

## Strategic Initiatives: 3.2 To improve members' capacity in recruiting Millennials

- Recommendations related to Institute programming (Millennials' values/interests; use of social media in recruiting, etc.)
- Recommendations on ways to improve core aging services jobs, e.g., to make them more employee and family friendly, and more consistent with Millennials' career goals (flexible hours, job rotation, career and development paths and support)

### WHAT MILLENNIALS WANT

Open communication with senior management

Ability to cross-train: to be exposed to all areas of the field of aging services

Opportunity to change, grow and learn

For their opinions to be valued

To have meaningful interactions

### CURRENT CHALLENGES WE FACE

Perception that upper level management is often resistant to change

Stereotypes of Millennials: "job hoppers" or "entitled"

Employees feeling like they are not listened to or invested in

Millennials are unaware of the aging services industry

Recruiting for job specific positions, instead of recruiting for the field

### IDEAS FOR IMPROVEMENT

Discuss with upper level management how to break the barrier of stereotypes

Investing in the person, instead of the position

Empower staff by engaging and creating an open dialogue

Publicize the aging services field by attending career fairs and improving social media presence

Conduct informational interviews, shadowing opportunities, and mentor programs

Career Lattice Training vs. Career Ladder Training

Invest in technology i.e. - possibility for staff to telecommute

Range of benefit options for different lifestyles

Connect colleagues within the field of potential job candidates

### The Big Ideas

- It is important to recruit and retain staff of all ages
  - Recruit for the field, not just the position
- Staff members want to be heard and invested in - want to feel empowered and engaged
  - Staff members need a work/life balance
- Barriers between Millennials and upper level management need to be broken
- Open dialogue between employees of all ages and upper level management should be created