Recruitment & Retention of Talent in Today's Labor Market

MINNESOTA NAHRO



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LPC

LEAGUE of MINNESOTA CITIES



MN Labor Market

- Per the MN Demographer's office, little-to-no labor force growth projected in the next 10-15 years.
- Some areas of the state will experience a shrinking labor force
- Essentially two jobs are open for each one person looking

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When will we feel the impact of our aging population?



Little-to -no growth in working-age population in MN over the next 15 years



Minnesotans by Age Group, 1970-2033

Source: U.S. Census Bureau, and Minnesota State Demographic Center Projections







Recruitment



LOOK AT THINGS

Retention



Home > City Career Advantage Home > City Employer Case Studies

Featured Case Studies

See how other cities are attracting and retaining talent,

improving workplace culture, and investing in staff development.

What makes your city a great place to work?

Submit your city career advantage to hrbenefits@lmc.org to be featured.



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STUDENTS WANTED. NO EXPERIENCE NEEDED.

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Study your target candidate. What is the experience level you are looking for and where would the best be source for that group be?

It isn't enough to think outside the box. Thinking is passive. Get used to acting outside the box.



•Always Be Recruiting

• Consider adding hyperlinked *"Explore (organization name) Careers"* to your emails (i.e., "Explore LMC Careers")



Encourage employees to make great recommendations by keeping everyone in the company in the loop regarding positions and the qualifications needed.

If you want to connect with great candidates, you need to make it easy for them to reach out and learn more about the opportunity.

Think how you can remove applicant barriers

Think through your key messaging. Be inviting and compelling. Explain the purpose of the position and its link to common career goals. Show how the position fits in and is important to the mission of the organization.



The city of <Name> is committed to building a diverse, welcoming and respectful workforce. We seek and welcome candidate applications from historically underrepresented groups, such as BIPOC (Black, Indigenous, People of Color) women, LGBTQ+, and those living with disabilities as well as veterans. Start with a city summary. Can you showcase your organization's culture?

WE'RE HIRINC

- Keep job's requirements clear and realistic. Look closely at your minimum requirements to ensure they are not too broad.
- What is required to apply (e.g., completion of a city job application)
- When and where to apply (e.g., city hall, website, etc.).
- Deadlines- open until filled?
- Be transparent- post salary range/DOQ. Include anticipated timelines for the interview process Summarize the benefits package.

 If you offer flexibility in scheduling or a hybrid workplace-Highlight it

Where do you post your job ads?

League of Minnesota Cities: https://www.lmc.org/careers/

NAHRO: <u>https://www.nahro.org/careers/</u> & <u>https://mnnahro.org/job-board/</u>



Ongoing feedback & Appreciation in the workplace is always evolving

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To help with retaining employees, help them grow!

City of Cottage Grove's Career Advantage

Per Gallup, pre-pandemic roughly 8% of employees were working exclusively working from home, and about 1/3 had a hybrid work arrangement.

February 2022 Gallup study found that 42% have a hybrid schedule & about 39% working exclusively at home

Remote/Hybrid Work Not a one size fits all & Nothing is static

Trends

- Staggered work shifts; 2-3 days in office; 2/3 remote; some combination of every other week
- Hoteling office models
- As needed in the office
- No or limited office meeting dates
- Fewer/more video meetings (if hybrid)
- FLEXIBILITY even with those positions required to be present in the office



Public Service Loan Forgiveness Program

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Vendors who can help with student loan repayment benefits

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