

## WORKFORCE RECRUITMENT TASK FORCE

June 18, 2007

1:00 PM

Forward Sheridan Conference Room

### AGENDA

Present: Barbara Hall, Kevin Messamer, Rena Appel, Brooke Kaercher, Patrick Schilling, Philippe Chino, Len Gross, Janelle Martinsen,

#### 1. **UPDATES**

##### **Second Career Opportunities – Philippe/Carmen**

See report

- Baby Boomers 1946-64 (Will turn 62 beginning in 2008)
- Sheridan has many retirees that may want to work part-time or full-time
- Transitioning 50-60's – may be reaching pension time outs
- Sheridan has more jobs than people if people are willing to recruit mature workers
- Goal: find out if mature workers want to remain in the market and if companies are willing to look at mature market
- Objectives:
  - Focus groups of retirees and transitional workers – find out willingness to re-enter workforce, educational needs, cultural issues, medical insurance/benefits needed, etc.
  - Focus groups of businesses – find out willingness to utilize mature workers, needs within organizations that can be fulfilled by mature workers, structural changes they are willing to make (i.e. flex scheduling, job sharing, projects, telecommuting, etc.)
  - Create a clearinghouse/repository of jobs and available workforce regarding seniors
  - Marketing plan aimed toward businesses to rehire retirees, etc.
- Organizations: Forward Sheridan, Senior Center, AARP, Workforce Services, Chamber of Commerce, Experience Works

##### **Transitioning Military -- Rena**

- Strategy: Tap existing military candidates as a long-term effort to develop candidate pipeline
- Develop centralized recruiting effort (pool resources within the community)
- Identify firm/person with expertise in this field – individual companies can do on their own – small companies can group into consortium
- Two-way communication between businesses and recruiters – applicants need one-on-one contact
- Coordination of marketing efforts

- Coordinate with centralized employment clearinghouse
- Organizations: Forward Sheridan, Sheridan VA, Recruiting Resource, DWS (veterans' coordinator)

**Communication Resources – Kevin/Len**

- a. Leveraging resources and tools available for recruitment
  - b. Creation of central clearinghouse
  - c. Goal: [1]Create a clearinghouse/repository to advertise and recruit workers, [2] Identify resources and training funding sources and make them identifiable to local businesses.
  - d. Obvious candidate for clearinghouse is Dept. of Workforce Services
  - e. Trying a pilot project beginning 6/18/07. Hospital is sending their positions to Workforce Services. Hope is to have everyone put their jobs on this site. Can have a page that is “Workforce Sheridan” that ends up coming back to there, as well as portals from local sites. This will help with trailing spouses if the database is complete with all jobs in Sheridan. Resources will be in the system for job development – i.e. the names of the top employers in each NICS code to let them know if someone is coming to Sheridan.
  - f. Problem: Staffing for personalized attention to businesses and applicants. Follow-up portion is a big area they are working on now – weekly contact.
  - g. Reach out to businesses that advertise in newspaper, help them learn how to write their ads, comb through to be sure all the advertised ads are listed in the database.
  - h. Internet marketing: Better visibility on all websites, access to what is going on.
  - i. Organizations: Workforce Services, local business industry partners, Forward Sheridan, SHRM (education program), Chamber (training programming).
  - j. Next steps:
    - a. Recruiting employers to post their jobs into the database, one at a time.
      - i. Advantages: Employers will have better opportunity to fill jobs; applicants have more choices and will begin utilizing the website; when we are out recruiting, can find jobs also for trailing spouses,etc.
      - ii. Disadvantages: Needs to work and have bugs worked out before we take it to other businesses.
      - iii. Even if WFS changes name again, the web page won't change.
    - b. Training on how to use it – Chamber and SHRM
- Identify training dollars available and market the programs to the business industry partners.
  - Go to job fairs with contact of jobs that are available – college job fairs, commercial job fairs, etc.

- Marketing from Forward Sheridan – good job fair booth. Booths at local events that bring in people from outside Sheridan.

### **Young Workers – Need a Plan**

- a. Young workers have met and created a task force
- b. They will have a member on this task force to get their input
- c. Two different challenges (opportunities) – getting young workers here and retaining them here for longevity – get people who grew up here to come back or stay here.
- d. Build on what we already have in Sheridan and make more attractive to age group 21-40 (live music in evenings, entertainment opportunities after 5, community improvements, restaurant recruitment committee for food options, feature in the Sheridan Press, newsletter, etc.)
- e. Welcome/Host committee – Connect with HR departments, and let committee know who their host will be and get them started with activities. Matching hosts with new people.
- f. College job fairs opportunity – young people to help attend job fairs.

## **2. WHAT NEXT**

- Focus Groups – Businesses & Mature Market. (Philippe & Carmen)
  - Mature workers first – consult AARP
  - Businesses second
- Continue work on alpha test re clearinghouse (hospital and DWS).
- Businesses represented in the committee be prepared to go online at beta best.
- Bring laptop from WFS to show the website and how it works

## **3. Next Meeting: Monday, June 25, 2007 – 1:00 PM**