

THE STATE OF WISCONSIN:

WE WORK FOR YOU.

NOW COME WORK FOR US.

Marketing State of Wisconsin Employment to the Millennial Generation

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I Introduction

In Governor Jim Doyle's recent State of the State address, he addressed Wisconsin's "need to build an educated workforce, ready to compete around the world." He talked about the loss of manufacturing jobs, spiraling health care costs and low paying jobs. He talked about job creation, high tech research, business development and investment.

Governor Doyle knows that Wisconsin—like the rest of the nation, and much of the industrialized world—is faced with numerous challenges - including an aging and retiring work force that will be followed by a much smaller generation.

The projections by the U.S. Census Bureau are staggering. By the year 2015:

- The number of Wisconsin residents age 55-64 will grow 37%.
- The number of Wisconsin residents age 65 or older will grow 22%.
- The number of Wisconsinites under age 55 will fall 2.2%.

According to Forbes.com, "The U.S. workforce grew at a rate of 30% in the 1970s, and at 12% in the 1990s through the present. But it's expected to slow to about 3% and level off by 2010." Forbes also notes, "...half of the federal civilian workforce will be eligible to retire within five years."

In fact, the global economy will be placing greater demands on the US workforce even as the labor supply dwindles. As our labor supply dwindles, the exact opposite is happening in China and India. In fact, five times as many babies are being born in India, and four times in China, as in the US.

2006 college graduates? 1.3 million in the US, 3.1 million in India, and 3.3 million in China. And guess how many college grads in India speak English? 100%.

Wisconsin's labor shortage will be particularly acute, says Senior Service America (SSA), a nonprofit organization that helps senior citizens re-enter the work force. SSA asserts:

"Wisconsin will be substantially impacted by the graying of its population over the coming decade and will outpace the demographic developments across the nation and in the vast majority of other states."

There are about 78 million baby boomers in the United States, and someone in America turns 50 approximately every seven seconds. By the end of 2015, nearly 40 percent of classified state workers will be eligible for retirement. Planning for human resources needs is one of the greatest challenges facing all state agencies.

II Labor Shortage Strategies

There are three ways to deal with a labor shortage:

- ♦ **Export the jobs:** this doesn't work for state service. The vast majority of our jobs are not exportable – the services are needed here, the jobs are needed here.
- ♦ **Build the talent in-house:** this would require keeping older workers and/or spending dwindling resources training current workers.
- ♦ **Import the workers:** this means recruiting and retaining college students and young professionals.

It is this third strategy that Team Three seeks to address today.

As members of the Enterprise Leadership Academy, we have learned about the five Leadership Practice Areas. We have learned to

- Model the Way
- Inspire a Shared Vision
- Challenge the Process
- Enable Others to Act
- Encourage the Heart

Today, we want to share a vision of a robust Wisconsin workforce - even in the face of daunting demographics.

To achieve this, we must

- **Model** a commitment to making a difference
- **Inspire** the new generation to public service
- **Challenge** existing hiring and personnel policies
- **Enable** employees to have flexible schedules, and
- **Encourage** the *next* generation of state employees.

III Defining Millennials

So who is the next generation, and what are they all about? Common characteristics are:

Technological Savvy: Having grown up with technology, young people today use technology for work and pleasure. This group can multitask! Their lifestyles rely on iPods, instant messaging, cell phones and social networking sites such as MySpace and Facebook. They are said to consume multiple forms of media simultaneously--squeezing 20 hours of media exposure into a 7 hour period.

If you don't believe us, check out these statistics:

- ♦ Average MySpace site is visited 30 times a day. My Space currently has 106 million users
- ♦ 1/8 couples married last year met online.

Education: According to researcher Jeffrey Jensen Arnett, this group "has more opportunity than any generation in human history." However, he cautions, "For people who don't get much education, the situation is worse than it was a half century ago."

Nonetheless, here is what this generation faces regarding the pace of technological change: the amount of new technical information is doubling every two years. This means half of what a college freshman learns this year will be outdated by their junior year.

This rate of technological advancement is predicted to double every 72 hours by 2010.

Delayed Adulthood: Compared to the youth of 1960, today's youth are postponing many of the hallmarks of adulthood, such as:

Leaving home	Completing their education	Getting married
Having a child	Achieving financial independence	

In fact, by age 30, just 46% of women and 31% of men have achieved these milestones. In 1960, 77% of women and 65% of men had reached these mile markers of adulthood.

Civic Engagement: UCLA's Higher Education Research Institute reports that 66.3% of freshman surveyed last fall said it is "essential or very important" to help others. This is the highest percentage in 25 years.

True Diversity: Millennials have been found to be more tolerant and open-minded than their elders, and to have fewer barriers with regard to gender, sexuality, race and immigration.

Changing Economy:

- ♦ The US DOL estimates that 1 in 4 workers have worked for the same employer for less than a year, 1 in 2 have been there less than five years.
- ♦ The top 10 jobs in 2010 didn't exist in 2004.
- ♦ DOL predicts that the millennial generation will have 10-14 jobs by the time they are 38

In a nutshell, the millennials are currently preparing for jobs that don't exist. They will use technologies that haven't been invented to solve problems that we don't know are problems.

IV Recruiting Millennials

In her book *Connecting Generations: The Sourcebook*, Claire Raines describes the Millennial Generation as:

“...sociable , optimistic, talented, well-educated, collaborative, open-minded, influential and achievement-oriented...They are arriving in the workplace with higher expectations than any generation before them—and they’re so well connected that, if an employer doesn’t match those expectations, they can tell thousands of their cohorts with one click of the mouse.”

“Those organizations that emerge as winners in the battle for talent,” Raines continues, “will design specific techniques for recruiting, managing, motivating and retaining them.”

So what are the Millennials looking for from prospective employers? They want:

- Positive, friendly work environments
- Challenging work.
- Flexible schedules.
- Electronic communication.
- Optimism.
- People oriented.
- Change.

V Recruitment Strategy

Theme: We work for you. Come work for us. The State of Wisconsin.

(A) Foundations of strategy:

- ◆ The millennials are always on. According to Strategy-Business.com, “They’re consumers of every imaginable means of communication: TV, radio, cell phone, Internet, video games—often simultaneously. But they pay attention selectively.”
- ◆ Because the Millennials move rapidly from one media to the next, marketing must be “interwoven” so that advertisements in one form of media complements advertisements in a different media. Strategy-Business.com sites this example: “Movie makers...have promoted their films with text messages containing trivia questions sent to cell phones; trailers, actor interviews, lost scenes, and other video goodies on the Web; and longer, costlier advertising on television.”

(B) Application methodology.

- ◆ Colleges and universities across the country have joined the electronic messaging/marketing world. A prospective student can apply to colleges online, and receive an email or phone call from 5 different universities within an hour. Colleges now offer campus tours in person or *virtual* campus tours, designed to resemble the popular computer game “Sims.”
- ◆ Our recruitment / application method will be:
 - a. On line
 - b. Guaranteed fast response
 - c. etc

(C) Recruitment tools / techniques

- ◆ Brochure
- ◆ Pod-casts
- ◆ Weekly recruitment e-newsletter
- ◆ Website: let’s show the IOWA (good find, Owen) and MONSTER.COM websites as examples of how ours would look (<http://www.monster.com/>) and (<http://www.smartcareermove.com/>)
- ◆ Virtual tour: an interactive video tour of working for state of Wisconsin (we can show an (admittedly boring as hell) example from acinet (http://www.acinet.org/acinet/videos_by_occupation.asp?id=&nodeid=28))
- ◆ Wisconsin career posters- show worknet as example (<http://worknet.wisconsin.gov/worknet/posterorder.aspx?menuselection=ce>)
- ◆ Others?

CLOSING QUOTE

Albert Einstein quote: we can’t solve problems by using the same kind of thinking we used when we created them.”