Next-Generation Recruitment
Know the facts!

- By 2018, 28% of public-sector workers will have reached age 61
- Local governments are less age diverse in their workforce
- Millennials likely won’t stay in your organization long: 2-4 years
  - Keep adding value and new challenges
What Different Generations Look for When Applying for a Job

According to a survey of 1,700 U.S. workers.

**PERCENTAGE RESPONDING “EXTREMELY IMPORTANT”**

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<th>Baby Boomers</th>
<th>Gen Xers</th>
<th>Millennials</th>
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<tr>
<td>Opportunity to learn and grow</td>
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<td>Quality of manager</td>
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<td>Organization encourages creativity</td>
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<td>Organization is a fun place to work</td>
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<td>Informal work environment</td>
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**SOURCE** Gallup
Tips for managing Millennials

• Learn what makes them tick

• Offer variety of challenging assignments

• Provide regular feedback

• Offer professional development & training

• Check in regularly

• Offer flexibility when managing - telecommuting, flexible hours, comp time, vacation time
“Silver Tsunami”

- Upwards of 7 million of the country’s 21 million local, state, and federal government employees are eligible for retirement over the next few years.
What steps can you take to fill your workforce with millennials?
Know your team

- How many of your employees are eligible to retire in the next 5 years?
- This is an opportunity to change the face of government?
  - Do you look like the community you serve?

Average Age of a City of Salisbury Employee
2018: 42.33
2013: 37.33
Go to where young people are!

• Talent Pipeline- Take advantage of high schools and colleges in your communities
  • Speak to classes/clubs
  • Offer up **worthwhile** internships
  • Americorps partnerships
  • Work with their schedule
  • Summer Youth Work Program- 11 FARM students, ages 16-18

*Young people don’t think about municipal government as a career. We need to change that mindset!*
Create an inviting environment!

- Holiday Party
- Shorebirds Game & BBQ
- Fun Fridays
- Casual Friday
Ask for their input

• Annual city wide survey on workplace culture/benefits, etc
• Smaller, more frequent surveys throughout the year
  • Ex: what charities should we auto debit
• All-Staff Meeting- Vision Sharing
Invest in your workforce

• Opportunities to develop and grow
  • Training- conferences, workshops, and online
  • College Tuition Reimbursement Programs
  • Career Ladders in every department
  • Mentorship Programs
New Benefits

• Paid Parental Leave
  • 6 weeks paid!

• Telework
  • In development

• Flexible Hours

• Share these benefits on your homepage or jobs page - do not bury it!
Branding your City as an organization

- Social Media- FB, Insta, Twitter, Snapchat- Share your story
  - Social impacts in your community
  - You need a distinct brand
  - Aberdeen study reports that 73 percent of 18- to 34-year-olds found their last job through a social network

- Website- modern and functional- that is the first thing applicants see when thinking about applying
  - What does the application process look like?
  - Job Postings that appeal to candidates deserve to serve- not old and stale
  - “37 percent of millennial job seekers expect career websites to be optimized for mobile”-Jobvite
Inclusion

- What are the demographics of your team?
- Are you recruiting in the same ways you always have been?
- Use inclusive language
- Provide trainings on Diversity and Inclusion
- Bilingual Website

*Recruitment is important, but you need to be able to retain your team*
What are you doing to attract young people to your team?

- Take 10 minutes to discuss at your table
- What are you doing well?
- Where can you improve?
- What will you do in the next 90 days?