

Tips for Recruiting and Retaining Young Adults in Price County



• **PRICE IN PROGRESS** •

2016

On December 8, 2015 young adults and business representatives from Price County joined together in a facilitated discussion to share ideas on recruiting, engaging, and retaining young adults in our local workforce.



INTRODUCTION

The data that follows is a compilation of the first Price in Progress facilitated discussion, as well as recent research on employment trends for young adults. A group of young adult Price County residents along with a group of major Price County employers came together to identify different perspectives and values of both the employer and the employee to better understand the needs of both partners.

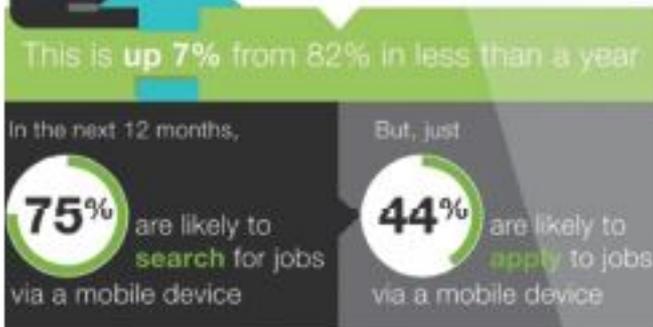
As we continue constructing initiatives to attract and retain a strong local workforce, residents and employers of Price County may join by providing expertise and participation in this local project. Email Shannon with the Price County Economic Development Association at pfacdc@pctcnet.net for more information on Price in Progress efforts and/or to share ideas or suggestions.

WHERE DO PRICE COUNTY YOUNG ADULTS LOOK FOR LOCAL EMPLOYMENT OPPORTUNITIES?



- >> **Word of Mouth**
- >> Job Center of Wisconsin
- >> Talk to Current Employee
- >> Newspaper
- >> Employer Reputations
- >> USA Jobs
- >> Company Letter
- >> WeCan (Education)

"The best jobs aren't advertised - those are the ones local young adults want." - *Local Young Adult Meeting Participant*



Did you know...

9 out of 10 job seekers say they will use their mobile device during the job search process in the next 12 months. - *Glassdoor.com*



WHAT EMPLOYMENT FACTORS ARE IMPORTANT TO LOCAL YOUNG ADULTS?

- >> Flexibility
- >> Health Insurance
- >> Business Reputation
- >> Social Opportunities
- >> Initial/On the Job Training
- >> Opportunity for Professional Growth
- >> Advancement Opportunity
- >> Paid Time Off (PTO)
- >> Familiarity for Jobs
- >> Fulfilling Work

"Our capacity to attract, retain and manage executive talent does not depend on the compensation package, but rather on our ability to create a sense of belonging to an organization that offers a long-term relationship and a professional development opportunity, and that has a clear conception of itself, of what it wants to be, and of how to achieve it." - Armando Garza Sada

Chairman of the Board of Directors, Alfa SAB de CV, Mexico (<http://www.alfa.com.mx/NC/profile.htm>)

Which Working Benefits Do Millennials Value Most?

% of global millennials ranking each of the following benefits first



n= 4,364 graduates across 75 countries
Source: KPCB

Forbes statista

The top 8 preferred employee benefits of college students entering the workforce are:

Terry Williams, Goodcall.com

	% OF 1ST PLACE VOTES	% OF TOTAL VOTES
More than two weeks of vacation	10.00%	8.30%
Tuition reimbursement for advanced education	9.60%	10.40%
Promised annual salary increase	9.40%	12.50%
Company match for 401(k)	8.50%	11.90%
Casual dress policy	8.10%	6.60%
Dental insurance	7.40%	4.40%
100% employer-paid medical insurance	6.60%	12.00%

HOW LOCAL YOUNG ADULTS FEEL VALUED

- >> Appreciation
- >> Certificates of Recognition
- >> Invest in Training/Development
- >> Credit for Ideas
- >> Positive Morale
- >> Meaningful Work
- >> Check-in
- >> "Thank You"
- >> Show Genuine Interest
- >> Valuing Feedback
- >> Trust
- >> Kept in the Loop
- >> Ask What is Needed
- >> Being more than just "Another Body"

Praise and commendation from managers was rated the top motivator for performance, beating out other noncash and financial incentives, by a majority of workers (67%). - *McKinsey Motivating People, Getting Beyond Money, 2009*

“Recognition is proven as among the best method of improving work motivation and employee engagement.”



1 minute spent on recognising behaviour = 100 minutes of initiative in return.



Yet 2 out of 3 people receive no workplace recognition in a given year.

<http://www.slideshare.net/accumulate/acc-sm-bottomlineimpactc1r2>

WHY IT MATTERS...
Managers who recognize employee performance increase engagement by almost

60%

5 EFFECTIVE RECOGNITION characteristics

TIMING
Recognize good performance often. The closer the recognition happens to the action, the easier it will be for the employee to remember what he or she did.

PERSONAL
All people are different and how they want to be recognized can be, too. Recognition is most effective when you take into consideration the preferences of the individual.

CHEERLEADER
Don't wait until an individual has completed the larger task to provide recognition. Acknowledging the minor achievements can provide incentive for future performance.

SPECIFIC
Recognition should be directed at specific behaviors. What exactly did the individual do that you are recognizing?

DON'T OVERDO IT
Recognition needs to be relative to the performance. Match the amount and intensity of recognition to the behavior being recognized.

Compliments tend to lose their meaning if they're given out just because...

WHATEVER THE REASON, make sure it is well deserved.

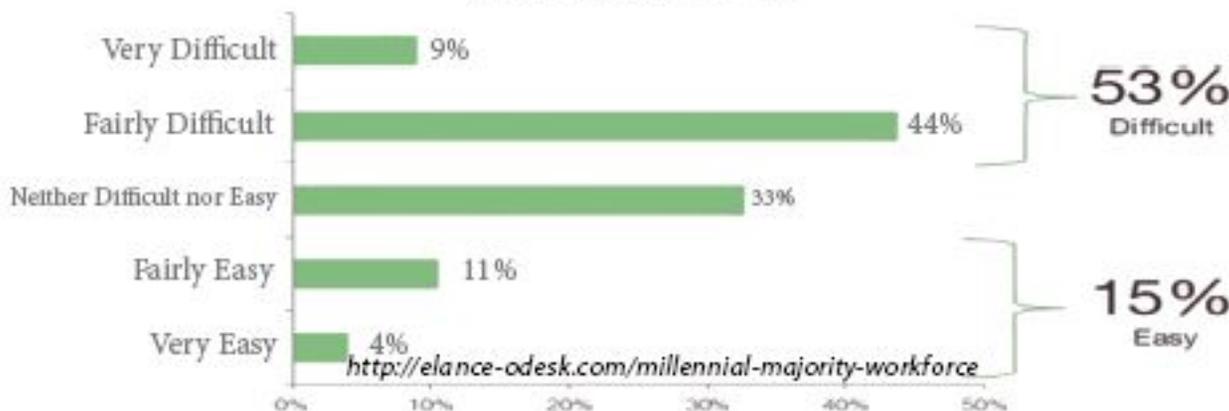
EMPLOYER QUALITIES IMPORTANT TO LOCAL YOUNG ADULTS

- >> Have a Life Outside of Work
- >> Work with my Disabilities/Don't Give Up
- >> Look at Potential, Not Just Experience
- >> Want to be Respected, Not categorized as Lazy & Self Absorbed
- >> Work on their own Timetable/Not 9-5
- >> Don't Take Advantage of Existing Employees
- >> Not Lazy/No Opportunities
- >> Times Change/Different Processes

"If the candidate doesn't know what the employer is looking for, [he or she] can't properly communicate why they are the most qualified candidate for the position." - *Steven Rothberg, founder of CollegeRecruiter.com*

Managers say that finding and retaining millennial staff is difficult

How difficult is it to find and retain reliable staff in this age bracket (21 - 32)?



STRATEGIES FOR EMPLOYERS TO ATTRACT & RETAIN LOCAL YOUNG ADULTS

- >> Keep Atmosphere Light
- >> Show Appreciation
- >> Honest Job Description
- >> Communicate Long Term Vision
- >> Don't ask Employees to do Something You Wouldn't Do
- >> Never say "This is the Way We've Always Done It"
- >> Advertise What the Job Actually is, Not the Tasks, but Projects
- >> Better Morale
- >> Operate as Leadership Team
- >> Standard Operating Procedure Book
- >> Ask Employees to Help Recruit

What's different about how Millennials are motivated at work? The key for motivating Millennial employees is understanding how the Millennials view the world and using that knowledge to help them be at their best. Accept them and don't try to force them to be like other generations. Tap into their intrinsic motivation aligned with core values. - *Dr. Maynard Brusman, WisconsinJobNetwork.com*

What are the workplace concerns of millennials, and what do executives believe those concerns are?

Concerns	What millennials say	What executives believe
Desire to learn about the business	58%	35%
The value of quality of life over career path	48%	61%
Frustration with technology on the job	11%	27%
Dissatisfaction with manager quality	3%	37%
Consideration of leaving a job due to limited learning and development	2%	40%

27%

of executives cite that their companies give special attention to the particular wants and needs of millennials.

44%

of executives indicate that they rely on younger employees or new graduates to fill entry-level positions.

<http://cio-asia.com/mgmt/careers/myths-about-millennials-debunked/>

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