



PT WORK Force

Webinar: "Branding, Social Recruiting & Candidate Experience: What it Takes to Attract Next Generation Talent"

July 19, 2022

1:00-2:00 p.m. Central

*The presenter, **Norm Clark** joined the industrial distribution faculty in the **College of Engineering at Texas A&M University** in the fall of 2001. He has a BBA in accounting and MBA in management and a PhD in educational human resource development discusses what it takes to attract next generation talent from research.*

Network with the College of Engineering at Texas A&M University for Incoming Prospects

Texas A&M is the oldest and the largest institution of its type. The College of Engineering offers industry specific courses, like fluid power, power transmission, electricity, automation, metallic and non-metallic materials. Graduates have completed courses on distribution, sales, purchasing, manufacturer distributor relations, quality systems distributor profitability teaching them how distribution and how distributors add value in a marketing channel. With over 1000 students enrolled and 350 graduates a year. The engineering program is the most highly recruited program on the Texas A&M campus. Graduates receive multiple offers. The school also offers employers the opportunities to recruit new talent including, two career fairs each year, run by the Professional Association for Industrial Distribution (PAID), 100 companies attend the job fair, these companies are recruiting students for both internships, and full-time opportunities.

Build a Bench

Look at ways to build your bench and have people ready to go when someone leaves the organization. How do you attract good people? Once you recruit them, how do you manage them in a way that keeps them challenged? How do you develop your people? And then ultimately, the goal is to retain good talent with these strategies

- Build a sustainable pipeline.
- Benchmark best practices.
- Sustain a competitive edge.
- Research the new normal in industrial distribution.

Chief of Human Resources (HR)

One of the most important things students in the program learn is to find a company that's a good fit. The speed at which companies can grow is based on their people. HR has a big role in the company. Take time to recognize the value of having the Chief HR Officer at the strategic planning table. HR does not just administer benefits hiring and manage employee dismissals anymore. Rather, they are part of the planning process as an organization grows and develops its people.

Gen Z

Generation Z are much like millennials. The primary difference is millennials like to work in urban groups. Gen Zers are more independent. According to the Bureau of Labor Statistics, the median tenure for employees at a company is about four years. Millennials within the workforce average approximately 2.8 years on the job and they tend to look for a different job quickly. The top reason for leaving certainly is salary—people get a better offer—but more than that it's the lack of advancement. Here are ways to enhance your relationship with Millennials and Gen Z:

- Communicate. Don't leave them on their own to figure out their role.
- Show them a career path. Let them know what they will be doing for the next three years.

Up to Date Job Descriptions

Job descriptions that are up to date is imperative to attract younger applicants, who spend the time to trend keyword searches. Using outdated descriptions does not attract younger talent. Allow for descriptive listings including competencies and skill sets which allows applicants to match those competencies with those skill sets. When you find a candidate who's a good fit for a job, the chances are they'll have greater success and more fulfillment. They will stay in stay in the job longer.

Be Responsive Quicker

Student applicants report that their main source of frustration during the interview process is not communicating the process during the interview. If you say you will contact a candidate back in a week then don't take two weeks to do so. Move quickly in the process. Additionally:

- Have an attractive employee value proposition. Your value proposition tells you tells the candidate why they should do business with you.
- Utilize an assessment; it is a great form of talent identification.
- Employee branding is critical with the employment pool.
- Communicate regularly and effectively with the candidate to avoid black holes of silence during their interview process.

Give Internships a Chance

Reputable employers know they have created a great place to work, however giving students a “try” at your organization can be a beneficial experience for all involved. It's critical to educate interns and help them understand what it's like to work for your organization. Internships give students the opportunity to visualize success. The company is investing in that person, giving them experiences and development opportunities, they need, so that when they do get placed in that job, they can do it well. The organization needs to figure out a way to showcase its culture, what it's really like to be a part of the company. Interns want to understand what you do to develop your employees. They need to hear about the success stories, what makes you authentic, what makes you original.

Attract Younger Applicants with Creativity

What differentiates you from the competition? How do you help people understand why your company is a fun place to work? Emphasize your development programs and the investment that you make in your employees. To attract the younger applicants, think creatively:

- Have an up-to-date, creative website
- Utilize social media to attract Millennial and Gen Z applicants. posting videos and photos of fun staff outings.
- Create fun branding items to give to applicants.
- Showcase how important DEI is to everyone in the organization
- Creating community engagement—it is important to younger applicants.
- Design a training/development program to indoctrinate new hires into the culture of the program.
- Allow for hybrid work environments.
- Create an internship program with advancement opportunities.