

The Secret to Recruiting Millenials

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Agenda:

- Introductions
- Who and what is a “Millennial”?
- What makes recruiting millennials different?
- Why should you recruit them?
- How to recruit millennials:
 - Technology
 - Social Media
 - Trends
- What are you doing? (Round Table)

What do you think of when you think of a “millennial”?



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Who and what is a “Millennial”?

- “Millennials (also known as the Millennial Generation or Generation Y) are the demographic cohort following Generation X
- People born in the early 1980s - 2000s
- “Right now, there are about 80 million millennials and 76 million boomers in America. Half of all millennials are already in the workforce, and millions are added every year. Approximately 10,000 millennials turn 21 every day in America, and by the year 2025, three out of every four workers globally will be Gen Y.”¹
- They represent 1/3 of the US population and are the largest generation by comparison



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THE MILLENNIAL FALCON

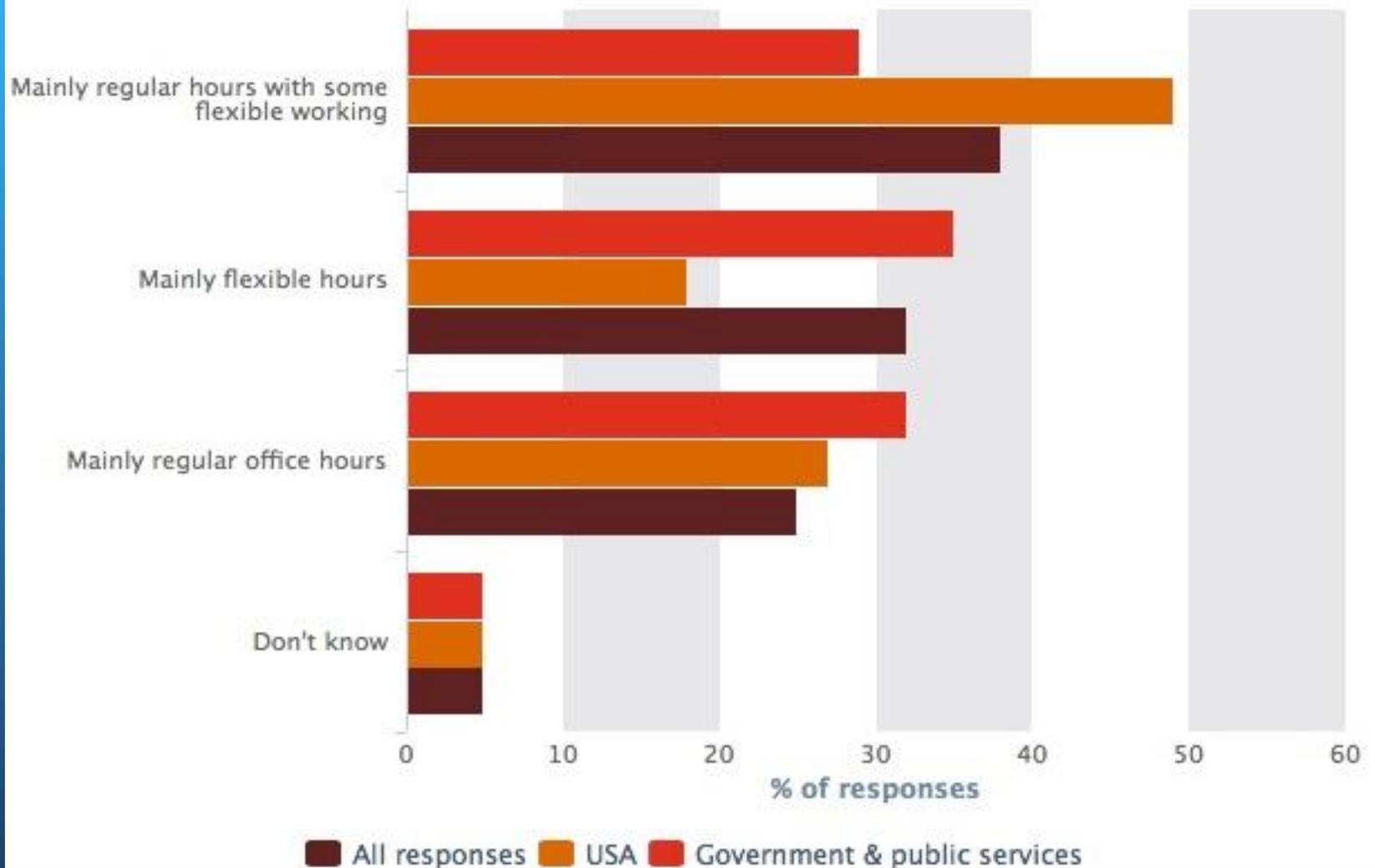
What makes recruiting millennials different?

- Millennials are the most diverse and educated generation
 - “42 percent identify with a race or ethnicity other than non-Hispanic white, around twice the share of the Baby Boomer generation when they were the same age.”²
 - 61% of millennials attended college, compared to 46% of baby boomers³
- They grew up with the internet, and are pretty tech-savvy
- They are part of an “on-demand society”
- They value a work / life balance
 - “A full 70% of Millennials say they need “me time” at work versus just 39% of Boomers.”⁴

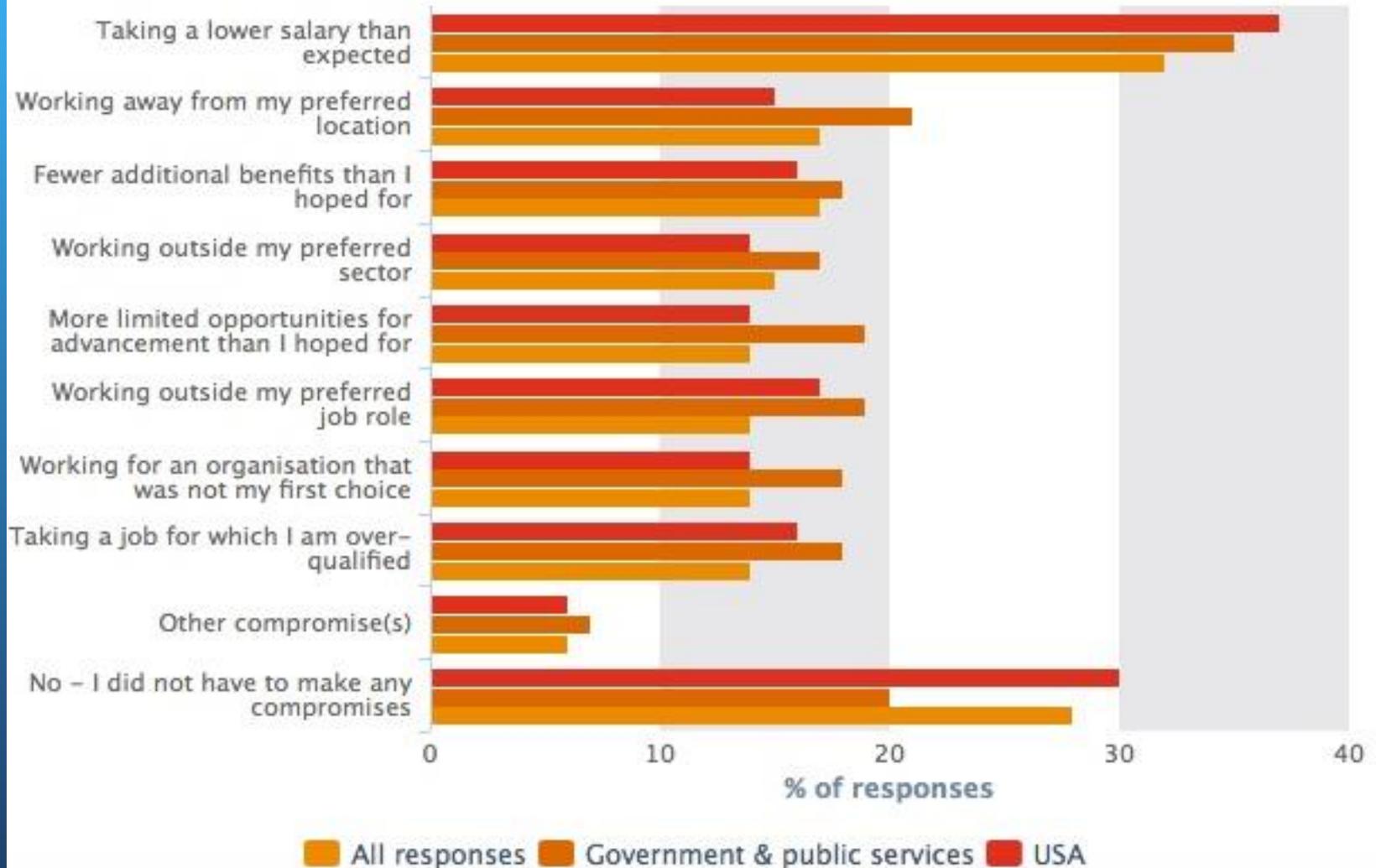
What makes recruiting millennials different? (cont.)

- Many millennials have come of age during difficult economic times
- Millennials have different needs than baby boomers⁵
 - Salary and Compensation
 - Career Growth Opportunities
 - Work - Life Balance
 - Location /Commute
 - Culture and Values
- They perceive loyalty differently

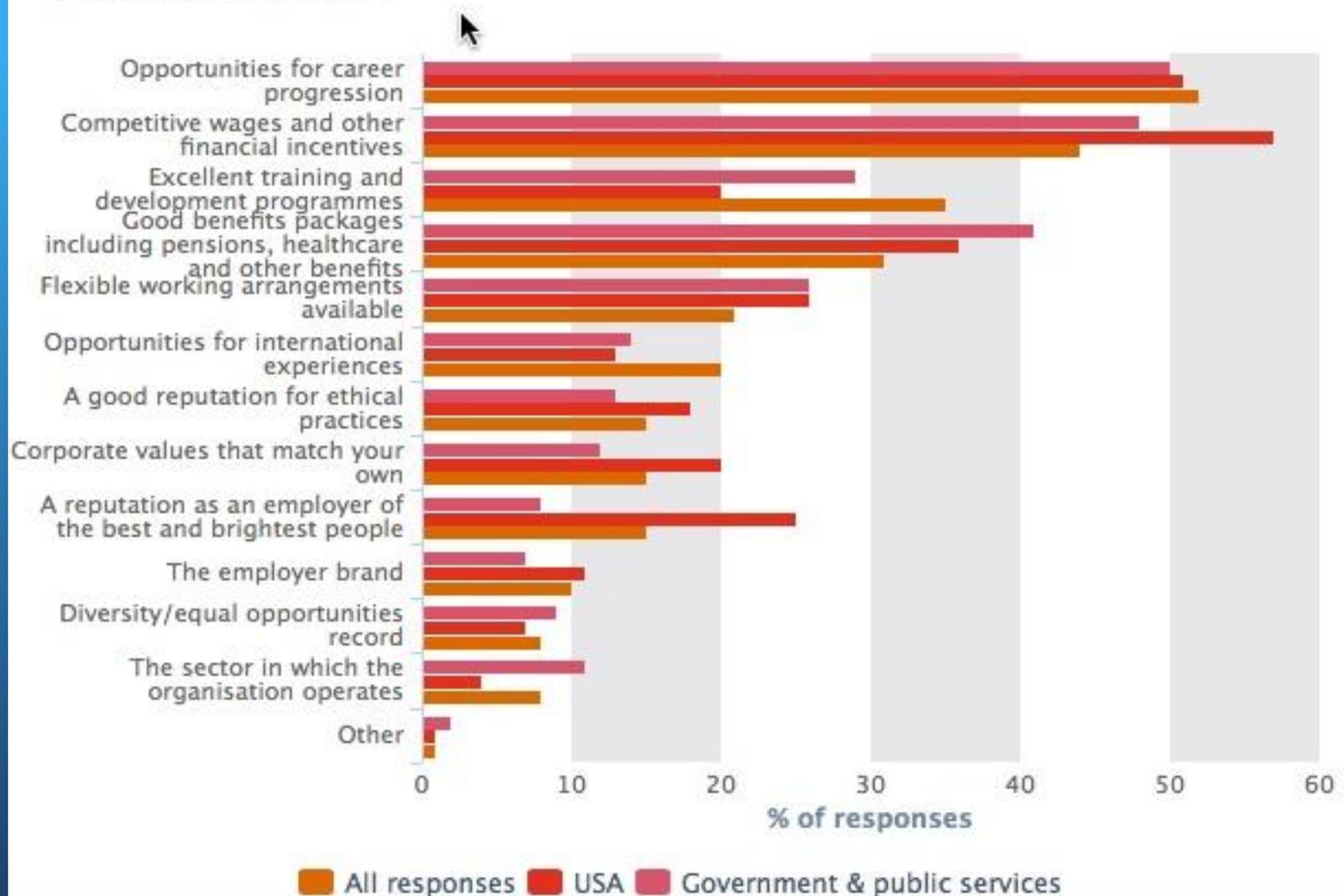
Looking forward, do you think your working hours will be..?



Did you have to make any of the following compromises when accepting your current job/the job you are due to start?



Which of the following factors do you believe make an organisation an attractive employer



Why should you recruit Millennials?

- They are passionate about what they do than how much they make
 - 64% of Millennials would rather make \$40K a year at a job they love, than \$100K a year at a job they think is boring. ([The Columbus Dispatch](#), Study Conducted by the Intelligence Group, 2014)
- They thrive in environments where they can learn and be mentored
 - “80% of millennials said they want regular feedback from their managers, and 75% yearn for mentors.”¹
- They are the future of the workplace, literally!
 - The Bureau of Labor Statistics says that by 2015, millennials will become the workforce’s new majority, and by 2030, this group will represent 75 percent of the workforce.

How to Recruit Millennials

- In 2014, 36% of the U.S. workforce will be comprised of millennials
- By 2020, 46% of all U.S. workers will be millennials

How Do You Reach Them:

- Through Technology (mobile, UX, online self service)
- Social Media (Facebook, Twitter, LinkedIn)
- Rethinking the work environment

ARE YOU GETTING
A LOT DONE ON THE
GRANDPA BOX?

THE
WHAT?

THE PEOPLE IN MY
GENERATION DO OUR
WORK ON OUR PHONES
AND TABLETS.

I ALSO
HAVE A
LAPTOP.

I'LL
TEXT THE
NINETIES
AND LET
THEM KNOW.

Dilbert.com DilbertCartoonist@gmail.com

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Technology

- Millennials are tech-savvy, and spend a lot of time on devices (Approx. 50% of 19-22 year olds spend at least 4 hours/day on devices)
- Nearly half (45%) of job seekers say they use their mobile device specifically to search for jobs at least once a day. (Glassdoor survey, April 2014)⁵
- 89% believe a mobile device is an important tool for job searching (Glassdoor survey, April 2014)⁵
- 48% think mobile devices will be the most common way to search for jobs in two years or less. (Glassdoor survey, April 2014)

Technology (cont.)

- Technology is not a fad, embrace it!
 - Major move towards mobile, make sure jobseekers have access
 - User Experience / Interface (UX/UI) has to be consistent with current trends
- Search Engine Optimization (SEO)
 - Crucial in making sure that your presence on the web is felt
- Branding and Online Presence
 - Leverage interactive web portals and provide engaging content to drive traffic

Social Media / Social Recruiting

- “According to a 2013 [study by Jobvite](#), 94 percent of companies are using social media for recruiting, and companies have reported a 49 percent improvement in candidate quality through this type of recruiting. Whether big or small, companies of all sizes should be active on social media in order to recruit top Millennial talent.”⁷
- 86% of people in the first 10 years of their career are likely to use social media in their job search. (Glassdoor survey, March 2013)
- 79% are likely to use social media in their job search. (Glassdoor survey, March 2013)
- Nearly 3 in 4 say their employer does not (or know how to) promote their employment brand on social media. (Glassdoor survey, March 2013)

Social Media / Social Recruiting (cont.)

- Use social media to drive your brand and for content delivery
- Stay active
- Stay current
- Stand out
- It's FREE!!!! (mostly)

THE ONLY THINGS
THAT MATTER ARE
SOCIAL NETWORKS,
GAMES AND PHONES.



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YOU'RE NOT WORKING
ON ANY OF THAT, SO
I ARRANGED FOR THE
DUSTBIN OF HISTORY
TO DO CURB PICKUP.



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PLEASE! I
TWITTER!

TOO
LITTLE,
TOO LATE.



Rethink the Work Environment

- Nearly 80% of Millennials look for people and culture fit with employers, followed by career potential. ([Collegefeed](#), March 2014)⁵
- “Millennials want to feel like they are part of a community at work—nearly 9 in 10 want a workplace to be social and fun—and have a genuine desire to listen into organizational strategy sessions.”¹
- 71% want their coworkers to be like a second family
- 81% of millennials think they should be allowed to make their own hours at work, compared to only 69% of boomers.¹
- 93% of millennials say they want a job where they can be themselves at work, and that includes dressing in a way that makes them comfortable.¹

Rethink the Work Environment (cont.)

- Provide insight into the work environment on the front end
- Make your environment more open to allow creative thinking, learning, and collaboration
- Create an environment where people are social and enjoy being around one another (create a culture)
- Flexible work hours
- “Dress down” the office / environment
- Social engagement during office hours

What are you doing to attract millennial hires???



Sources

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- 2 Decennial Census and American Community Survey. Data for Millennials are for those 15 to 34 years old in 2012. Baby Boomers comparisons are for when they were 15 to 34 as surveyed in 1980. https://www.whitehouse.gov/sites/default/files/docs/millennials_report.pdf
- 3 Decennial Census and American Community Survey. Data for Millennials are for those 18 to 34 years old in 2012. Baby Boomers comparisons are for when they were 18 to 34 as surveyed in 1980. https://www.whitehouse.gov/sites/default/files/docs/millennials_report.pdf

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- 6 "How to Effectively Recruit and Retain Millennials: Advice from General Assembly". By: Ritika Puri December 10, 2014.<http://talent.linkedin.com/blog/index.php/2014/12/how-to-effectively-recruit-and-retain-millennials-advice-from-general-assembly>
- 7 "4 Lessons from Top Companies About Recruiting Millennials". By: Amit Chauhan Business Insider July 30, 2014.<http://www.businessinsider.com/4-lessons-from-top-companies-about-recruiting-millennials-2014-7>