



jobs**HQ** 

Recruiting in Changing Times

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jobs**HQ** 

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Playing to win

Recruitment strategies
for today and the future.



#1 Retention

*Keeping your
star players*



Recruitment vs. Retention

- **Recruiting gets**
 - a lot of the buzz
 - a bigger budget
 - a better strategy
- **Retention**
 - should come first
 - impacts engagement/culture
 - affects recruitment



Talk to your employees

- Why do they stay?
- What do they love about their job?
- What do they see as awesome about your company?
- Do they like their managers?
- What are they lacking?
- What can you do better?
- If they leave - do you see them come back?



Focus on the positives

- Pay and benefits
- Vacation/PTO
- Hidden perks
- Awesome coworkers
- Great managers
- Training/Continuing Education
- Career path/growth
- Schedule/Flexibility



Address the negatives

(hint - start with the same list as your positives but look at what is lacking or not engaging)

- Low pay and benefits
- Less Vacation/PTO
- Unhappy coworkers
- Bad managers
- No training/continuing education
- No real career path/growth
- Uncertain schedule/Lack of Flexibility



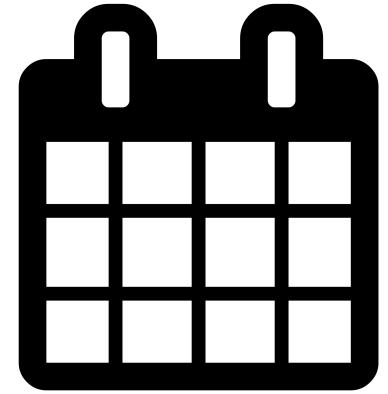
Craft a strategy

- Create a culture that attracts instead of detracts
- Look at your workforce needs and map your talent
- Do a wage survey to ensure you are competitive
- Implement an employee referral program
- Put a focus on your onboarding and training programs
- Form partnerships/relationships with schools and tech programs



Don't Forget Seasonal Folks

- Do you have a system in place to stay in touch with good seasonal employees?
- Stay in contact with them in the off-season
- Return incentives - Bonuses, raises, perks, promotions
- Ask for referrals - if they can/can't return see if they know or are related to someone who can do the job
- Don't put all your eggs in one basket - don't focus on just students/retirees
- Form a partnership with an opposite season business



Huddle Up!

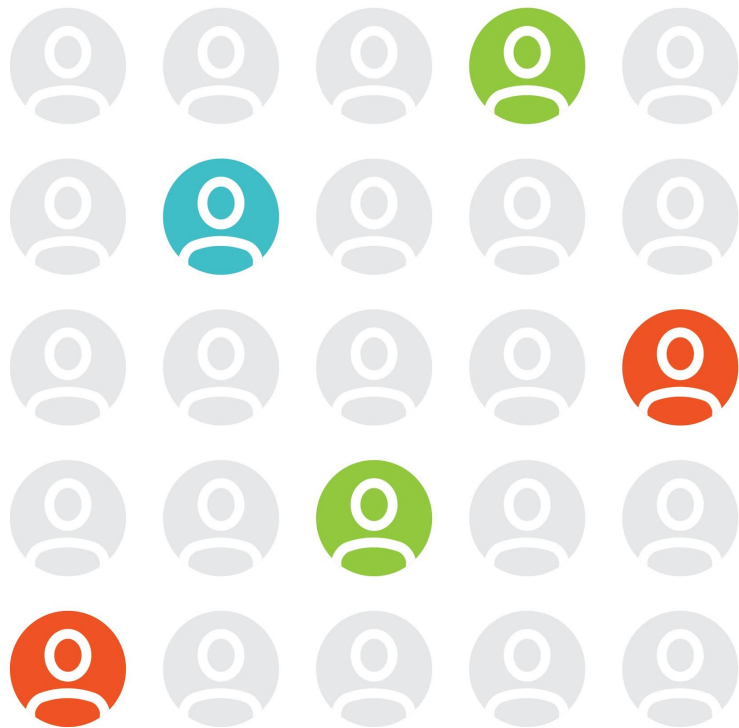
#2 Identify Prospects

*Who do you
want to draft?*



What are you looking for in your draft picks?

- Who are they?
- What are their skills?
- Where do they live?
- What is their background?
- What can they bring to the team?



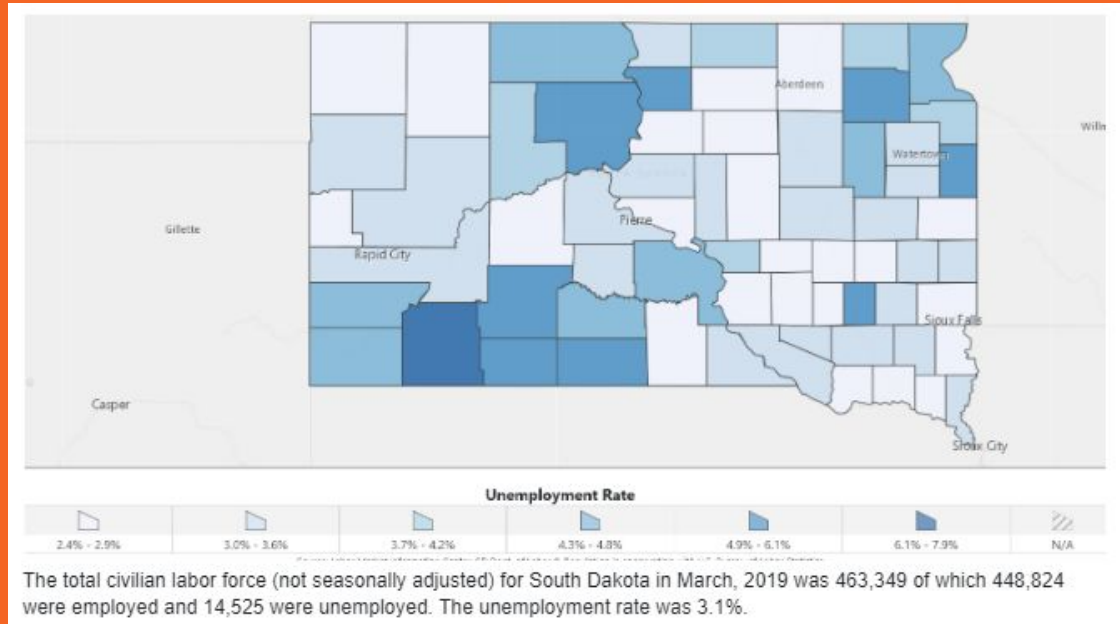


- Already Employed
- Younger Workers
- Older Workers
- No Diploma
- Foreign Born
- Ex-Offenders
- Out of work

According to a study completed by UGA in 2017 - 8% of the US population has a felony.

Who?

Unemployment Data - SD DOL March 2019



Aberdeen, SD Data from US Census

Worker Educational Attainment

2015		
	Count	Share
Less than high school	1,048	6.5%
High school or equivalent, no college	4,127	25.7%
Some college or Associate degree	4,356	27.1%
Bachelor's degree or advanced degree	2,506	15.6%

Worker Age

2015		
	Count	Share
Age 29 or younger	4,013	25.0%
Age 30 to 54	7,965	49.6%
Age 55 or older	4,072	25.4%

Earnings

2015		
	Count	Share
\$1,250 per month or less	3,452	21.5%
\$1,251 to \$3,333 per month	6,319	39.4%
More than \$3,333 per month	6,279	39.1%

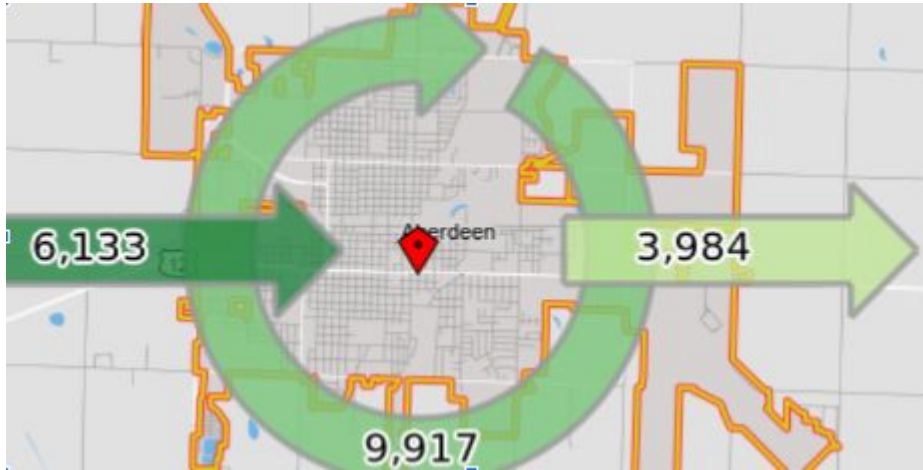
Worker Race

2015		
	Count	Share
White Alone	15,101	94.1%
Black or African American Alone	161	1.0%
American Indian or Alaska Native Alone	504	3.1%
Asian Alone	111	0.7%
Native Hawaiian or Other Pacific Islander Alone	7	0.0%
Two or More Race Groups	166	1.0%

Where?

Jobs by Distance - Work Census Block to Home Census Block

	2015	
	Count	Share
Total Primary Jobs	16,050	100.0%
■ Less than 10 miles	11,320	70.5%
■ 10 to 24 miles	1,003	6.2%
■ 25 to 50 miles	929	5.8%
■ Greater than 50 miles	2,798	17.4%



All Places (Cities, CDPs, etc.)	16,050	100.0%
■ Aberdeen city, SD	9,917	61.8%
■ Sioux Falls city, SD	264	1.6%
■ Groton city, SD	249	1.6%
■ Huron city, SD	179	1.1%
■ Ipswich city, SD	128	0.8%
■ Rapid City city, SD	112	0.7%
■ Watertown city, SD	99	0.6%
■ Brookings city, SD	89	0.6%
■ Warner town, SD	87	0.5%
■ Redfield city, SD	67	0.4%

	Count	Share
Employed in the Selection Area	16,050	100.0%
Employed in the Selection Area but Living Outside	6,133	38.2%
Employed and Living in the Selection Area	9,917	61.8%

Huddle Up!

#3 Going to Bat

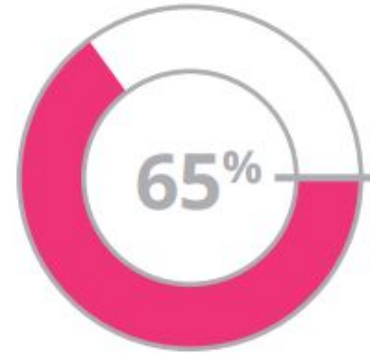
*Are you constantly
striking out?*



What curveballs do you see?

No candidates...

- High turnover/Lack of retention
- Can't get enough applications
- Incomplete applications/Hard to use ATS
- Applicants don't have the required skills
- Applicants not willing to work for offered pay/benefits
- Not willing to relocate
- Housing issues

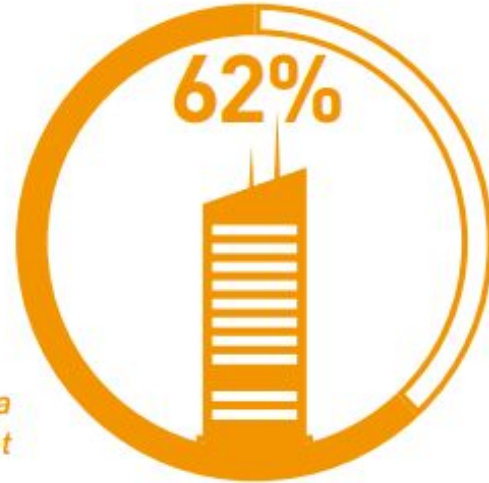


of recruiters cite a lack of skilled candidates in the market as the largest obstacle to hiring.

Candidates have the power



Recruiters who feel it's a candidate-driven market



Employers who feel it's a candidate-driven market

Candidate Experience



- Hard to navigate website
- Glitchy ATS
- Confusing job titles
- Long descriptions
- No response/feedback
- No wages listed
- No benefits listed
- No hours listed

By the numbers

- **60-70% of employee turnover is voluntary (ADP)**
- **82% of employees are continuously looking for opportunities elsewhere and 40% expect to have four to six jobs in their work life (Jobvite)**
- **50% of employees say 1-2 years is the right length of time to stay in a job before looking for another (Ajilon)**
- **54% of employees said their main reason for staying on the job is their loyalty to their coworkers, team, boss or company (Ajilon)**



Huddle Up!

#4 Game Time

*Strategies that win
now & in the future.*



Your Brand = Your Foundation

**Tell Your
Story**

by building brand
awareness

**Spark
Curiosity**

and extend your
brand's reach

**Increase
Engagement**

to keep the talent
pipeline full

What do people really think about companies' brands?



- **Define it**
 - Talk to current employees
 - What stands out
- **Plan it**
 - What do you want to say
 - Who do you want to reach
- **Communicate it**
 - Internal first
 - External - free and paid
- **Measure it**
 - How is it working?
 - Adjust and keep going



What is the BEST media to use?

Ideally... all of them...

BUT reality is it can be expensive so...

Pick the one(s) you can do well

- **Messaging is key**
- **Be consistent**
- **Stand out**





Get people talking

Word of mouth/Employee Referral

- Always #1 and should be.

Your current employees are your
BEST resource.

“Brunswick is a company where hard work and passion never go unnoticed. Everything you do for the brand gets returned to you ten-fold.

**IT'S A
COMPANY
UNLIKE
ANY OTHER.”**

Katie Toot
Boston Whaler, Inc.

BRUNSWICK

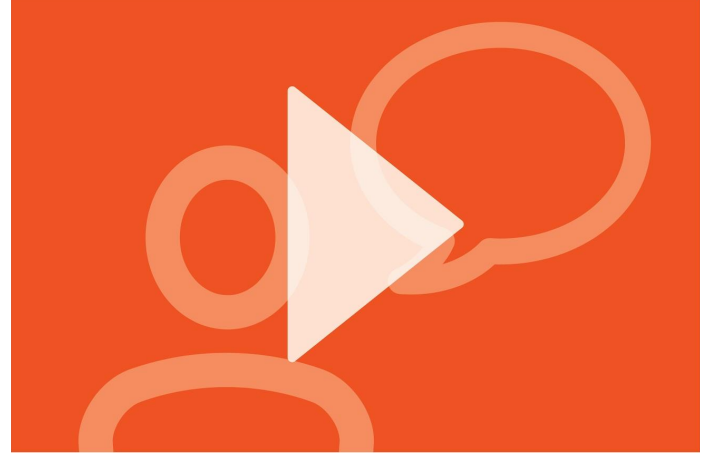


Content is a homerun in recruitment

Give candidates something they can sink their teeth into

- Tell your story
- Subject matter experts
- Industry news
- Employee testimonials

Photographs, memes, videos, articles & blog posts are just a few ways to get this content in front of your potential candidates.



Make it about your team



Raven Industries

19 hrs · 🌐



Travis Anderson, Raven Aerostar Project Manager, is our May Team Member Spotlight winner! Travis sets a high bar for continuous self improvement — and encourages his teammates to do the same.
<https://rvn.us/2Jl1LGg> #RavenInd



RAVENIND.COM

Team Member Spotlight: May 2019 - Raven Industries

Focusing on the wellness of mind, body, and spirit, our enduring value...



Titan Machinery

7,806 followers

2d



"I accepted Titan Machinery's internship offer because I want to expand my knowledge of farm equipment and what is involved in a sales position." Riley Flom will be joining our Wahpeton, ND team this summer as a Business of Sales intern. Her past work experience, academic background and passion for agriculture have helped prepare Riley for this role. We're excited for all she'll accomplish with our teams and customers this summer! Welcome to #TeamTitan, Riley! #Internship



15 Likes · 1 Comment

Show off

**Raven Industries**
May 3 at 2:30 PM · 🌐

Congratulations to Communications Manager Lisa McElrath on your graduation from Class 33 of the Sioux Falls Area Chamber of Commerce Leadership Sioux Falls program! Lisa joins a class of informed, dedicated, and active leaders in our community. <https://rvn.us/2PMuS6H>

CONGRATS, LISA!

**LEADERSHIP
SIOUX FALLS
GRADUATE**



 88

19 Comments 2 Shares

**Sanford Health** @SanfordHealth · 17h
Sanford Health wants to thank all our nurses for going above and beyond in caring for our community. Join us in celebrating nurses during National Nurses Week, May 6-12. [#NationalNursesDay](#)



**POET**
February 13 · 🌐

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Where others see insurmountable obstacles, we see unlimited opportunities.

And we're just getting started.

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Huddle Up!

**What's in your
recruitment playbook?**



#5 Be in it to win it



Always Be Recruiting

*In hiring, the draft is
happening 24/7*

365 days of the year.



Questions?



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