Recruiting the Best and the Brightest for the Public Sector
WHO IS THE NEW WORKFORCE?

Let’s find out!
BORN BETWEEN 1980-2000

MAKE UP 36% OF WORKFORCE

CONFIDENT, DIVERSE, TECH-SAVVY, TEAM-ORIENTED, ACHIEVEMENT-ORIENTED, & SERVICE-ORIENTED

WANT TO LEARN QUICKLY, STAND OUT, FEEL SPECIAL, BE UNIQUE

MORE ACCEPTING OF OTHERS WITH DIFFERENT BACKGROUNDS

PREFER OPEN COMMUNICATION & FREQUENT FEEDBACK WITH SUPERVISORS

WHO IS THE NEW WORKFORCE?
IMPORTANT CAREER GOALS

A study by Universum found that Millennials placed importance on these career goals:

- WORK & LIFE BALANCE
- JOB SECURITY
- DEDICATED TO A CAUSE/FEEL THEY’RE SERVING A GREATER GOOD
Please choose the most important factors in attracting qualified applicants to your organization. Choose all that apply.

- Health benefits: 76.5%
- Base pay: 57.3%
- Job security: 53.4%
- Retirement plan - defined benefit: 52.0%
- Public service/making a difference: 44.1%
- Reputation of organization: 41.6%
- Leave benefits: 34.9%
- Retirement plan - defined contribution: 26.7%
- Advancement/promotion opportunities: 23.8%
- Training/development opportunities: 20.3%
## IMPORTANT CAREER GOALS

### Top Reasons to Stay (% of Engaged Employees Stating Top Reason)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>My work. I like the work I do</td>
<td>38%</td>
</tr>
<tr>
<td>My organization’s mission. I believe in what we do.</td>
<td>19%</td>
</tr>
<tr>
<td>My career. I have opportunities to develop and advance</td>
<td>17%</td>
</tr>
<tr>
<td>I am comfortable – no desire for change</td>
<td>5%</td>
</tr>
<tr>
<td>Compensation</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Employee Engagement Research Update, Blessing White Research, January 2013
WHAT ATTRACTS THEM TO JOBS
The study also indicated what they thought employers should emphasize in job descriptions:

- RESPECT FOR ITS PEOPLE
- JOB SECURITY
- CREATIVE/DYNAMIC WORK ENVIRONMENT
WHAT ATTRACTS THIS GROUP TO PUBLIC SECTOR EMPLOYMENT?
WHAT ATTRACTS THEM TO THE GOVT?

PURSUIT OF PERSONAL INTERESTS

LOAN FORGIVENESS AFTER 10 YEARS OF PAYMENTS

JOB SECURITY

BELIEF THAT GOVERNMENT HAS THE POTENTIAL TO ADDRESS SOCIETAL CHALLENGES
WHAT ATTRACTS THEM TO THE GOVT?

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BELIEF THAT GOVERNMENT HAS THE POTENTIAL TO ADDRESS SOCIETAL CHALLENGES

POTENTIAL TO INFLUENCE GOVERNMENT POLICIES

TRAVEL & VOLUNTEER OPPORTUNITIES

OPPORTUNITIES TO MAKE A DIFFERENCE
WHAT TURNS THIS GROUP OFF ABOUT GOVT JOBS?

- Federal shutdown, furloughs, and pay freezes
- Competing with older generation and veterans for entry-level jobs
- Lengthy hiring process
- Lack of full-time positions
- Less opportunity for creativity and innovation
- Pay-your-dues mentality
RECRUITING A NEW WORKFORCE FOR THE PUBLIC SECTOR HAS BECOME MORE IMPORTANT THAN EVER
SO, HOW CAN WE APPEAL TO THIS GROUP?
VISIT COLLEGE CAMPUS

- PARTICIPATE IN CAREER FAIRS
- GET GOVERNMENT LEADERS MORE INVOLVED IN RECRUITING
- CREATE STRONGER, MORE EFFECTIVE CAMPUS RECRUITING PROCESSES
- TALK TO CRIMINAL JUSTICE, POLITICAL SCIENCE AND BUSINESS MAJORS
ENSURE SUPERVISORS HAVE...

- MENTORING PROGRAMS
- OPEN-DOOR POLICY
- FREQUENT FEEDBACK WITH EMPLOYEES
- ABILITY TO PRAISE EMPLOYEES FOR QUALITY PERFORMANCE
FASTER HIRING PROCESS

- Increase communication throughout the hiring process
- One-on-one recruitment
- Offer more internships
- Offer more entry-level positions; full-time positions
- Allow job shadowing/job rotation
FOCUS ON GREATER GOOD

AVOID JARGON-FILLED JOB DESCRIPTIONS

OFFER FLEXIBLE WORK SCHEDULES; WORK AND LIFE BALANCE

JOB SECURITY

EMPHASIZE THE MANY POSITIVES ABOUT GOVERNMENT SERVICE

PROMISE THEY’LL MAKE A DIFFERENCE IN COMMUNITY

PROVIDE THEM WITH OPPORTUNITIES TO ADVANCE; VALUE CREATIVITY
INCREASE ONLINE PRESENCE

ADVERTISING

POST JOBS TO GOVERNMENTJOBS.COM

CREATE ONLINE JOB APPLICATIONS
LET’S PUT IDEAS INTO ACTION…
WHAT’S YOUR STORY?

START WITH TARGET AUDIENCE

DEVELOP A MESSAGE & SUPPORTING DETAILS THAT TIE WHAT YOUR AGENCY HAS TO OFFER TO WHAT’S IMPORTANT TO THIS AUDIENCE

KEEP THE MESSAGE CONSISTENT
CAPTURING THEIR ATTENTION
On your website

- Start with the end in mind
- Lead with your story
- Adhere to contemporary design standards
- Produce varied content types
CAPTURING THEIR ATTENTION

What not to do on your website

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**Employment Opportunities**

<table>
<thead>
<tr>
<th>Opportunities...</th>
<th>Employment - Current Openings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Positions</td>
<td>Job Opportunities for Tuesday, October 27, 2015</td>
</tr>
<tr>
<td>Internal Positions</td>
<td>Welcome to the job opportunities listing!</td>
</tr>
<tr>
<td>Professional Positions</td>
<td>SYSTEM REQUIREMENTS: The new NEOGOV application requires Microsoft Internet Explorer 9 or higher, Mozilla Firefox 25, Google Chrome, or Safari. If you have an older version, go to your preferred search engine (e.g., Bing, Google or Yahoo) and search for the most up-to-date version of your preferred browser. Click on the links provided to go to Microsoft, Mozilla, Google or Safari and follow the directions provided.</td>
</tr>
<tr>
<td>Executive Positions</td>
<td>To apply for a position listed below, click on the position title and then the &quot;Apply&quot; link!</td>
</tr>
<tr>
<td>City Attorney Positions</td>
<td>IMPORTANT! User accounts are established for one person only and should NOT be shared with another person. Multiple applications with multiple users may jeopardize your status in the recruitment process for any positions you apply for.</td>
</tr>
<tr>
<td>City Auditor Positions</td>
<td>If this is the first time you are applying using our online job application, you will need to create an account using a valid email address and unique password.</td>
</tr>
<tr>
<td>NEOGOV...</td>
<td>It is important that your application show all of the relevant education and experience you possess. Applications may be rejected if incomplete.</td>
</tr>
<tr>
<td>Check NEOGOV Application Status</td>
<td>NOTE: EFFECTIVE MAY 3, 2015 all information needed to qualify for a position MUST BE INCLUDED ON THE APPLICATION. Any attached documents (resumes, cover letters, etc.) WILL NOT BE REVIEWED to determine eligibility.</td>
</tr>
<tr>
<td>How to Apply</td>
<td>Positions posted as 'Continuous' are open until filled.</td>
</tr>
<tr>
<td>How to Apply - Español</td>
<td>Once you have filled out and submitted your application, log back into your NEOGOV user account and check the status of your application. If you have submitted your application correctly, your status should read &quot;Application Received.&quot; (Note: If it does not, you may have filled out an application, but you did not submit it Go to the position title you are interested in and &quot;Apply&quot; using your built application.)</td>
</tr>
<tr>
<td>FAQ</td>
<td>Online applications are stored on a secure site. Only authorize access to the information submitted.</td>
</tr>
<tr>
<td>Labor Hiring Process</td>
<td>If you need assistance with your Neogov applicant login (username and/or password), contact NEOGOV at 855-524-5627.</td>
</tr>
<tr>
<td>Labor Hiring Process - Español</td>
<td></td>
</tr>
<tr>
<td>Submit NEOGOV Questions</td>
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</table>

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CAPTURING THEIR ATTENTION

What you can do on your website

Deloitte in the news

Our secret to developing leaders

Hint: Think strengths

Deloitte’s strategy and aspirations for talent are focused on leadership. Our clear objective is to create an environment where leaders thrive and this commitment is not just a slogan—it’s deeply embedded in our culture.

Christina Canavan

Federal consultant with passion for giving back

What’s your Deloitte?

Meet Cathy Engelbert

Chief Executive Officer, Deloitte LLP
CAPTURING THEIR ATTENTION

What you can do on your website

YOUR CAREER STARTS HERE.

Find out why LA County is your Employer of Choice.
CAPTURING THEIR ATTENTION

What you can do on your website

A message from the Director of Personnel

Lisa M. Garrett
CAPTURING THEIR ATTENTION
What you can do on your website

Los Angeles County offers the best job opportunities in California!

DIVERSITY
The County is committed to preserving the dignity and professionalism of the workplace as well as protecting the rights of each employee.

FLEXIBLE SCHEDULES
4/40 workweeks – where appropriate – along with other flexible work arrangements, help build a healthy work-life balance.

MULTIPLE CAREERS
With more than 36 diverse departments and over 2,300 different job descriptions, the County offers a lifetime of opportunities and careers.
CAPTURING THEIR ATTENTION

What you can do on your website

TOUR OUR DEPARTMENTS HERE.
SOCIALIZING THE STORY

SOCIAL MEDIA CAMPAIGNS

CONTENT DISTRIBUTION ON YOUR OWN CHANNELS

LEVERAGE PLATFORMS FOR OUTREACH
SOCIALIZING THE STORY

Latest Human Resources Director Search:
The City of Lenexa, Kansas, a growing community with a population of 50,000, is seeking to fill the Human Resources Director position. (Tweet This)

Located in the Kansas City metropolitan area, Lenexa is an attractive and safe city with a strong sense of community. In 2013, Bloomberg Business Week named Lenexa as one of its “Best Places to Raise Kids” and the city has been rated as one of the most livable communities in America. The City Council will interview several candidates in June 2014, select an unopposed candidate, and make a recommendation to the community. The City Council will take an informal “voice of the community” vote to appoint the final candidate in July 2014. The successful candidate will serve a three-year term.

As a member of the Lenexa management team, the Human Resources Director will work closely with the City Manager and the City Council in developing and implementing workforce management strategies and initiatives. Additional responsibilities for the position may include employee relations, training and development, compensation, benefits, and labor relations.

Visit City of Lenexa’s Human Resources page for more information or to apply online. The position will remain open until filled.

For more information, contact Human Resources Manager Steve Frye at (913) 684-7400 x2707.
BRING THE STORY TO LIFE

VOLUNTEERISM

HIGHLIGHTING INNOVATIVE PROJECTS

CASE STUDIES ON SOCIAL IMPACT

EMPLOYEE TESTIMONIALS

EMPLOYEE PROFILES

WHY WORK HERE?
Job Posting for Denver’s CIO
The City and County of Denver is taking IT to the next level. Come lead the effort! Spurred by Mayor Hancock’s vision for Peak Performance, the Technology Services agency has an opportunity to lead innovative changes in how government services are delivered to real people with modern technologies, including Social, Mobile, and Cloud. Help drive the Mayor’s priorities around Jobs, Safety and Kids…make a real difference in a community that is poised like none other to drive innovation and improve the lives of our constituents. Are you someone with the courage and skills to make a difference? Has the need to contribute rather than be part of the rhetoric been nagging at you? This is your moment!

The individual selected for this position will be an integral member of the Mayor’s team. Can you imagine being part of a team running a major metropolitan city? Can you imagine actually doing something about the issues facing your community? Can you imagine using the most modern technology available today to do so?

We need you. Public service is an honorable way to spend four years. Imagine if every successful leader spent even two years serving his or her community in a hand’s on dedicated way. It could change the world. You could change the world.
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KEY TAKEAWAYS
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- Attracting a new workforce isn’t a luxury, it’s a necessity.
- Understand the motivations of the audience.
- Play to the strengths of working in the public sector.
- Recruiting a different audience requires a different approach.
QUESTIONS

Contact Info:
Melissa Asher
masher@cpshr.us

Jill Engelmann
jengelmann@cpshr.us

www.cpshr.us
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WORKS CITED


