



Innovative Recruiting and Continuous Engagement

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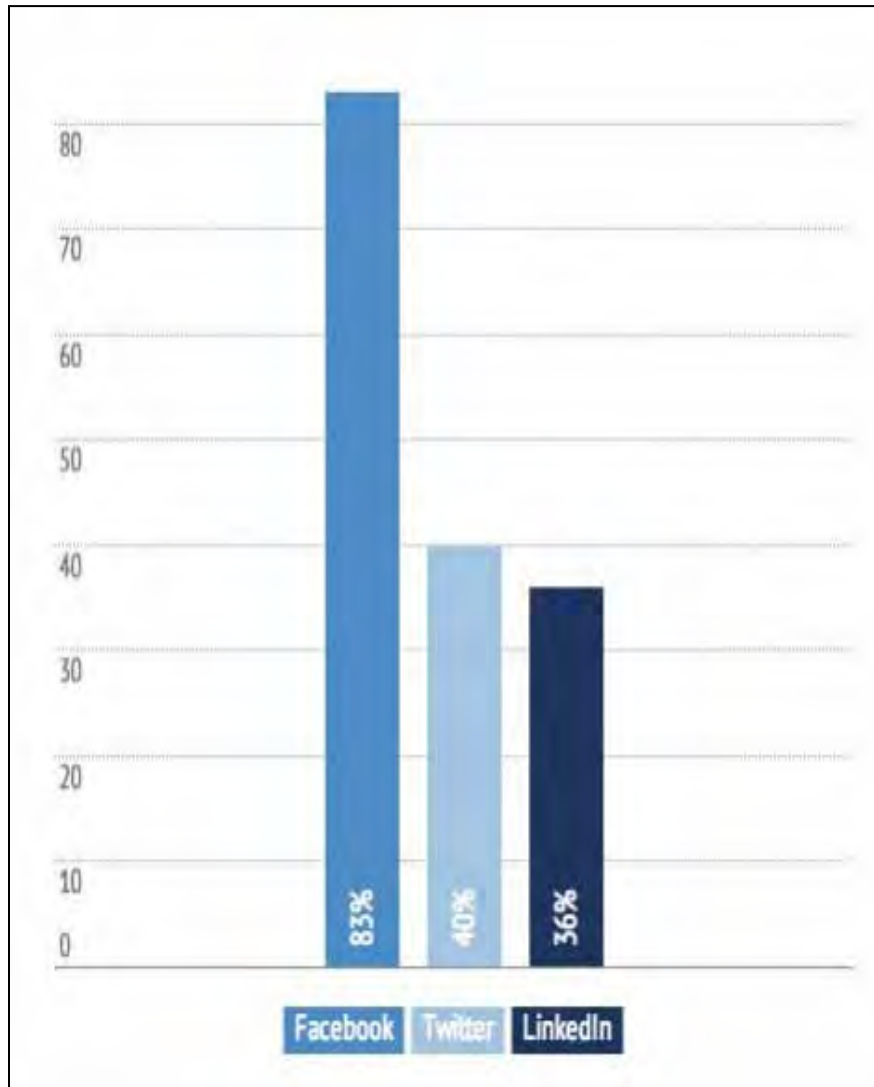
Agenda

- Recruiting Statics
- How do you get candidates in a candidate market?
- Employer Brand
- How to Improve (“Position”) your Employer Brand
- Employee Engagement
- How to continuously engage your employees

Recruiting Statistics

- U.S. companies spend on average \$4,000 to fill a position.
- 2015 - took average of 52 days to fill a position, up from 48 days in 2011.
- 47% of small businesses cannot find qualified applicants.
- Organizations with integrated approach to talent management have 87% greater success in hiring the right talent.
- Around 70% of Millennials hear about opportunities through friends and social media
- 94% of U.S. companies use social media for recruiting.
- 93% of companies use LinkedIn; 66% use Facebook; 54% use Twitter
- 40% of people are more likely to respond to visual information than plain text (36% more applicants if there is a recruiting video)

% of Active Job Seekers By Social Network (2014)



Women Job Seekers Per Social Network (2014)



How To Get Candidates in a Candidates Market?

- Videos – YouTube, video posts
- Photos/Micro Storytelling
 - Snapchat or Instagram
 - Photos of company culture: work events, charity activities, employee engagement, etc.
- Target Audiences – Paid ads (LinkedIn, Facebook)
- Network
 - Attend seminars, happy hours, local industry meetings, Meet Up groups
 - Participate in group discussions online (LinkedIn)
- Improve your company's employer brand

Employer Brand

- An organization's reputation as an employer and value proposition to employees
- Includes:
 - Employment Experience
 - Candidate Experience
 - Culture
 - Employer image

76% of people consider companies more trustworthy if C-Suite and leadership actively use social media to communicate their brand

11% of job seekers would decline job offers from employers with bad reputation—even if unemployed.

84% employees would leave current company if offered a position with another company based on their reputation

How Do You Improve - “Position” - Your Employer Brand?

- Be aware of your social media presence – it’s out there!
- Build social media presence
 - Glassdoor, LinkedIn, Facebook, Twitter, Instagram, etc.
- Focus on the candidate experience – they share their experiences; especially if negative!
- Get employees involved:
 - Ask to share company news/events actively on social media
 - Ask to post their employment experience or explain culture (glassdoor, careerbliss, social media sites, careers page, etc.)

Employee Engagement

- Engaged Employee: fully absorbed by and enthusiastic about his/her work and takes positive action to further the organization's reputation and interest.
- Drivers:
 - Perception of job importance
 - Clarity of job expectations
 - Career advancement
 - Supervisor feedback
 - Peer working relationships
 - Company values
 - Trust in leadership
 - Internal communication
 - Benefits/Perks
 - Work/life balance
 - Culture

Engagement Statistics

Baby Boomers 1946 to 1964

- 41% believe you should stay with an employer at least 5 years before looking for a new job— only 13% Millennials agreed
- 31% feel they need less feedback
- 26% say they need four weeks or more off work

Gen X'ers 1965 to 1976

- 44% say opportunities to learn and grow are extremely important to them
- 15% have considered changing employers to one that offers better benefits in the last 12 months
- 40% believe work should have a greater purpose than earning a salary

Millennials 1997 to 1995

- Nearly 80% look for people and culture fit with employers, followed by career potential.
- 64% would rather make \$40K a year at a job they love, than \$100K a year at a job they think is boring.
- 46% left their last job due to lack of career growth.

Employees

- 40% of employees are considering employment outside of their current company within the next year
- 63% of the workforce was engaged in 2016
- 28% of new hires are willing to quit their new jobs if they don't find it satisfactory in the first 90 days

How Do You Provide Continuous Engagement?

- Ensure employees have **meaningful work** – know why their role is important to the big picture
- Employee **recognition** – multiple recognition opportunities (peer to peer, manager to employee, & team)
- **Celebrate achievements** – anniversaries, project completion,
- Employee **events** – activities that bring employees together (picnics, field days, cook offs, & team challenges)
- **Development opportunities** – mentorship programs, leadership courses, conferences, etc.
- **Charity events/volunteering** – opportunities to give back to the community, individually and/or teams
- **Flexibility** – alternative work schedules; remote; part-time
- Self-determination – **employees choose** projects that interest them
- **Communication** – companywide (newsletters, emails, intranet, & posters), open door, constant feedback & honest and transparent
- Employee **feedback** - surveys , focus groups

Resources

- Talent Acquisition Facebook 2015, Bersin by Deloitte, April 2015
- Harris Poll for Glassdoor, 2014
- Glassdoor.com
- PayScale & Millennial Branding Third Annual Study, November 2014
- Collegefeed, March 2014
- The Columbus Dispatch, Study Conducted by the Intelligence Group, 2014
- Glassdoor survey, March 2013
- SHRM
- Aon Hewitt

Questions?

