



The Bold New Future of Recruiting Talent



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What is Workforce Development?

Wikipedia says that “workforce development is an American economic development approach that attempts to enhance a region's economic stability and prosperity by focusing on people rather than businesses.”

Recap of the Labor Market 2019-Future

Pre-Covid 2019 – Record low unemployment rates.

Labor “Availability” started to flatten in 2015

Covid- Shut Down March 2020

- May 2020 total unemployment claims reached 36.5 million which threatened the stability of the US Economy.
- 1.1 million Women left the workforce to care for Children/Families as school was remote/lack of child care – many have not returned to the workforce
- An “additional” 3 million people retired early during the pandemic.
 - The Boomers left the workforce faster than originally predicted.

Everyone in the workforce performed a COVID self-inventory of their **WORK/LIFE Balance**.

The Great Reshuffle!

The Great Resignation- A total of 38 million decided to leave their positions within seven months in 2021.

- Triggered huge growth in the gig economy, people left their 9-to-5s, and decided to go into business for themselves, which includes the home delivery options.
- 1.9 Million Covid-Long Haulers – left the workforce or went to part-time
 - Late 2021 – Employers started paying more and offering hiring/recruitment bonus
 - January 2022 Record low unemployment rates have returned
 - October 2022 Talent is hard to find + Skilled Talent Shortage =

It's not you, it's every employer!

We knew a Labor Shortage would happen

“The Silver Tsunami”

Boomer demographic group are 73 million people with the oldest just now turning 75. Roughly 10,000 a day turn 65. The last of the boomers will be retirement age by 2030. This will have a significant impact on everyday life, the economy and society.

- As the Workforce Ages Talent Shortages Emerge.

One Quarter of the U.S. Labor Force is expected to be 55 years of age or older by 2030.

Forbes.com



Who is in the Labor Market

Age	Generation	Leavenworth	USA
Under 18	Gen Z	23.7%	22.4%
18-24 (College/Military)	Gen Z	8.4%	9.3%
25-34	Millennials	12.8%	13.9%
35-44	Millennials /Gen X	15.0%	12.7%
45-54	Gen X	12.7%	12.7%
55-64	Gen X/Boomers	12.9%	12.9%
75 and up	Boomers	5.6%	6.7%

- Leavenworth has a civilian labor force of 36,861 with a participation rate of 59.7%.
- Prime-Age Labor Force 24-54 = 74.5%

September Data From Jobs EQ

The Current Labor Market is not a TREND!

This is the start of a BOLD NEW FUTURE!

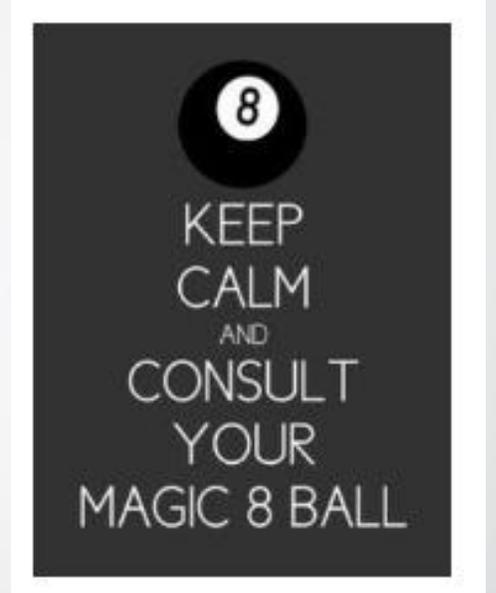
Historically as workers retire they leave talent deficits behind

The 2025 Workforce

Age	Percent of the Workforce
Millennials & Gen Z	62%
Gen X & Boomers	38%

- 2030 the youngest of the boomer will be retirement age.
- Gen X will be eligible for retirement
- Across all industries the **global talent shortage** should reach 85.2 million workers by 2030.
- The Math doesn't balance! The younger workforce doesn't equal the size of the workforce that's retiring.

Magic 8 Ball Recruiting Model



Volume Recruiting is DEAD!
Suddenly the apparent lack of choice, is reality.



Eight Tips for Getting ahead of the 8 ball.



#1 Make Efforts to reduce candidate ghosting.



Never Ending Job Applications – If a job application takes too long to complete, job seekers won't do it. Keep your applications short and sweet and then ask for more information later.



Make Efforts to reduce candidate ghosting

Create Simple Job postings – 400 words

Stop advertising jobs that aren't available.

Rewrite the Job Description – Quick easy read, leave out the boring stuff.

Save all the details for later in the hiring process.

Vague Salary Details – Job seekers only want a job to make money.

Lay out the details of pay clearly and honestly.

While you may ultimately negotiate salary, job seekers won't apply to jobs that don't provide salary information.



Make Efforts to reduce candidate ghosting

If they are ghosted by you during the application process, they will return the “ghosting” behavior/favor. ACT Quickly and stay in touch with your candidates.

Stop using email as your primary communication, everyone is flooded with emails that they never read. TEXT your candidates.

When you are ghosted, assume something happened. Reach out, I see you missed your interview at 2 pm today is everything ok? Should we reschedule?

Close the conversation & model professional communication.

We didn't hear from you, we are moving forward. You can reapply after.....



How to Reduce ghosting

Facilitate professional “curtesy”

The goal is to transform your hiring process to create a personalized touch at every step.

- Frequent communication is key, stay in touch, build a relationship
- Leave them with a positive tone - let them know your paying attention
- Remove emotions a candidate may have about accidently ghosting

YES IT TAKES MORE ENERGY to Professionally Engage with your job seekers!



#2 Understand the Labor Market.

Truly understanding the labor market means to pay attention to:
competitive wage, available labor pool, training,
skill sets, and trends in the workforce.

Understanding the Labor Market also includes understanding the barriers to work.

The top two barriers preventing people from employment are child care & transportation.



Barriers to Employment

Why aren't people working?

It's not always as easy as you think it is.

Age	Race/language barriers	Gender/Orientation
Lack of experience	Exiting Foster Care age 18	Single parent
Too much experience	Low Income	No Transportation
Experiencing homelessness No access to documents for the I-9	New to this country Document/language barriers	Justice involved Document Barriers Ban the Box Barrier
Newly disabled	Experiencing Illness/health barriers	Unemployed one year or longer
Child Care limited options/no access	Primary care giver	Lack of Education Can't afford education
The Resume	Interview Skills	Access to Technology



It's a Life-Work Balance Mindset in 2022

- Personal well-being is universal & we learned this thanks to Covid.
- People have become better self-advocates and are willing to change to take care of what matters most to them.
- Millennial and Gen Z. protect their time and they won't waste it on jobs, careers, volunteer work, activities, or things that don't make them feel whole. (Suck Energy)
- Fair/Reasonable/Family Work Life Balance/Growth/Opportunities/Community



#3 Question Everything!

Know your Labor Market Challenges(Barriers).

Can you adapt your business model to meet these needs?

- 6 hour shift for Working Mom's
- Accommodations to be able to hire individuals with a disability
 - Land O Lakes – apprenticeship - disability hiring
- Examine your Hiring practices around Second Chance hiring
- How do you onboard talent?
- Why is your work place awesome? Can become Awesome?
- Are you BENEFITS relevant for today's workplace/life needs?
- Do you have a hiring manager that goes through talent like a bag of chips?



Question Everything to Optimize the Candidate Pool.

If you can't hire well - your company will suffer. It's time to maximize the Candidate Pool.

- USE Social Media
- Update job descriptions to make sure they are not limiting your applicants.
- Remove unnecessary qualifications that may have been in place to cancel out candidates.
- Simply the application process and make it mobile/social media friendly.
- Know how many candidates you loose in the application process and discuss how to reduce this.
- Consider all the candidates, be willing to DEVELOP talent. Review the resumes/applications and determine fit/how they fit/if they fit. Consider Soft Skills and training/learning desire



#4 RIGHT Pay for Economic Stability

Pay a livable wage. Know what a fair market wage is for your industry

- Pay for experience/skills – Bi-lingual is a skill that deserves compensation
- Pay attention to your ROI
- If you offer a hiring bonus -pay a retention bonus.

\$15 an hour minimum wage topic quickly became mute post pandemic.

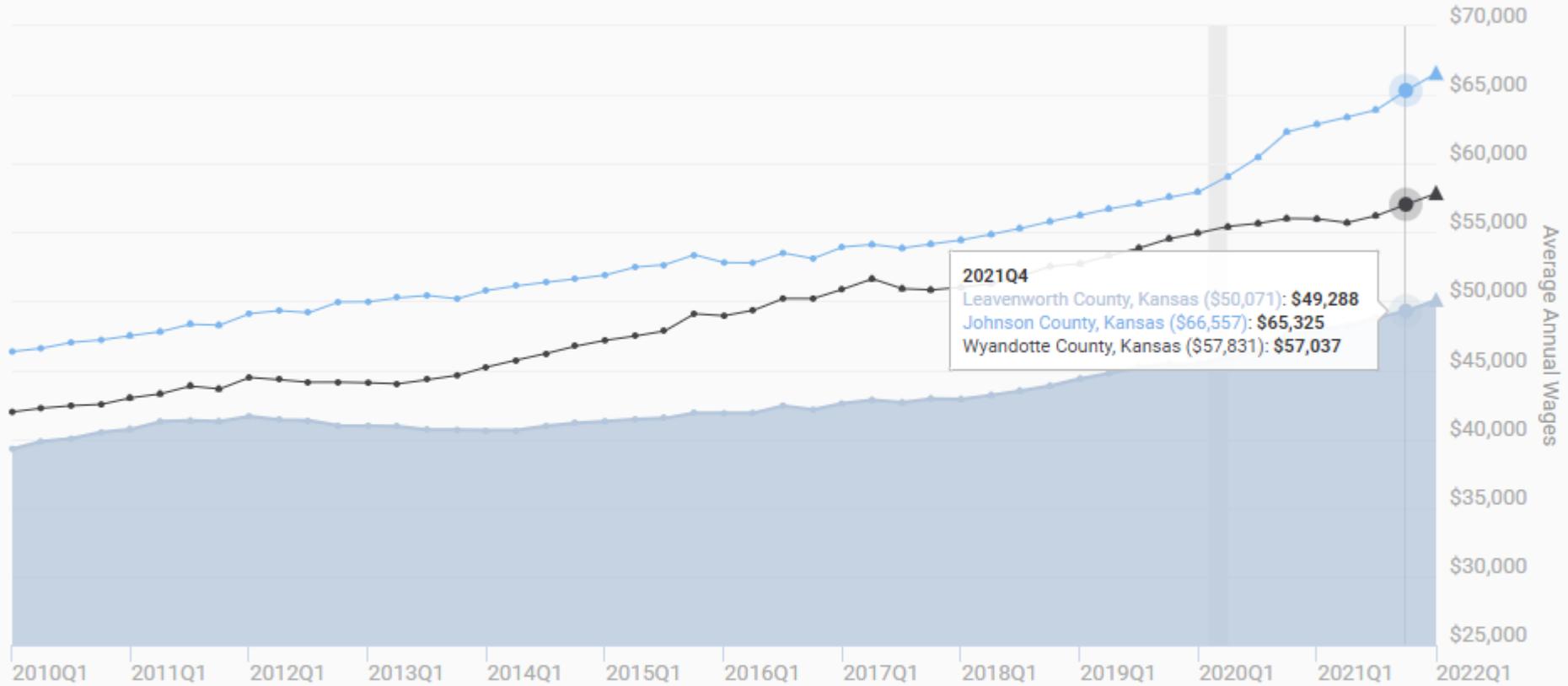
Median age of fast food/counter workers is 27.5 (Retirement gig)

Stay Wage Market competitive, provide an income that fosters economic stability.

Average Annual Wages for Leavenworth County, Kansas



Zoom [3y](#) [5y](#) [7y](#) [10y](#) [12y](#) [All](#)



● Leavenworth County, Kansas (\$50,071) ● Johnson County, Kansas (\$66,557) ● Wyandotte County, Kansas (\$57,831)

Source: JobsEQ®. Data as of 2022Q1. The shaded areas of the graph represent national recessions.



If your pay is below prevailing wage

Know your job seeker audience & EXPECT Constant turn over - FIND THE PERKS

- Students Living at home
- Seniors looking supplement income
- On Disability- restricted on hours/income
- Looking for Part time work/Second job
- Primary Bread winner is someone else - optional job for a parent
- Align experience expectation with pay.
- College Degree is not in alignment with entry level/below living wage pay.



#5 Know & Define Your Company Culture

Where do you want to be, in a growth mode? Steady? Decline?

How does hiring impact this?

Become Family Friendly!

Employers will never compete with family.

Family always comes first.

WHY... because it's universal truth.

Create a family "like" environment.

What should someone expect working here?

Examine your Benefits do they support your culture?



Culture Changes in the Mindset of today's Worker.

It's acceptable among (62%) of the workforce to “move on quickly” if the “Culture” isn't a fit.

They expect to have multiple career changes during their lifetime and this is normal due to economic changes. (Pandemic Layoff's)

It's appropriate to “EXPLORE” employment, and will shift gears quickly. The younger workforce will seek out training/growth opportunities and have no problem leaving a job for better pay/benefits/perks/family.

Not looking for a Dream job, but a job that helps them fulfill their dreams, is the job WORTH it?



Know & Define your Work Culture

- Any Business can quickly earn a reputation and it's your former/current employees who are rating you.
- 75% of job seekers research employer brand and reputation before they apply (LinkedIn).
- Businesses plagued with a bad reputation find it hard to attract new and retain talent. Based on surveyed job seekers, 50% said that they wouldn't work for a company that has a bad reputation even if they'll receive a higher salary (HR Daily Advisor, 2019).



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Optum

★★★★☆ 4,836 reviews

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Dollar Tree

★★★★☆ 22,647 reviews

[Salaries](#)

[Q&A](#)

[Open jobs](#)



Lowe's Home Improvement

★★★★☆ 50,059 reviews

[Salaries](#)

[Q&A](#)

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All Results near Leavenworth, KS (US)

Job Results near Leavenworth, KS (US)

TTEC
Administrative Clerk
Kansas City, MO
3.6 ★
\$\$
59d

Earl Bryant Heating & Cooling
Office Assistant
Basehor, KS
\$\$
Easy Apply 2d

Myles Cleaning Solutions
Part-Time Cleaning Specialist
(Monday - Friday, 5pm - 8pm)
Leavenworth, KS
Leavenworth, KS
\$\$
Easy Apply 2d

Great Western...
Order Entry Clerk/Sales Support
Leavenworth, KS
\$\$
Easy Apply

Career Opportunities	★★★★☆	2.6
Comp & Benefits	★★★★☆	3.5
Culture & Values	★★★★☆	3.8
Senior Management	★★★★☆	4.3
Work/Life Balance	★★★★☆	3.4

4.0 ★★★★★

58% Recommend to a friend

N/A Approve of CEO

0 Ratings



#6 SKILL-UP and RETAIN Talent

The younger workforce doesn't possess the same MIND SET OR SKILL SET represented by the previous workforce.

Ask how you can help stabilize your workforce.

- Transportation/Child Care
- Skills Training /Teach your Workforce
- Part-time options
- Add shifts, many employers are going from 3 work shifts to 21 work shifts.
- Pick your hours
- Add Technology



Retain Talent or Return Talent Like a Professional

As an employer, what can you do to Retain talent.

- WHY do they want to work and KEEP working for you? (Culture/Perks)
- Know your business/talent/growth opportunities
- Set Clear, Fair Expectations, for performance measures, and salary growth

Are you an entry level job?

- Exit- Referral bonus from the staff person who is leaving
- Reference Letters
- Linked In Endorsements



#7 Take Advantage of Free Employer Resources

Participate in Workforce Development programs that will help develop the talent in your community.

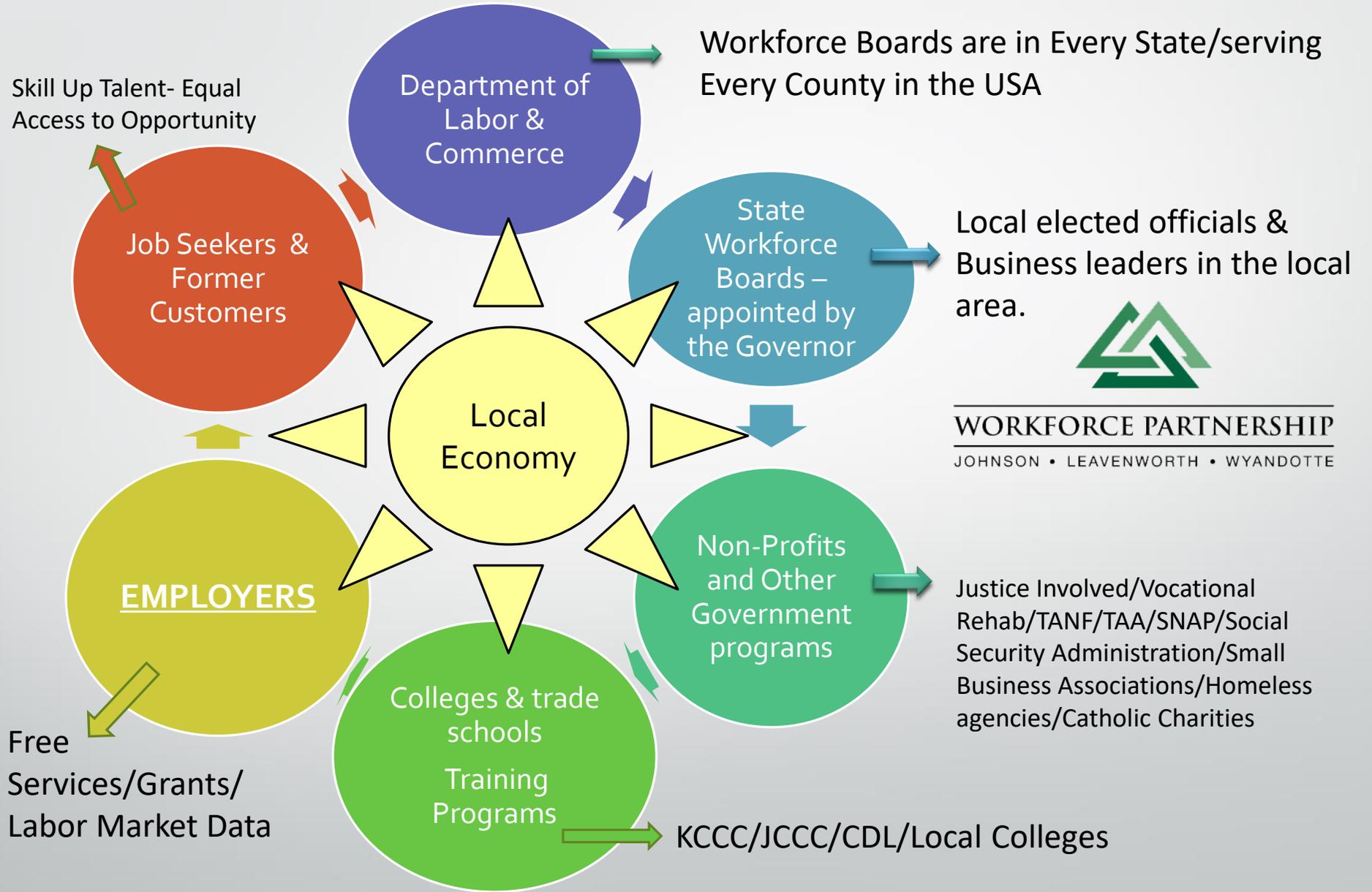


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Who is Developing the Workforce?

Wagner-Peyser Act of 1933, established a nationwide system of public employment offices and the first federal workforce training programs.





www.kansasworks.com

Kansas Department of Commerce

- FREE Job postings
- Free Resume Searches
- Free Labor Market Data
- Free Hiring Events
- Free Job Fairs
- Free Hot Jobs Publication
- Free Skills Testing
- FREE!!!!



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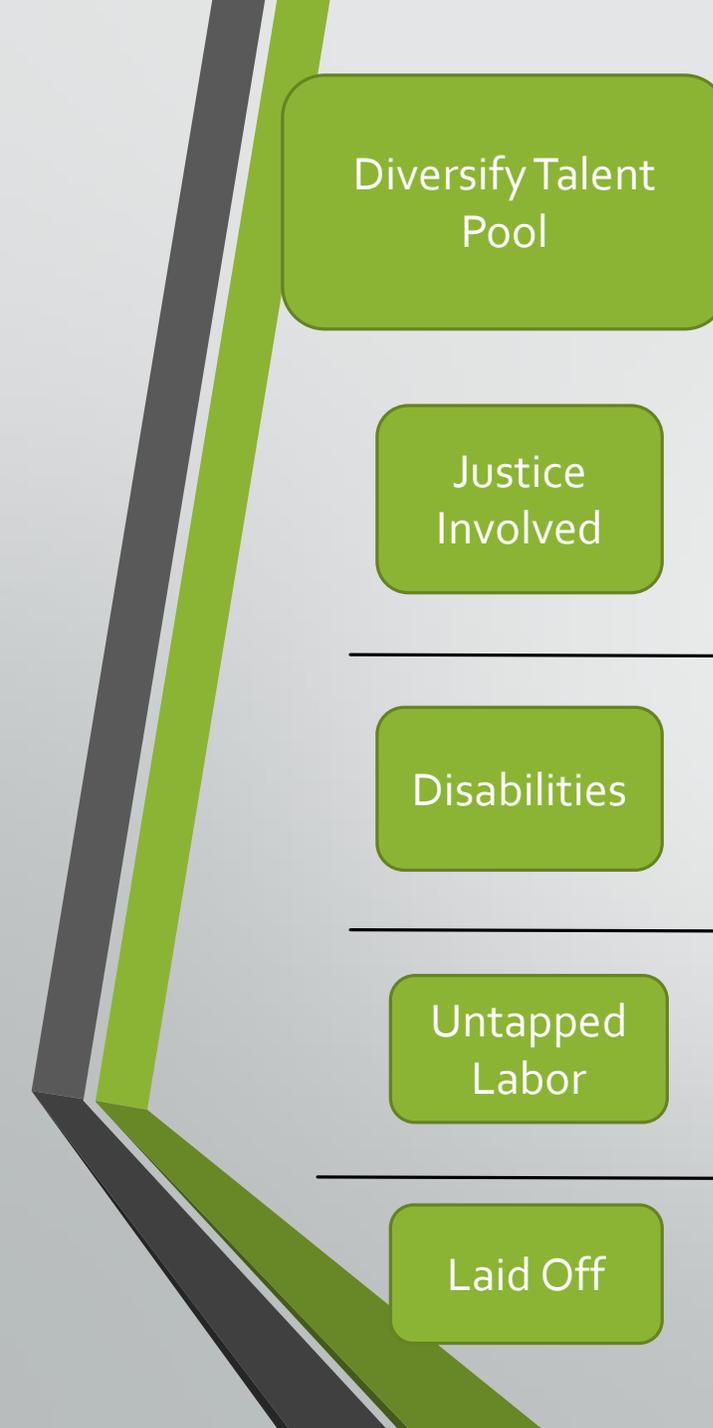
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WIOA Programs

- Work Experience 320 paid by WFP
- On the Job Training - up to 50% training paid by WFP
- Young Adult 16-24 – Out of School
- Veterans/Vets with Disabilities
- Incumbent Worker Training

Training & Upskilling the Workforce

- Retain Grant
- Pathway Home - Respectworks
- Registered Apprentice
- Customized Training



Diversify Talent Pool

Workforce Partnership is your partner to assist you with adding Diversity to your Workforce. We work with all job seekers and see a wide variety of talent.

Justice Involved

1-4 Americans have a record. Even if an employer has the right to ask about a criminal record, it may not be allowed to consider that history in making hiring decisions, unless the offense is related to the job for which you are applying. Hiring decisions should be made on a case-by-case-basis.

Disabilities

1-4 Americans have a disability. Can you rethink the job to allow for accommodations? Does a cashier have to stand? Reasonable accommodations made on a case-by-case- basis. This labor pool is overlooked and underemployed but highly talented and devoted.

Untapped Labor

New or returning to the workforce need job skills, look at soft skills and trainability. They may need a flexible work schedule and temporarily teamed up with a coach.

Laid Off

Skilled Talent – seeking new opportunities



#8 Become a Community Health Partner.

As an employer in your community your Culture/Salary/Product/Service/all contribute to the Health of your Community.

- What attracts new development is Opportunity!

The workforce isn't increasing!

- **We aren't talking about a growing workforce.**
- Job seekers have two choices, stay in the community or leave the community.
- Non-Profits/Community Programs/Services can't do it alone, we need **Employer Partners.**



#8 Become a Community Health Partner.

Ask how you can help stabilize your workforce, and this will foster Culture discussions within your organization.

- Transportation/Child Care
- Skills Training /Teach your Workforce
- Part-time options
- Add shifts or shorten shifts
- Pick your hours



“Health of the Community” Workplace

- Millennials and Gen Z are the most racially and ethnically diverse adult generation in our nations history.
- Millennials have set new standards of leadership and won't tolerate poor management skills.
- DEI initiatives are extremely important to the workforce and will continue to be a high priority to the majority of the workforce.

All of these items are good for the Health of the Community.



“Health of the Community Workplace Diversity, Inclusion, Equity

Diversity in the workplace means employing people of different ages, genders, ethnicities, sexual orientations, cultural backgrounds, and education levels.

- Inclusion is the culture in which the mix of people can come to work, feel comfortable and confident to be themselves, and work in a way that suits them and delivers your business or services needs. Inclusion will ensure that everyone feels valued and importantly, adds value.
- Equity, equal pay for gender/age/skill

Can you successfully hire during a labor shortage?



Thank You



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