WHO IS THE NEW WORKFORCE?

- Born between 1980-2000
- Make up 34% of the workforce
- Confident, diverse, tech-savvy, team-oriented, achievement-oriented and service-oriented
- Prefer open communication and frequent feedback with supervisors

WHAT ATTRACTS THE NEW WORKFORCE TO A CAREER IN THE PUBLIC SECTOR?

- Work/life balance
- Job security
- Dedicated to a cause/feel like they’re serving a greater good
- Potential to influence government policies

HOW CAN THE PUBLIC SECTOR COLLECTIVELY BETTER APPEAL TO THE NEW WORKFORCE?

- Give supervisors the correct tools
  - Mentoring programs
  - Open-door policy for frequent feedback with employees
- Visit college campuses
  - Participate in career fairs
  - Create stronger, more effective campus recruiting processes
- Better hiring process
  - Hire more quickly
  - Increase communication throughout the process
- Write more compelling job descriptions
  - Play to applicant motivations
  - Appeal emotionally as well as logically
- Increase your online presence
  - Form a social media plan and execute against it
  - Create online applications
- Create the right perception
  - Produce multiple kinds of content
    - Videos | Infographics | Photos
    - Testimonials | Case studies

KEY TAKEAWAYS

- Attracting the new workforce isn’t a luxury. It’s a necessity
- Play to the strengths of working in the public sector
- Understand the motivations of the audience
  - Recruiting a different audience requires a different approach

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