

TALENT ATTRACTION & DEVELOPMENT STRATEGIES

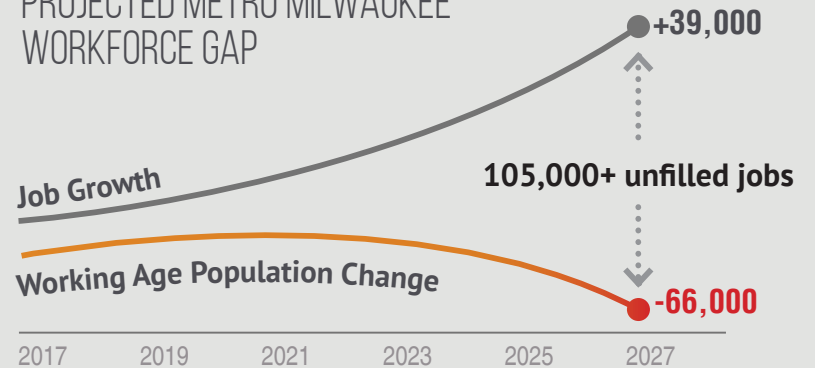
The skills gap has evolved

Advances in technology and automation have raised the bar significantly on required entry-level skills, across industries

Fierce Competition for scarce talent

- Diminishing returns on traditional talent acquisition methods
- Poaching is a zero-sum game
- Employers need long-term, proactive strategy for talent attraction, retention & development

PROJECTED METRO MILWAUKEE WORKFORCE GAP



BECOME A TALENT MAGNET TO ATTRACT AND RETAIN

- Focus on marketing your company as an “employer of choice” in a crowded marketplace. Does your website engage young and diverse audiences? Is the careers page on your website easy to find? Are job postings written to attract candidates?
- Market your company and careers where work-ready talent is congregating – in young professional groups, alumni groups, profession-focused “meet-up” groups.
- Consider seeking organizations that train and place non-traditional sources of talent: veterans, women, underemployed workers, or previously incarcerated individuals.
- Increase first-year retention rates by rebooting your onboarding strategies, on-the-job training programs, and consider providing career mentors to new hires.

PARTNER WITH COLLEGES, UNIVERSITIES & FELLOW EMPLOYERS TO BUILD PIPELINE

- Work with college and university career services departments to attract new graduates or soon-to-graduate prospects. Participate in on-campus recruiting events.
- Explore new corporate partnership models like student innovation incubators, or projects involving a business challenge.
- Hire an intern. In 2016, a whopping 73% of college interns received a job offer at the end of their internship. With acceptance rate factored in, 62% of college interns ended up as permanent hires.

START EARLIER; REACH STUDENTS (& THEIR INFLUENCERS) IN K-12

- Partner with high schools to offer a range of career-based learning experiences. Wisconsin’s Academic and Career Planning mandate relies on the engagement of local employers to provide students with real-world information about careers in the region and how to best prepare. The number of ways industry can engage with K-12 has exploded: plant tours, guest speakers, Fab Lab partnerships, industry project mentorships and more.
- Communicate company opportunities and provide online career coaching using the state’s career exploration software, Inspire Southeast Wisconsin.
- Advise local districts in the development of career academies & dual enrollment programs that embed industry certifications, and sometimes college credit, with classroom learning. Serve on a curriculum committee & provide industry feedback that drives continuous improvement of these programs.
- Take on a youth apprentice or a high school intern. Convert high school trainees to employees by offering summer employment after graduation. Offer tuition assistance and scholarships for those pursuing higher education.

GROW THE FUTURE TALENT POOL

- Support early STEM programs and entrepreneurial programs that build skills critical to success in the future of work.
- Expose young students to career opportunities in the region & the ways they can apply classroom learning to the real world.
- Host educators and school personnel at your workplace to give real-world context for instruction.

COMPANY BENEFITS

INDUSTRY/SECTOR BENEFITS

REGIONAL BENEFITS