



Public Sector Recruiting the Best and the Brightest



~ Anderson County Human Resources & Risk Management

WHO MAKES UP THE CURRENT 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:



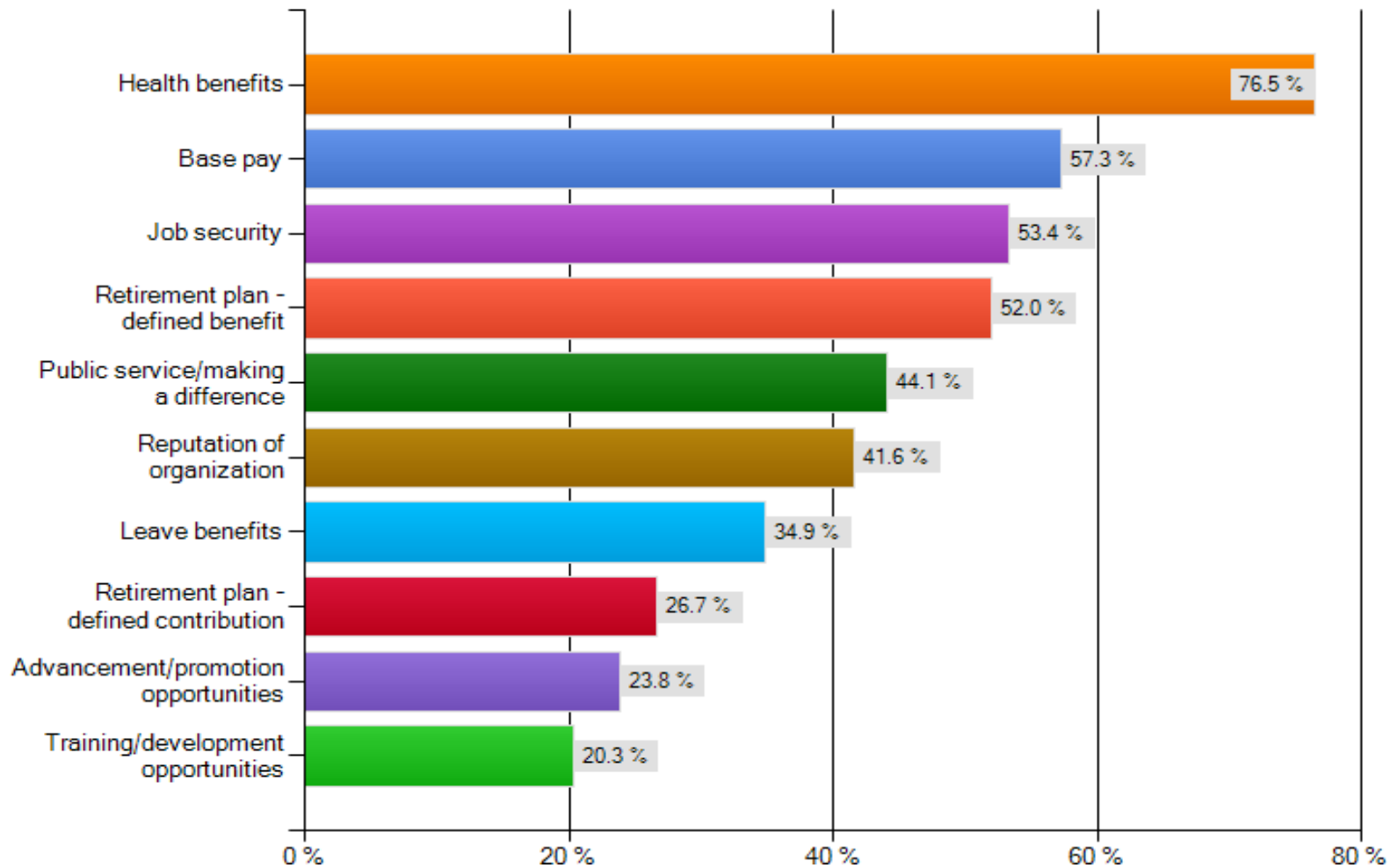
WORK & LIFE BALANCE

JOB SECURITY

**DEDICATED TO A CAUSE/FEEL THEY'RE
SERVING A GREATER GOOD**

IMPORTANT CAREER GOALS

Please choose the most important factors in attracting qualified applicants to your organization.
Choose all that apply.



IMPORTANT CAREER GOALS

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

My work. I like the work I do	38%
My organization's mission. I believe in what we do.	19%
My career. I have opportunities to develop and advance	17%
I am comfortable – no desire for change	5%
Compensation	5%

Source: Employee Engagement Research Update, Blessing White Research, January 2013

WHAT ATTRACTS CURRENT APPLICANTS TO JOBS

The study also indicated what they thought employers should emphasize in job descriptions:

A magnifying glass is held over a newspaper's job section. The word "JOBS" is printed in large, bold, red letters. Below it, the word "EMPLOYMENT" is visible in black. The background shows various job listings and advertisements, including one for "Inventory" and "Legal Administrative".

JOBS

RESPECT FOR ITS PEOPLE

JOB SECURITY

DYNAMIC WORK ENVIRONMENT



**WHAT ATTRACTS THIS GROUP TO
PUBLIC SECTOR EMPLOYMENT?**



PURSUIT OF PERSONAL INTERESTS

LOAN FORGIVENESS

JOB SECURITY

**BELIEF THAT GOVERNMENT HAS THE POTENTIAL
TO ADDRESS SOCIETAL CHALLENGES**

**POTENTIAL TO INFLUENCE GOVERNMENT
STRATEGIES**

VOLUNTEER OPPORTUNITIES

TO MAKE A DIFFERENCE

WHAT ATTRACTS THEM TO THE GOVT?

WHAT TURNS THIS GROUP OFF ABOUT GOVT JOBS?

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 FOR THE PUBLIC SECTOR HAS BECOME MORE
IMPORTANT THAN EVER

HOW CAN WE APPEAL TO THIS GROUP ?

VISIT COLLEGE CAMPUSES



PARTICIPATE IN CAREER FAIRS

**GET GOVERNMENT LEADERS MORE
INVOLVED IN RECRUITING**

**CREATE STRONGER, MORE EFFECTIVE
CAMPUS RECRUITING PROCESSES**

**TALK TO CRIMINAL JUSTICE, POLITICAL
SCIENCE, HEALTH AND BUSINESS
MAJORS**

ENSURE SUPERVISORS HAVE...



MENTORING PROGRAMS

OPEN-DOOR POLICY

FREQUENT FEEDBACK WITH EMPLOYEES

**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 NON-DESCRIPTIVE JOB DESCRIPTIONS

**OFFER FLEXIBLE WORK SCHEDULES
WHEN AVAILABLE FOR THE
COVETED WORK AND LIFE
BALANCE**

JOB SECURITY

**EMPHASIZE THE MANY POSITIVES ABOUT
GOVERNMENT SERVICE**

**EXPRESS HOW THEY WILL MAKE A
DIFFERENCE**

**PROVIDE THEM WITH EXAMPLES OF
ADVANCEMENT OPPORTUNITIES**

INCREASE OUR ONLINE PRESENCE

ADVERTISING

POST JOBS TO GOVERNMENT JOB ARENAS

CREATE ONLINE JOB APPLICATIONS

SOCIAL
MEDIA

A person's hands are shown from the bottom, cupping a variety of colorful social media icons. The icons include '@' symbols, Wi-Fi symbols, speech bubbles, and a lock symbol. A central blue icon with the text 'SOCIAL MEDIA' is prominent. The background is a dark, blurred image of a person's torso and arms.

GIVING ACTION TO OUR IDEAS...



WHAT'S YOUR STORY?

START WITH TARGET AUDIENCE

**DEVELOP A MESSAGE & SUPPORTING DETAILS THAT TIE
WHAT YOUR DEPARTMENT HAS TO OFFER TO WHAT'S
IMPORTANT TO THIS AUDIENCE**

KEEP THE MESSAGE CONSISTENT

CAPTURING THEIR ATTENTION

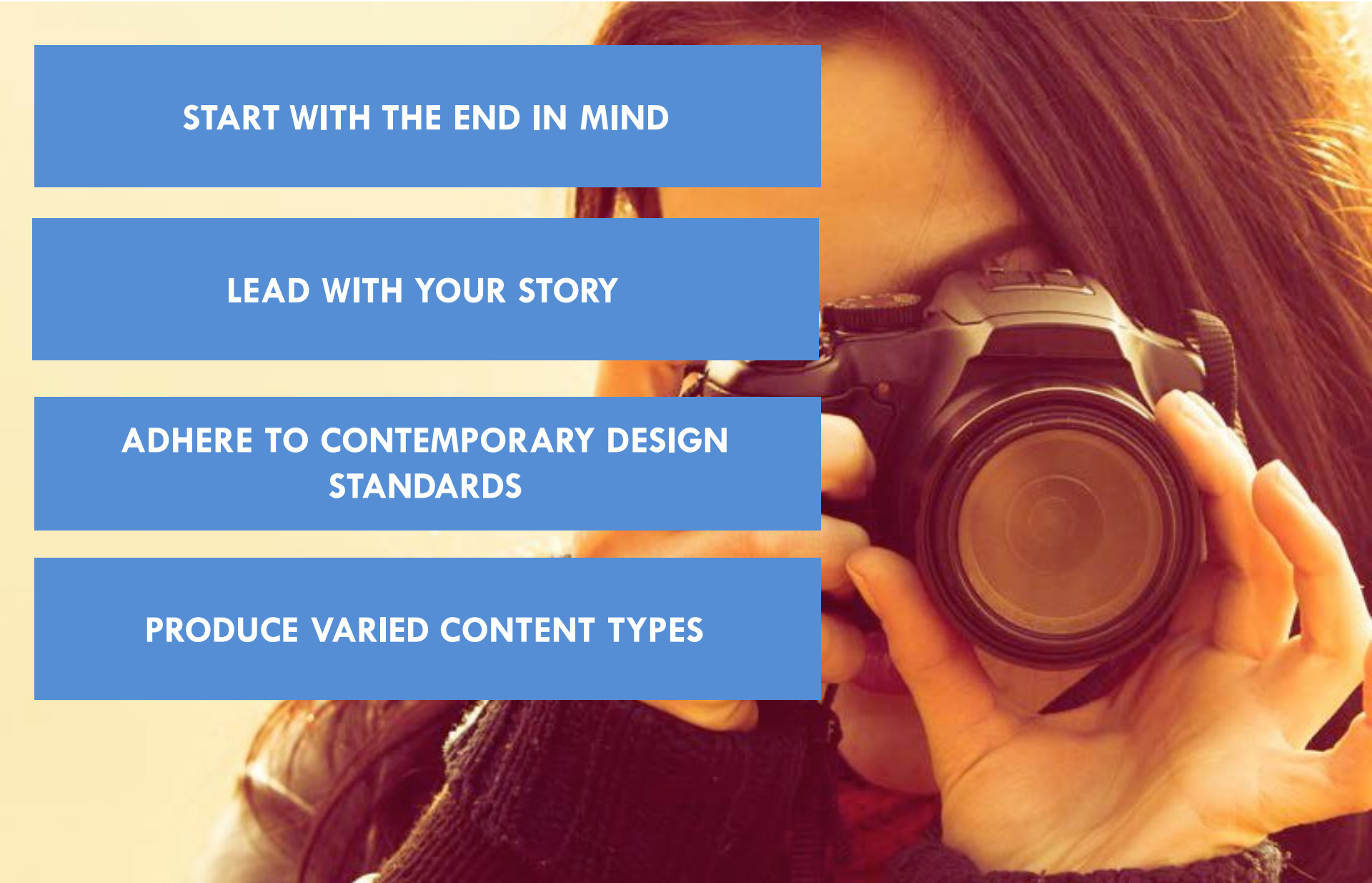
On your website

START WITH THE END IN MIND

LEAD WITH YOUR STORY

**ADHERE TO CONTEMPORARY DESIGN
STANDARDS**

PRODUCE VARIED CONTENT TYPES



CAPTURING THEIR ATTENTION

Personalizing your website...

The screenshot shows the Deloitte careers website homepage. At the top, there is a search bar with the text "Enter job title or location" and a "Search Jobs" button. Navigation links include "Students", "Experienced", "Careers", and "Job Cart". The main content area features a large group photo of diverse employees. Below the photo is the heading "Careers at Deloitte" followed by a short paragraph: "Are you ready to apply your knowledge and background to exciting new challenges? From learning to leadership, this is your chance to take your career to the next level. Search and apply for a job today." A grid of job openings is displayed, including Management Consulting (1934 jobs), Accounting & Auditing (1094 jobs), Tax (1036 jobs), Information Technology (389 jobs), Finance (73 jobs), Administrative and Support Services (10 jobs), Risk Management (42 jobs), Business Development / Sales / Marketing (42 jobs), and Communications and Public Relations (46 jobs). Below the grid is a "Deloitte in the news" section with the headline "Our secret to developing leaders" and a "Hint: Think strengths". A "Life at Deloitte" section features a profile for Christina Canavan, a Federal consultant with a passion for giving back. A video player shows Hanxi Zhou, a Deloitte & Touche LLP employee, with the text "What's your Deloitte?". Another "Life at Deloitte" section introduces Cathy Engelbert, Chief Executive Officer of Deloitte LLP.

This close-up view highlights the hero section of the website. It features the same group photo of employees and the "Careers at Deloitte" heading. The text below the heading reads: "Are you ready to apply your knowledge and background to exciting new challenges? From learning to leadership, this is your chance to take your career to the next level. Search and apply for a job today." A black arrow points from the top-left corner of this section to the corresponding area on the full website screenshot.

This close-up view shows two sections of the website. The top section, "Deloitte in the news", has the headline "Our secret to developing leaders" and a "Hint: Think strengths". Below it is a "Life at Deloitte" section featuring a profile for Christina Canavan, a Federal consultant with a passion for giving back, accompanied by a photo of her. A "Tweets" section is also visible, showing a tweet from Deloitte US about a consultant working and playing hard in Paris. A video player at the bottom shows Hanxi Zhou with the text "What's your Deloitte?". A black arrow points from the "Deloitte in the news" section to the corresponding area on the full website screenshot.

This close-up view shows a Twitter feed from Deloitte US. The header reads "Hear from a different professional each week" and "What it's like to work at Deloitte". The feed includes a tweet from Deloitte US about a consultant working and playing hard in Paris. Below the tweet is a profile picture of Hanxi Zhou and a "Follow" button. A black arrow points from the top-right corner of this section to the corresponding area on the full website screenshot.

CAPTURING THEIR ATTENTION

Putting a face to the Department...



FIND A JOB ▾

WORKING IN THE COUNTY ▾

COUNTY CAREERS ▾

VIDEO LIBRARY ▾

FAQS



YOUR CAREER STARTS **HERE.**

Find out why LA County is your Employer of Choice.



FACES OF LA COUNTY

FOR EMPLOYEES



SOCIALIZING THE STORY



SOCIAL MEDIA CAMPAIGNS

**CONTENT DISTRIBUTION ON
YOUR OWN CHANNELS**

LEVERAGE PLATFORMS FOR OUTREACH



BRING THE STORY TO LIFE

VOLUNTEERISM

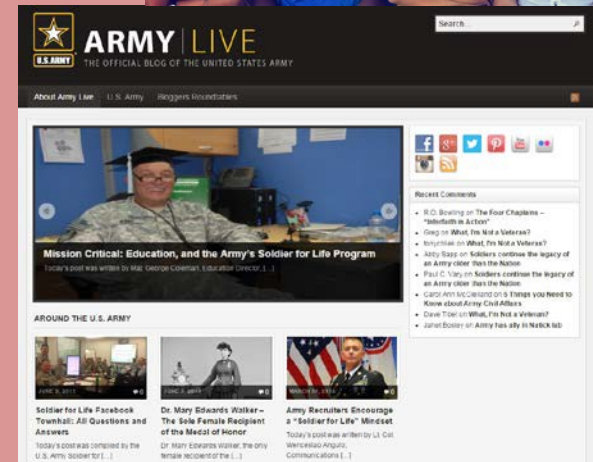
HIGHLIGHTING INNOVATIVE PROJECTS

CASE STUDIES ON SOCIAL IMPACT

EMPLOYEE TESTIMONIALS

EMPLOYEE PROFILES

WHY WORK HERE?



KEY TAKEAWAYS

KEY TAKEAWAYS

A collection of light bulbs on a wooden surface. One bulb in the center-left is glowing brightly, while others are unlit. The background is a dark wood grain.

ATTRACTING A NEW WORKFORCE ISN'T A LUXURY, IT'S A NECESSITY!

**UNDERSTAND THE AUDIENCE
MOTIVATIONS**

**PLAY TO THE STRENGTHS OF WORKING
IN THE PUBLIC SECTOR**

**RECRUITING A DIFFERENT AUDIENCE
REQUIRES A DIFFERENT APPROACH**

QUESTIONS

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PHOTO & INFOGRAPHIC SOURCES

http://s3.amazonaws.com/fedscoop-media/uploads/2014_10_infographic.png

All other photos from Adobe, Microsoft Office and Clip Art Stock

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