



**The State of Wisconsin
We Work For You.
Now Come Work For Us.**

***Marketing State of Wisconsin
employment to the
millennial generation***



Presented by
Enterprise Leadership Academy
Team Three

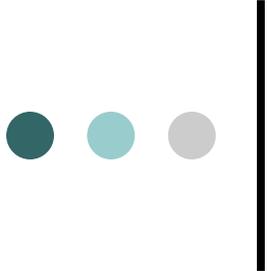
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February 19, 2008



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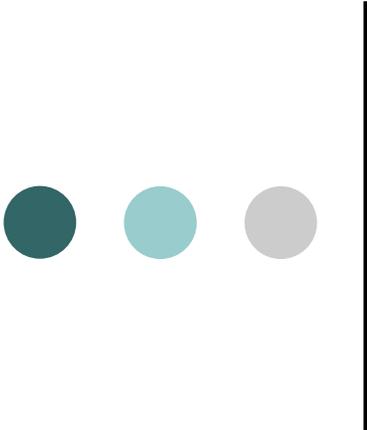
- Introduction / Labor Shortage Issues
- Labor Shortage Strategies
- Defining Millennials
- Recruiting Millennials
- Recruitment Strategy



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."
- Global economy
 - Greater demands on the US workforce as labor supply dwindles
 - Current college graduation rates

Labor Shortage Strategies

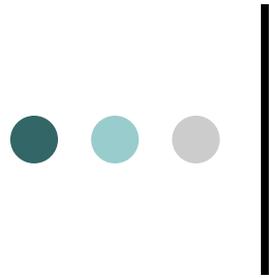


Labor shortage solutions:

- **Export the jobs**
- **Build the talent in-house**
- **Import the workers**

Achieving the vision of a robust Wisconsin Workforce will require us to:

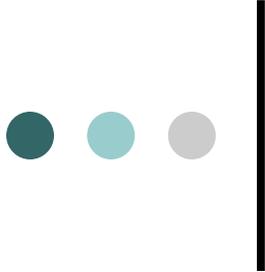
- *Model* a commitment to making a difference
- *Inspire* the new generation to public service
- *Challenge* existing hiring and personnel policies
- *Enable* employees to have flexible schedules, and
- *Encourage* the *next* generation of state employees.



Defining Millennials

Common characteristics of the Millennial Generation:

- **Technological Savvy**
- **Education**
- **Delayed Adulthood**
- **Civic Engagement**
- **True Diversity**
- **Changing Economy**



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.”

So what are the Millennials looking for from prospective employers? And how can the state of Wisconsin build on these desires to attract them?



Recruiting Millennials, Concept I

Positive, friendly work environments

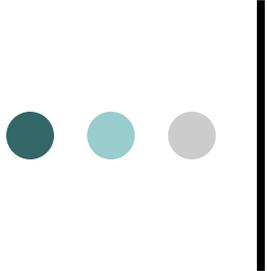
Recruitment concept: “You are not just surrounded by people. You are surrounded by people who care.”



Recruiting Millennials, Concept II

Challenging Work

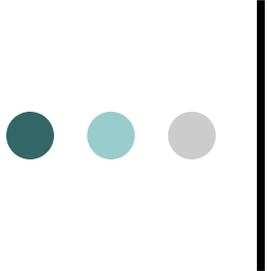
*Recruitment concept: “Making a profit is easy.
We’re about making a difference.”*



Recruiting Millennials, Concept III

Flexible Schedules

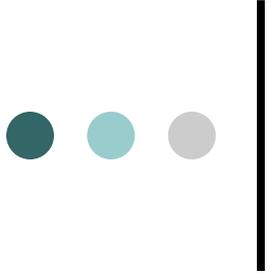
Recruitment concept: “We are about work, commitment, and dedication to service. But we are also about balance. We believe work is better when employees are at their best. Work with us: we’ll give you time to live.”



Recruiting Millennials, Concept IV

Electronic Communications

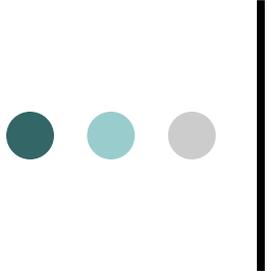
Recruitment concept: “Wisconsin state government is constantly on the leading edge of technology. We are always searching for new ways to provide services and reach our customers in a changing world. We have five million customers, more than any other business in the state. Help us reach them.”



Recruiting Millennials, Concept V

Optimism

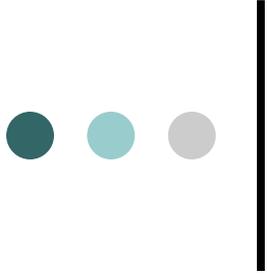
Recruitment concept: “Are you looking for a better world? That’s our job. Every day.”



Recruiting Millennials, Concept VI

People Oriented

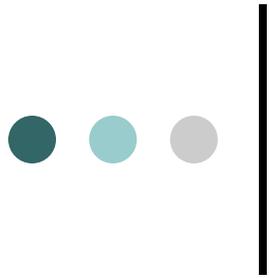
Recruitment concept: “We are all about people. Do you want to work with government, policy makers, businesses, customers, and community based organizations? This is the place for you.”



Recruiting Millennials, Concept VII

Change

*Recruitment concept: “Wisconsin state government is about change. Come on board and see how you can help us turn things around, move us forward, **and** make a difference.”*



Recruitment Strategy

- Theme: *We work for you. Come work for us. The State of Wisconsin.*
- Foundations of strategy
- Application methodology
- Recruitment tools / techniques
 - Brochure
 - Podcasts
 - Weekly recruitment e-newsletter
 - Website: <http://www.monster.com/> or <http://www.smartcareermove.com/>
 - Virtual tours: http://www.acinet.org/acinet/videos_by_occupation.asp?id=&nodeid=28
 - Career posters: <http://worknet.wisconsin.gov/worknet/posterorder.aspx?menuselection=ce>



Conclusion

“We can’t solve problems by using the same kind of thinking we used when we created them.”

-- Albert Einstein