

WORKFORCE RECRUITMENT TASK FORCE  
Meeting Notes  
May 21, 2007

In today's meeting Carmen Rideout discussed "Big Retirement Community" (her report is attached).

Also Barbara Hall discussed the "Lack of Resources" (report attached).

Brooke Kaercher was not present to give her report and we will get an electronic copy and send it to task force members.

Len Gross spoke about the generational differences and marketing issues. He discussed the four very different generations and how to market these groups.

- First, the Traditionalists, benefits were set up by this group and they had the largest expansion in the economy.
- Second, the Boomers, went through a huge economic boom and large crisis in the 60's (lay offs, distrust), inflation, due to limited spots, they are extremely competitive and not team oriented.
- Next, the Generation X, raised on technology, not strictly raised, no clear line of authority, had many things handed to them, have a very balanced life.
- Lastly, the Millennials, raised on communication and technology, multi-taskers, no attention span, teaching methods have to change for this generation technology problem-solvers, lack emotional communication, not very connected to the world, as big of a generation as the boomers.

Marketing these different generations:

- Promotional- we can start working on this now. We need to promote that in Sheridan you are able to have the lifestyle you want other than just by career opportunities. We will have to restructure our reward scale and push the lifestyle of this community in order to cater to the new generations. We should know 10 great things about different entities in Sheridan (ex. Schools, Downtown, and Hospital). We need to promote what people want to hear not what we want to tell them.
- Restructuring- for the Gen. X and Millennials in the workforce we need to restructure. Look into shorter terms of employment; more project type work. Millennials would rather work a couple of jobs that interest them instead of just one job. Focus on being more team work oriented. Bring employers together for a workshop to help them understand the differences between the generations.

**CONCLUSION:**

In progress for the next three weeks:

- 1.) Second Career Opportunities- SHRM, FS, and Senior Citizens Center. Someone will be in contact with Brooke to identify the right person from SHRM to be involved.
- 2.) Transitioning Military- Rena Appel, Randy Wilson and Forward Sheridan.
- 3.) Communication of Resources- Barbara Hall, Len Gross, Forward Sheridan. Leverage resources and tools available for workforce recruitment and create clearinghouse (central).

**NEXT MEETING:** June 18<sup>th</sup> and 1:00 PM at Forward Sheridan and review action taken.