



# Top Workforce Trends in 2018: What are other companies doing to find talent?

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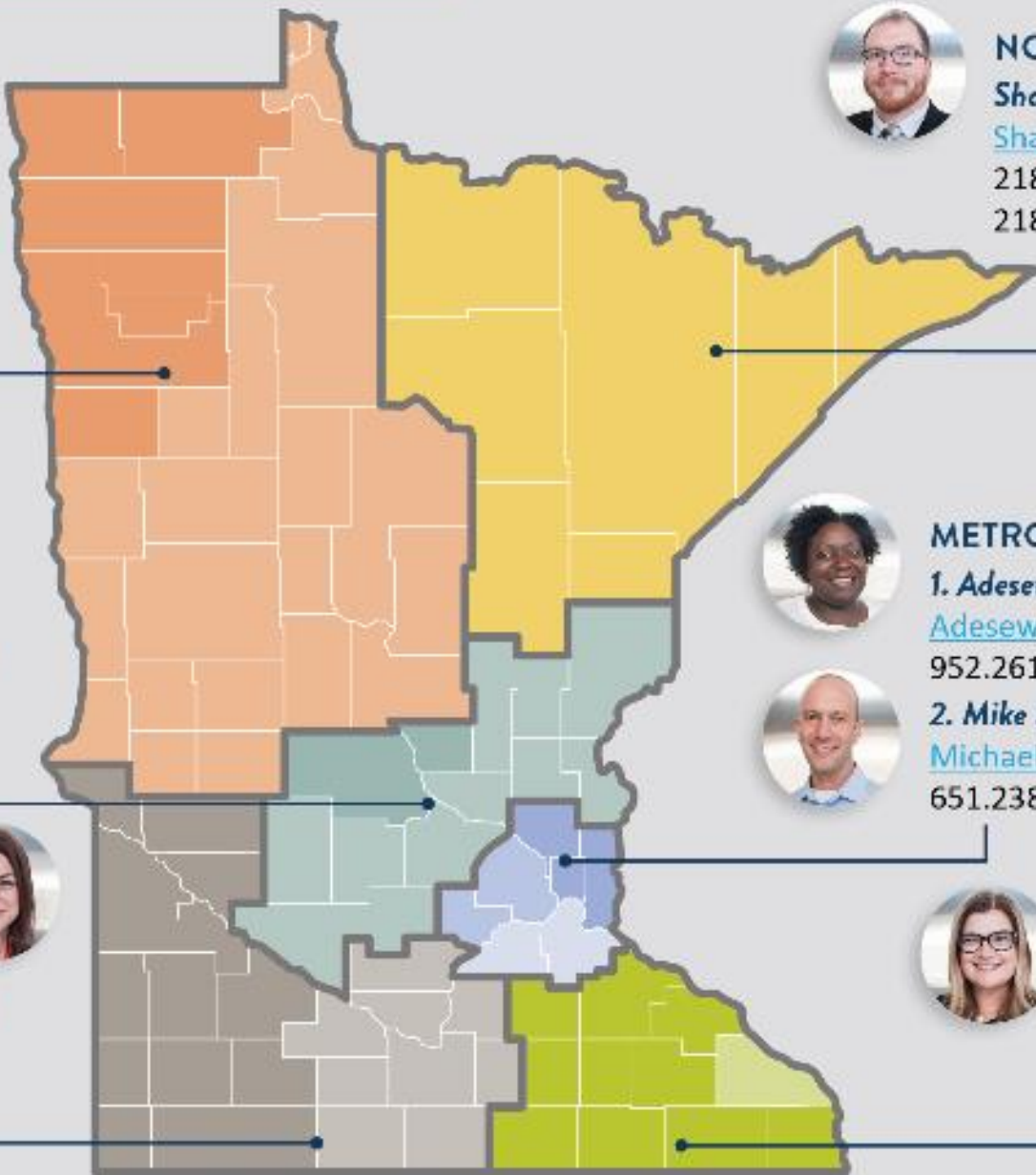
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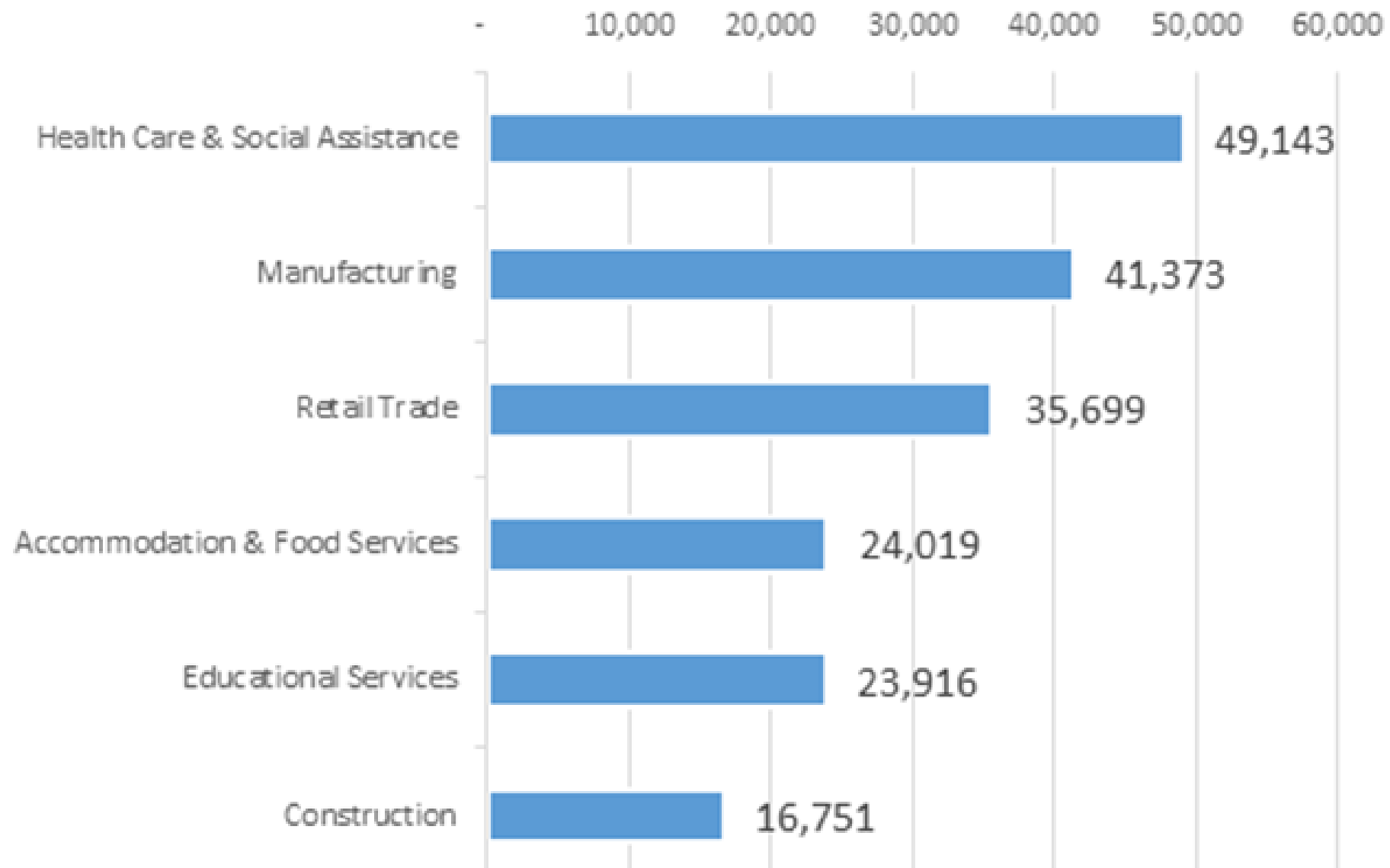
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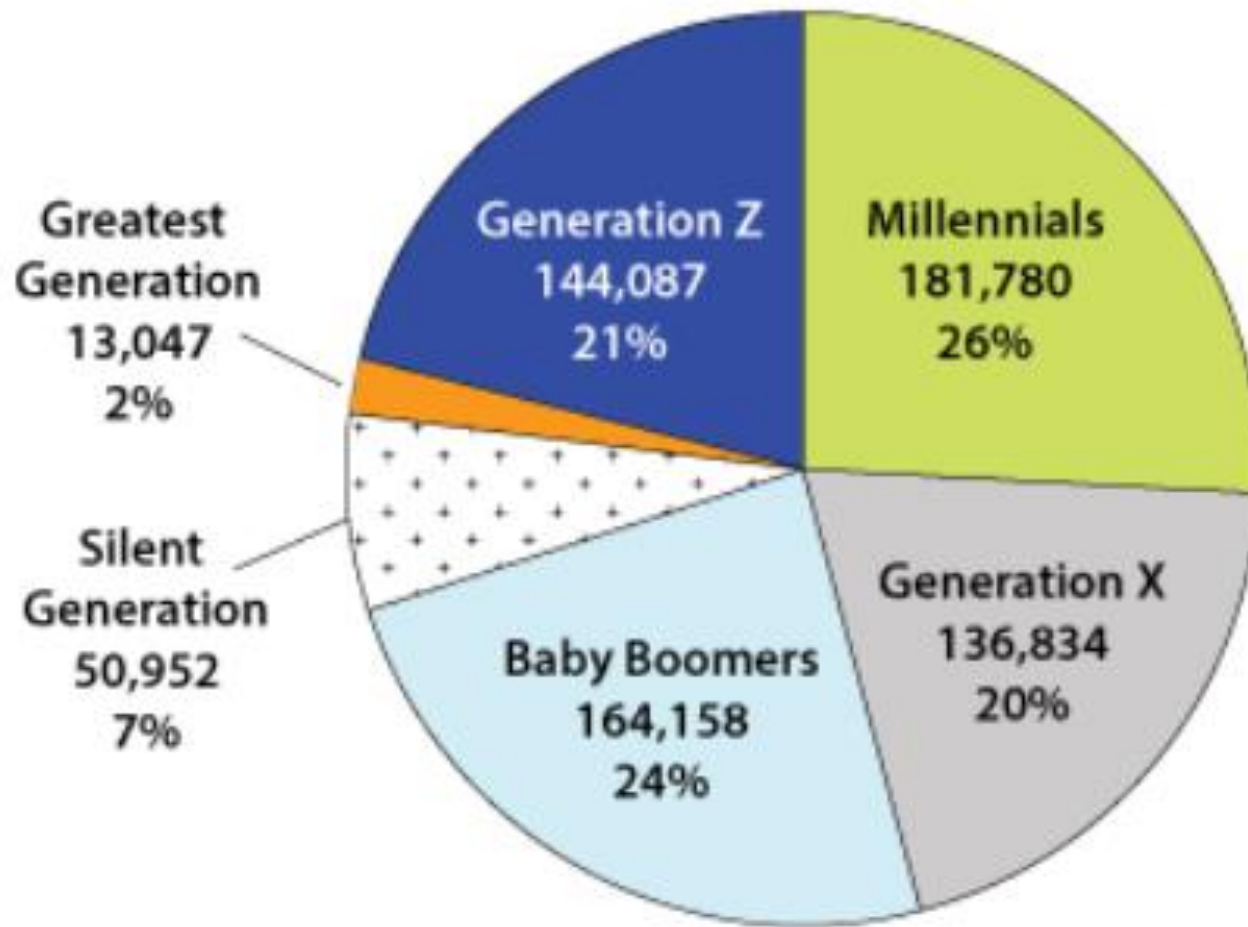


# Top 5 Employing Industries in Central MN





# Central MN Population by Generation



Generation	Ages
Generation Z	Under 15
Millennials	15-34
Generation X	35-49
Baby Boomers	50-69
Silent Generation	70-84
Greatest Generation	85+

Source: U.S. Census Bureau, ACS 2011-2015

# Central MN Labor Projections 2020-2030

Table 11. Labor Force Projections, 2020-2030				
Central Minnesota	2020	2030	2020-2030 Change	
	Labor Force Projection	Labor Force Projection	Numeric	Percent
16 to 19 years	24,870	21,192	-3,678	-14.8%
20 to 24 years	48,384	49,889	1,505	3.1%
25 to 44 years	145,975	153,566	7,591	5.2%
45 to 54 years	77,342	72,059	-5,283	-6.8%
55 to 64 years	70,153	59,428	-10,725	-15.3%
65 to 74 years	18,144	23,866	5,722	31.5%
75 years & over	3,030	4,605	1,576	52.0%
<b>Total Labor Force</b>	<b>387,898</b>	<b>384,607</b>	<b>-3,291</b>	<b>-0.8%</b>

Source: [mn.gov/deed](https://mn.gov/deed) calculated from Minnesota State Demographic Center population projections

# What We Are Hearing in the Workplace

Job descriptions being amended based on candidates available

Immigration Pros and Cons

Lots of discussion of Millennials and Generation Z – what do they want?

Soft Skills are lacking

Job seekers aren't "qualified"

Barriers to employment

# Understanding Barriers to Employment

## Common Barriers

- Mental Health
- Addiction
- Criminal history
- Housing availability and prices
- Employment for spouse / dependents
- Transportation
- Daycare
- Welfare "Cliff"
- GED
- English as Second Language
- Birth Certificate/ SSN
- Domestic Violence
- Cost of Living is \$14.48/hour





# What Employers Are Doing

## Recruitment

- Review job postings for minimum and preferred qualifications and job alignment
- Look at underemployed populations with transferrable skill sets
- Work to remove barriers with potential job seekers
- Make sure your supervisor and management team represents your workforce
- Reemphasize and richly incentivize employee referral programs – if you have a good employee, they probably spend time with people very similar to themselves. Have the employee be your advocate to new talent and reward them.
- Consider your employer brand. How do potential employees view your company? Are you the company of choice to work for in your sector? Would they leave if another company that's perceived to be a better workplace suddenly had openings?



# What Employers Are Doing

## Recruitment

- Look for non traditional benefits to offer that make you the employer of choice
  - *Example: Generation Z is very concerned about student debt. Student loan payment assistance might be more enticing then more traditional benefits.*
- Change focus from inbound to outbound recruiting
- Optimize posting for search engines – avoid internal jargon unless appropriate to the role. Use plain language were legally possible.
- Look for the right attitude and understand some talent may need to be grown
- You must market and SELL your business

# What Employers Are Doing

## Retention

- Succession planning and mentoring
- Offer employees reduced hours/responsibilities instead of retirement
- Identify and grow talent before it's needed
- Front Load benefits instead of spacing out incremental changes over time
- Move away from time in grade to a more merit based system if possible



# What Employers Are Doing

## Connect with Local, Regional and State Resources

- Utilize grants and Workforce Center, DEED, or other services for training, business retention, and expansion
- Think about the grants and resources as more than just help with the bottom line. How could they help with recruitment and retention? What certifications or benefits could you offer if you had assistance with paying the training costs or resources to help implement?

# Thank you!



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