

# Recruiting Millennials to Public Service

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# Project Evolution

HOW DID WE GET HERE???

# Story Time

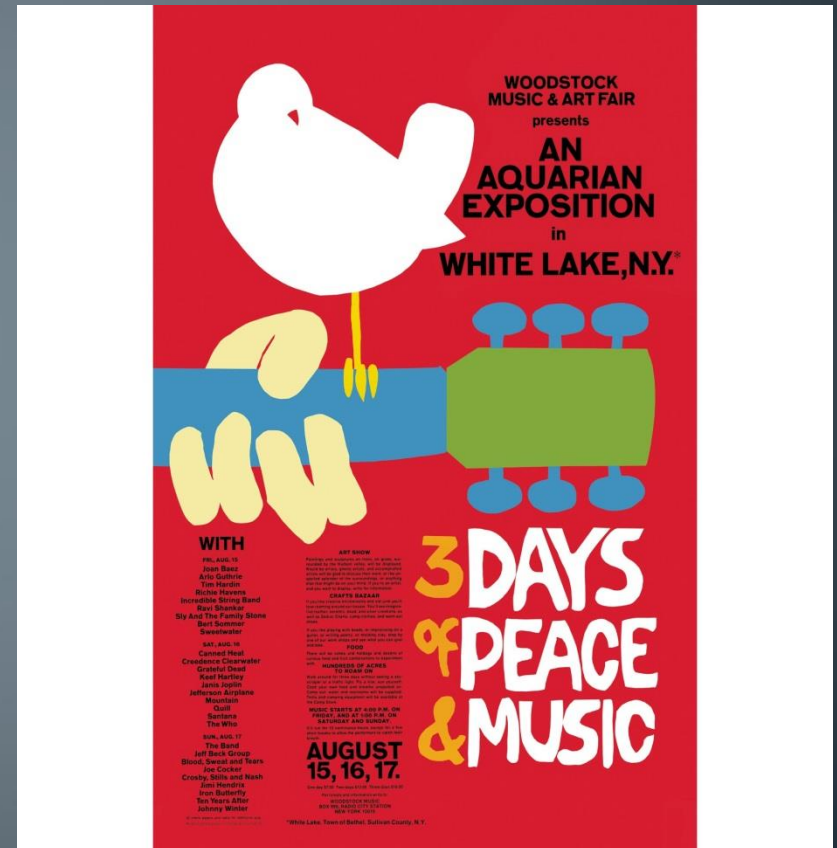
- How did the members of Team #3 end up in their civil service positions?!?!?!?
- Would anyone like to share how they ended up in civil service?

# Background on Generations Currently in the Workforce

- Baby Boomers (Born between 1943 – 1960)
- Generation X (Born between 1961 – 1980)
- Millennials (Born after 1980)

# Baby Boomer Generation Events

- Vietnam War
- Civil Rights Riots
- JFK Assassination
- MLK Assassination
- Watergate
- Woodstock



# Baby Boom Generation Characteristics

- Respect authority figures/chain of command
- Workaholics
- Step-by-step promotion/Build career
- Competitive
- Loyal to employers
- Insulted by constant feedback
- Their job defines them

# Generation X Events

- Latchkey Kids
- Single-Parent Homes
- MTV
- AIDS
- Computers
- Challenger Disaster
- Fall of the Berlin Wall
- Wall Street Frenzy
- Persian Gulf War



# Generation X Characteristics

- Work/Life Balance
- Independent
- Loyal to family and friends, not as much to employers
- Strong technical skills
- Results focused
- Question authority
- Like Feedback
- Adaptable to change
- Entrepreneurial



# MILLENIALS!!!



# Millennial Events

- Schoolyard Violence
- Oklahoma City Bombing
- Reality TV
- 9/11
- Helicopter Parents
- 2008 Recession
- Smart Phones/Tablets
- WI-FI
- Social Media



# Millennial Characteristics

- Tech Savvy
- Embrace diversity
- Seek flexibility
- Independent
- Balanced Life
- Multi-taskers
- Greater fiscal frugality
- Career path does not need to be a straight line
- Globally connected
- Socially Responsible
- High Self-Esteem
- “Can do anything” attitude
- Closer to parents/family
- Need for frequent positive feedback
- Want to provide input/ “be heard”

# Recruitment of Millennials

- Make job announcements inspiring and motivational
- Be conscious of naming conventions because they will be googling for jobs
- Keep it brief
- Social media (LinkedIn, Facebook, Twitter, Instagram, etc...)
- Indeed and Simply Hired

# Make Sure to Highlight...

- Positive contribution to society
- Benefits and perks
- Job growth/paid training
- Working as part of a team
- Flexibility (schedule and work/life balance)
- Transfer among state agencies
- Public Service Loan Forgiveness
  - <https://studentaid.ed.gov/sa/repay-loans/forgiveness-cancellation/public-service>

**91% of Millennials  
expect to stay in a job  
for less than 3 years**

# Reducing “Flight Risk”

- Ask them to show their leadership skills
- Be innovative
- Provide various career opportunities
- Create a one-of-a-kind experience
- Offer workplace flexibility
- Integrate family and work
- Find reasons to celebrate

IT DOESN'T HAVE TO BE  
LIKE THIS!!!

[https://www.youtube.com/watch?feature=player\\_detailpage&v=Sz0o9clVQu8](https://www.youtube.com/watch?feature=player_detailpage&v=Sz0o9clVQu8)



QUESTIONS???