



# Tips for Recruiting a Post-Boomer Workforce

The Silver Tsunami is highlighting the public sector’s “elephant in the room:” Millennials don’t really consider the federal, state, or municipal governments as a way to build their careers. As a result, finding the next generation of workers has become a major challenge. Check out some tips and best practices for a smarter, more budget-friendly approach to recruiting Millennials and filling the void left by retiring Boomers!



## Shorten your time-to-hire

The Office of Personnel Management (OPM) has a goal of getting their time-to-hire *down to 80 days*.<sup>1</sup> Private sector companies shoot for 42-56 days.<sup>2</sup> No matter how amazing a Millennial’s desired public sector job is, it’s unrealistic to think that, even with a private sector offer in-hand, they would hold out and wait an extra three-plus weeks to see if a government offer would come. As such, the public sector’s slow time-to-hire rates mean they’re losing out on future talent. OPM’s commitment is a great start, but agencies need to prioritize getting their hiring times more on-par with their private sector counterparts.



## Highlight your commitment to change

Millennials view their employers as more than a paycheck; they want them to influence social change. As employees, they want to help drive it: 39% factor in agencies' social responsibility initiatives in their job search (and 55% say their organization's work in this area influenced their acceptance of an offer), and 41% say their employers' purpose is a driving factor in the application process.<sup>3</sup> This gives public sector agencies a leg up on for-profit companies. Agencies should highlight their mission and desire for progress as a strategy for acquiring change-minded Millennial talent.



## Show off your perks and culture

The conventional wisdom about public sector workers being paid less than private sector employees is not always true and agencies can clear up that misperception by putting their perks and culture front and center in the recruiting process. Show applicants that government workers are over 20% more satisfied with their retirement benefits than their private sector friends, and at least 15% happier with their vacation time.<sup>4</sup> In that same report, managers, job security, and chances for promotion were also rated more positively than those in the private arena. As you build out your branded career page (on your website and job board), be sure to highlight *everything* your agency offers!



## Leverage training opportunities

A PwC study found that training opportunities are the 3rd most important factor for Millennials (cited by 35% of them).<sup>5</sup> Shine a light on your commitment to offering learning so development-minded Millennials can see that your organization is aligned with their growth goals. Why does this matter? Career progression is cited by 52% of Millennials as the #1 factor in judging a potential employer.<sup>6</sup> Training opportunities not only help Millennials boost their skills, but they directly tie into engagement, their ability to climb the ladder, and your ability to create an impactful succession plan. Millennials cite "a lack of career opportunities" as the third most common reason they'd leave an organization,<sup>7</sup> so **put an emphasis** on training as a strategy for recruiting and retention.

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The public sector may not offer flashy salaries, but there are plenty of strategies they can implement to recruit younger workers. By reducing long hiring cycles, the public sector can avoid losing talent to private firms. In addition, Millennials love mission-focused work, so highlight your agency's social progress goals. Also, show off ALL of the perks you offer employees. Finally, make your training opportunities a visible part of your recruiting efforts as these can satisfy the growth aspirations of younger candidates.

Check out additional talent management strategies by visiting [csod.com/state-local](http://csod.com/state-local) and by reading these succession planning assets!

**Five Strategies for Expanding Succession Planning in the Public Sector**

**Kick Start Agency Performance with a Unified Talent Management Solution**

<sup>1</sup> <http://federalnewsradio.com/management/2011/04/opm-gives-agencies-new-way-to-measure-time-to-hire/>

<sup>2</sup> <http://www.hrhc.com/white-papers/millennial-myths-vs-reality-how-to-engage-and-hire-next-gen-talent.aspx>

<sup>3</sup> [http://cdn.trustedpartner.com/docs/library/AchieveMCON2013/MIR\\_2014\\_ExecSummary.pdf](http://cdn.trustedpartner.com/docs/library/AchieveMCON2013/MIR_2014_ExecSummary.pdf)

<sup>4</sup> <http://www.govexec.com/pay-benefits/2015/09/government-employees-their-job-perks-way-more-private-sector-workers/120695/>

<sup>5</sup> <https://www.pwc.com/gx/en/managing-tomorrows-people/future-of-work/assets/reshaping-the-workplace.pdf>

<sup>6</sup> <https://www.pwc.com/gx/en/managing-tomorrows-people/future-of-work/assets/reshaping-the-workplace.pdf>

<sup>7</sup> <http://millennialbranding.com/2013/cost-millennial-retention-study/>

