

Succeeding in Today's Talent Market

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Polling Question

What is your agency or organization's
greatest challenge related to
recruitment?

- Lack of Diverse Candidates and Skills
- Pay
- Lengthy hiring process
- Policy and Procedures

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Recruitment: Demographics and Forecasting

- ❑ In 2016, Millennials became the largest generation in the United States labor force
- ❑ Despite the increase in Millennial representation, the overall US population continues to grow older
- ❑ In 2020, workers ages 55 years and older decreased to 36.4%



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Current Job Statistics

- ❑ Current open jobs - nationwide: 11.3 Million
- ❑ 4.6 Million more jobs than unemployed workers in the US
- ❑ The unemployment rate declined to 3.6% in March 2022
- ❑ Current open jobs in government nationwide
 - ❑ Federal: 148,000
 - ❑ State and Local, excluding Education: 547,000

*Bureau of Labor Statistics, February 2022
SHRM Talent Report*



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6 Reasons We Can't Find People

- ❑ Not enough humans
- ❑ Generation Z and young Millennials want something more than just a job
- ❑ The Gray Wave is now a tsunami
- ❑ Level-up hiring
- ❑ We closed our borders
- ❑ We are not good at building our own

The Tim Sackett Project, 2022

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What Candidates Want

- ❑ The Three P's
 - ❑ Work with PURPOSE
 - ❑ 70% of employees say they define their purpose through work
 - ❑ PAY for today
 - ❑ 10% wage growth since 2020, and the highest annual growth in 40 years
 - ❑ PATHWAYS for tomorrow
 - ❑ 63% of employees cited no opportunity for advancement as a reason for quitting

Guild Education, 2022

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Effective Recruitment Strategy

- ❑ In the history of the world, it has never been easier to find talent
 - ❑ Challenge: It's hard to talk someone into your organization, job, pay, etc.
- ❑ Say good-bye to the "Post & Pray" method of recruitment. It doesn't work.
 - ❑ Build a holistic employment brand
 - ❑ 86% of job seekers use social media in their job search
 - ❑ Make your organization an amazing place to work
 - ❑ Cast your net and use this information to find great candidates
- ❑ Action Items
 - ❑ Job Postings vs. Job Descriptions
 - ❑ Referral Programs
 - ❑ Establish and Feed Pipelines
 - ❑ Touchpoints

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Diversity, Equity, and Inclusion

- ❑ Diversify your talent sources
 - ❑ Social Media: Facebook boasts the most diverse user population
- ❑ Diversify your talent brand content
 - ❑ 38% of job seekers would pass on a job opening if they saw a lack of public commitments toward DEI
 - ❑ 26% would pass if they saw a lack of diversity
- ❑ Share your commitments, actions, and achievements towards diversity
 - ❑ You Belong in SGF - Building a Diverse Community in Springfield, Missouri
 - ❑ Disability Provider Network (DPN)
 - ❑ Diversity and Inclusion Focus Group (ERG)
- ❑ Ensure your job postings are clear and inclusive
- ❑ Partner with your organization's diversity officer

Stats: CareerArc, 2021



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Education vs Experience


- ❑ Education is a privilege
 - ❑ Alternative Work Credentials (AWC)
 - ❑ AWC's have historically been viewed as additional certifications
- ❑ Options when traditional talent is insufficient for the current market, and you can't reduce business needs
 - ❑ On the Job Training Programs
 - ❑ Apprenticeships
 - ❑ Fire Pre-Apprenticeship
 - ❑ Formal and Informal Mentorship
 - ❑ Investigate other pathways to upskilling internal talent
 - ❑ Local University
- ❑ It's competitive out there! (Google Jobs)
 - ❑ 39,297 Organizations in the Dallas, TX Metro Area
 - ❑ 2,814 Organization in the Springfield, MO Metro Area

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Recruitment Partnerships

- ❑ Partnership between Talent Acquisition and Hiring Managers
 - ❑ Hiring Managers are subject matter experts in their chosen fields
 - ❑ Managers know what talents and skills are needed to be successful in their chosen field
 - ❑ Intake - Position Profile call
 - ❑ Talent Acquisition is a subject matter expert in the field of recruitment
 - ❑ Recruiters know how to find, connect, and engage with active and passive candidates
- ❑ Before the recruitment process begins, schedule a pre-recruitment meeting and include top performers in the Hiring Manager's department.

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Can you Relate?



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Hiring - Where to Start

- ❑ Proactive recruitment vs Reactive recruitment
 - ❑ Understand why talent stays in your organization and why talent is leaving
 - ❑ Track metrics to understand future needs - Forecasting
- ❑ Again, post and pray doesn't work
- ❑ Sourcing - Hand select your candidate
 - ❑ Job board postings have minimal success
 - ❑ If utilizing a job board, look for platforms that contain resume banks
 - ❑ Candidates expect recruiters to come to them



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Polling questions

What made you the most nervous when you started your current or last job?

- ❑ Unsure of what to expect on the first day
- ❑ New supervisor's style
- ❑ Worry that the position was oversold
- ❑ Fitting in with a new team

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Candidate/New Hire Experience



- ❑ Roll out the red carpet for your new hires!
 - ❑ Touchpoints before day one
 - ❑ Warm welcome from supervisor and staff
 - ❑ Ensure office/desk and tools needed to work are ready to go
 - ❑ Tech access
 - ❑ Day one welcome
 - ❑ Who is meeting the new employee
 - ❑ Staff meet and greet
- ❑ Steven's Story

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Polling Question

What employee Benefit or Perk is the most important to you?

- Compensation
- Employee health and wellness plans
- Flexible schedule/Work Life Balance
- Tuition Reimbursement

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Retention



Employees are leaving

60 % of employee's leave their job due to management



Why are they leaving?

Overworked and unsupported
Lack of diversity
Desire to make a change



Keep a pulse on the culture
in the office

Monthly lunch
Retreat
Daily huddles
1:1 meetings


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Employee Retention Strategies


- Mentorships**
 - New employees learn from an experienced employee and, in return, they offer a fresh viewpoint
- Compensation and Perks**
 - Competitive salaries
 - Remote work and paid leave
- Balance**
 - Work is for work. Encourage employees to set boundaries
 - Home is for personal time
- Flexible Scheduling**
 - Offer variety within work schedules
 - Remote or Hybrid


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Employee Retention Strategies Continued...

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Communication
Timely, constructive, and positive
Regular basis
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Continued Feedback
Regular 1:1 meetings
Short and long-term goals
Help employee visualize their future with the organization
- 

Recognition/Rewards
Say thank you
Connect work to the organization's mission
- 

Teamwork
Culture of collaboration, accommodating work styles, and latitude to make decision

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Employee Retention Strategy Continued...



Training and Development

Conferences
Continued Education/ Tuition
Reimbursement
Certification



Effective Change Management

Keep teams as informed as possible
Reduce anxiety



If you don't offer it - others will

Employees with in-demand skills have many opportunities and recruiters are coming to them

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Polling Question

What retention strategy does your agency/organization do well?

□ Type your answer into the chat box

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Questions?

Connect with us!



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