



EMPLOYERS' COUNCIL OF IOWA SOUTHERN HILLS

ECI Newsletter

April 2016

Tips for Recruiting Millennials

Most Millennials are still at the beginning of their careers and are looking for opportunities where they can grow and develop. The key to attracting them is knowing how to sell a job and indicate there is room for them to climb the career ladder within the business. So how do Millennials job search?

They will look you up online

Being a digital generation, the internet is where they will begin their job search. Make sure your company website is professional, up to date, and information is quickly accessible. Having an active presence on social media will allow you to showcase your employer brand and engage younger candidates.

Millennial candidates are like consumers

Millennials want a job to be sold to them, much like in consumer marketing. They want to know exactly why they should take a job, how it will benefit them to do so and how they can have an impact on the business's success.

They look for opportunities to grow

Millennials expect to advance in their careers much quicker than previous generations. The opportunity for learning and developing new skills on the job is an important factor when seeking a new role, so offering a training program is a strong incentive.

They want flexibility

Work-life balance is more important to millennials than their older counterparts. They want a job that they can fit around their family, social life and hobbies.

Company culture is important

One of the key factors that millennials consider before accepting a job is the kind of company culture the organization has and whether or not they feel that it would suit their personality and working style. A lot of job seekers will turn to social media and company webpages to build an idea about the company's working environment and the people who work there, so by showcasing your team and behind the scenes insights into the company, it will help your prospective employees to build a full picture of what it would be like to work there.

It's not all about the money

Though millennials want to earn good money as much as the next guy, these less tangible perks and benefits appeal to them more: flexible working, generous holiday time, the opportunity for career development and room for innovation.

<http://theundercoverrecruiter.com/need-to-know-recruit-millennials/>

Coca Cola Disconnects Voicemail

"Leave a message after the tone" is a phrase you won't be hearing at Coca Cola anymore. Chief Information Officer Ed Steinike told employees the company was cancelling voicemail service "to simplify the way we work and increase productivity." Many people find voicemails to be annoying, redundant, and millennials are afraid to use it.

In fact, more and more companies are abandoning voicemail to save money and increase productivity. Two-thirds of office phones no longer have voicemail, including JP Morgan Chase. After eliminating voicemail, JP Morgan Chase saved more than \$8 million annually.

[https://www.shrm.org/hrdisciplines/technology/articles/pages/why-companies-are-disconnecting-voice-mail.aspx?utm_source=SHRM%20HR%20Technology%20_%20PublishThis%20\(15\)&utm_medium=email&utm_content=February%2002,%202016&MID=&LN=&spMailingID=24623744&spUserID=MTU5ODQyMDC0Nzc1S0&spJobID=740409171&spReportId=NzQwNDA5MTcxS0](https://www.shrm.org/hrdisciplines/technology/articles/pages/why-companies-are-disconnecting-voice-mail.aspx?utm_source=SHRM%20HR%20Technology%20_%20PublishThis%20(15)&utm_medium=email&utm_content=February%2002,%202016&MID=&LN=&spMailingID=24623744&spUserID=MTU5ODQyMDC0Nzc1S0&spJobID=740409171&spReportId=NzQwNDA5MTcxS0)

Employers Council of Iowa Southern Hills (ECI) is a partnership between IowaWORKS and employers to meet the workforce needs of Iowa businesses. Employers Council of Iowa Southern Hills provides educational programs for employers and provides opportunities for employers to exchange information through networking. Employers Council of Iowa Southern Hills coordinator is Hannah West. Any feedback or comments can be directed to Hannah West at: hannah.west@iwd.iowa.gov The information in this newsletter is provided for informational and educational purposes only and should not be considered legal or HR advice.

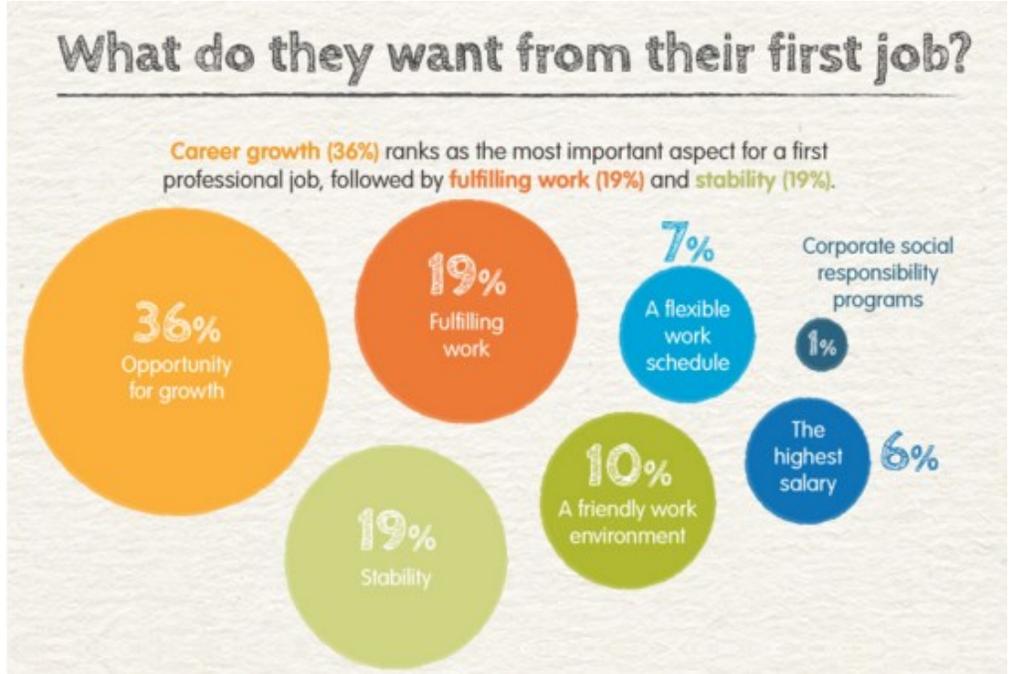
What Do Young Adults Want at Work?

It's not too early to begin thinking about reaching out to the next generation of talent—Generation Z. This group makes up the largest segment of the U.S. population (26 percent) and is characterized as being the most diverse U.S. generation in history. This group is looking to enter the workforce sooner and would consider entering the workforce straight from high school. **Sixty percent said they would welcome employers offering education in their field in lieu of a college degree.**

Generation Z and Millennials value work/life balance. **More than half will chose flexible work as the career goal most important to them.** Research suggests that employers should highlight value and meaning as well as focus on long-term career growth within their company.

Tap into these generations' entrepreneurial spirit. **They want their ideas to be heard.** With different perspectives, they can bring a lot of great ideas to your business.

When communicating with Generation Z, **keep your information visual and meet with them face to face.** They value personal connections and mentors.



<http://www.adecousa.com/employers/resources/Pages/generation-z-vs-millennials-infographic.aspx>

[https://www.shrm.org/hrdisciplines/staffingmanagement/articles/pages/tips-recruiting-generation-z.aspx?utm_source=Tuesday%20-%20HR%20Daily%20PublishThis%20Template%20\(2\)&utm_medium=email&utm_content=March%2001,%16&MID=&LN=&spMailingID=24855262&spUserID=MTU5ODQyMDC0Nzc1S0&spJobID=760175729&spReportId=NzYwMTc1NzI5S0](https://www.shrm.org/hrdisciplines/staffingmanagement/articles/pages/tips-recruiting-generation-z.aspx?utm_source=Tuesday%20-%20HR%20Daily%20PublishThis%20Template%20(2)&utm_medium=email&utm_content=March%2001,%16&MID=&LN=&spMailingID=24855262&spUserID=MTU5ODQyMDC0Nzc1S0&spJobID=760175729&spReportId=NzYwMTc1NzI5S0)

Work Opportunity Tax Credit

with guest speaker:

Heidi Wicks

WOTC Program Manager, Iowa Workforce Development

May 5, 2016

9:00 am –9:45 am

Southwestern Community College Performing Arts Center —
Multi-purpose Room (co-located in the YMCA) 1201 W.
Townline Street Creston, IA 50801

RSVP: hannah.west@iwd.iowa.gov



Hiring Our Teens

with guest speaker:

Karen Pfab

Executive Officer, Division of Labor Services, Iowa Workforce
Development

May 5, 2016

10:00 am –12:00 pm

Southwestern Community College Performing Arts Center —
Multi-purpose Room (co-located in the YMCA) 1201 W.
Townline Street Creston, IA 50801

Cost: \$10 per person

RSVP: hannah.west@iwd.iowa.gov