Document 2

No File Uploaded

Would you like to add an additional supporting document?

Yes

Supporting Document 3

No File Uploaded

Would you like to add an additional supporting document?

Yes

Supporting Document 4

No File Uploaded

Would you like to add an additional supporting document?

No

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