

TALENT ATTRACTION SHOULDN'T BE SO HARD

AN OVERVIEW FOR YOUR ECONOMIC DEVELOPMENT ORGANIZATION

Presented by: Michael Kling, Cofounder of TrueJob

Hosted by: Ted Dacko, CEO Arbor Dakota



HOUSEKEEPING

- All participants are **in listen-only** mode
- Please ask **questions by typing them in**. We will try to answer all questions at the end or get back to you individually
- Slides will be sent to participants and a recorded version of the webinar will be available within 2 days
- We will be asking some polling questions and would appreciate your participation
- If you are interested in anything you hear today, we would be happy to **follow up** with you.



HAVING TROUBLE?

- Try moving your mouse to the top or bottom of the screen to access the Zoom menu
- Check your volume and headphone connection if you are having problems with the audio



AGENDA

- Introduction of Speaker
- Introduction to TrueJob
- EDO Goals
- The Problem
- Talent Attraction Plan
- Summary
- Q&A
- Next Steps



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SPEAKER INTRODUCTION

MIKE KLING

- Cofounder of **TrueJob**
- Trained at MIT
- Responsible for product development and customer support
- Committed to & passionate about supporting economic development organizations with talent attraction



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ABOUT TRUEJOB

A solution for EDOs to address
talent attraction

Cloud-based job board
that integrates into your existing website
and tracks key talent acquisition analytics

WHY SHOULD YOU LISTEN TO US?

- Interviewed and worked with Economic Development Organizations across the United States
- Support data & evidence driven practices
- We don't have all the answers
 - Every community has unique challenges
 - We want to share what we've learned from our experience



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ECONOMIC DEVELOPMENT ORGANIZATIONS (EDOS)

Serve

- Businesses/people
- Communities of all types and sizes

Help with talent attraction

Funded by

- Public Sources
(Government/Grants)
- Private Sponsorship

Provide data on talent attraction

EDO GOALS & TACTICS

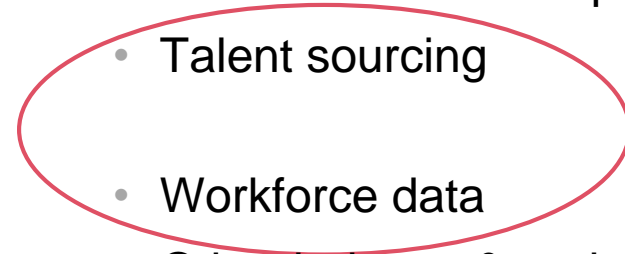
Goals

- Retain existing businesses
- Attract new businesses
- Define region's strengths & weaknesses
- Promote the community & quality of life



Tactics

- Development incentives
- Site selection assistance
- Business loans/other financing
- Entrepreneurial education/mentorship
- Talent sourcing
- Workforce data
- Other industry & regional data
- Events and networking
- Marketing & outreach

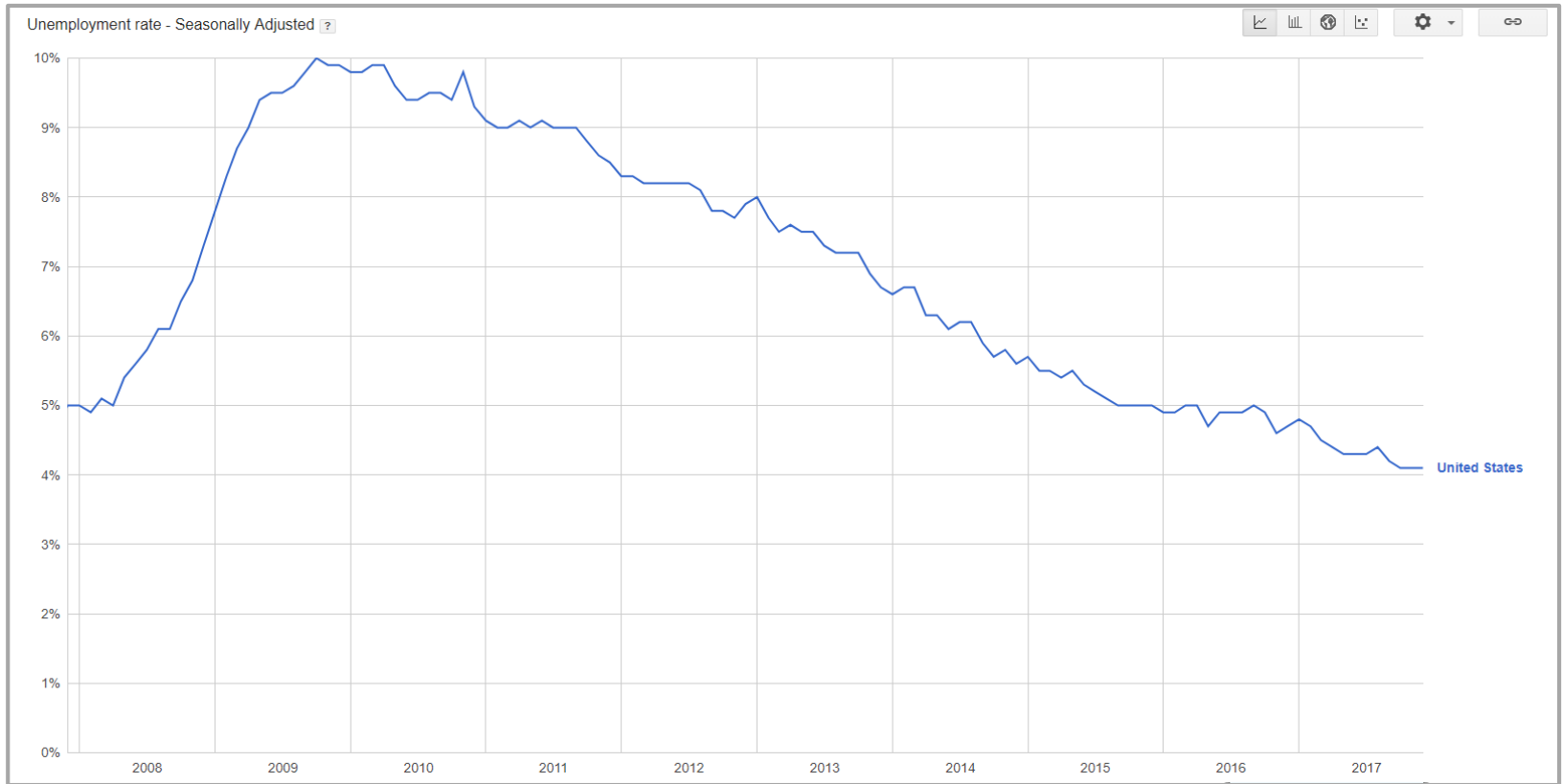


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LOW UNEMPLOYMENT



“The jobs gap has closed... nearly a full decade after the start of the recession, employment has returned to its demographically adjusted pre-recession level.”

– [Hamilton Project, Aug. 2017](#)

RECORD HIGH JOB OPENINGS

U.S. job openings rate matches all-time high

Monthly job openings rate, total U.S. (seasonally adjusted)



Note: Rate is calculated by dividing the number of job openings by the sum of total employment and job openings.

Source: Bureau of Labor Statistics.

PEW RESEARCH CENTER

*“Employers need skilled labor and experienced workers are in short supply,” –
John Ryding, chief economist at [RDQ Economics in New York](#).*

THE PROBLEM

- Businesses need talent to grow
- THOUSANDS of EDOs competing for talent
- EDOs searching for talent attraction tactics

“Everyone agrees that talent is critical to EDOs but most people don’t know what to do about it.” – Phil Santer, SVP [Ann Arbor SPARK](#)

SURVEY QUESTION 1

Have employers in your community reached out to you about hiring challenges?

NO SILVER BULLET

COMPREHENSIVE SOLUTIONS MUST BE MULTI-FACETED

Collaboration

- Employers
- EDOs
- Educational institutions

Branding/Messaging

- High quality website
- Social media
- Other marketing tactics

Quality of Life

- Community resources
- Employment opportunities

Skills Development

- Training and apprenticeship programs
- University/higher education

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A TALENT ATTRACTION PLAN

IS TALENT ATTRACTION A PRIORITY FOR YOUR EDO?

- Evaluate your community needs
- Reach out to partners and stakeholders
- Engage with local businesses
- Identify target skills & demographics
- Update branding and messaging for your EDO and community (website, etc.)
- Continuous, targeted outreach
- Execute & track success

<input checked="" type="checkbox"/>	_____
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EVALUATE YOUR COMMUNITY

EXAMPLE: ANN ARBOR, MI

Key Employers

- University of Michigan
- Trinity Health
- General Motors
- Duo Security

Key Industries

- Software/IT
- Automotive/Mobility
- Life sciences/Healthcare

Strengths

- University/Research
- Venture Capital

Weaknesses

- Housing Prices
- Limited population growth

EVALUATE YOUR COMMUNITY

Metric	Ranking	1 Year Trend	Level	MI Level	US Level	Top Community
University R&D Expenditure	1 st of 14	↑	\$1.4 billion	\$2.3 billion	\$68.8 billion	U of M/ Ann Arbor, MI
Venture Capital Activity	2 nd of 11	↑	5.8	0.5	1.0	Boulder, CO
Housing Affordability	5 th of 11	↓	3.5	2.8	3.8	Pittsburgh/ Allegheny County, PA
Population Movement	8 th of 11	N/A	+9,889 net migration	-10,575 net migration	N/A	Austin/ Travis County, TX
Driving Industry Employment	9 th of 13	↔	17.1%	17.9%	13.0%	Minneapolis /Hennepin County, MN
Income Inequality	9 th of 15	↓	0.47	0.46	0.48	Raleigh/ Wake County, NC

Source: [2017 Ann Arbor SPARK Bechmarking Study](#)

WORKFORCE SKILLS GAP



December 2017

Most Abundant Skills in Detroit

- 1 Lean Manufacturing and Quality Management
- 2 Mechanical & Aerospace Engineering
- 3 Automotive Services, Parts and Design
- 4 Healthcare Management
- 5 Logistics and Supply Chain Management
- 6 HR Recruiting
- 7 Nursing
- 8 Product Development and Management
- 9 Process and Project Management
- 10 Dispute Resolution law

"Abundance" is when worker supply of a certain skill exceeds employer demand for that skill. To develop the list of skills that are most abundant in Detroit, we compared the skills listed on the profiles of all LinkedIn members in Detroit to the skills listed on the profiles of members in Detroit who were hired in the past 12 months.



December 2017

Most Scarce Skills in Detroit

- 1 Integrated Circuit (IC) Design
- 2 C/C++
- 3 Photography
- 4 Software and User Testing
- 5 Ecology & Environmental Science
- 6 Trading and Investment
- 7 Web Programming
- 8 GIS
- 9 Database Management and Software
- 10 Politics

"Scarcity" is when employer demand for a certain skill exceeds worker supply of that skill. To develop the list of the most scarce skills in Detroit, we compared the skills listed on the profiles of members in Detroit who were hired in the past 12 months to the skills listed on the profiles of all LinkedIn members in Detroit.

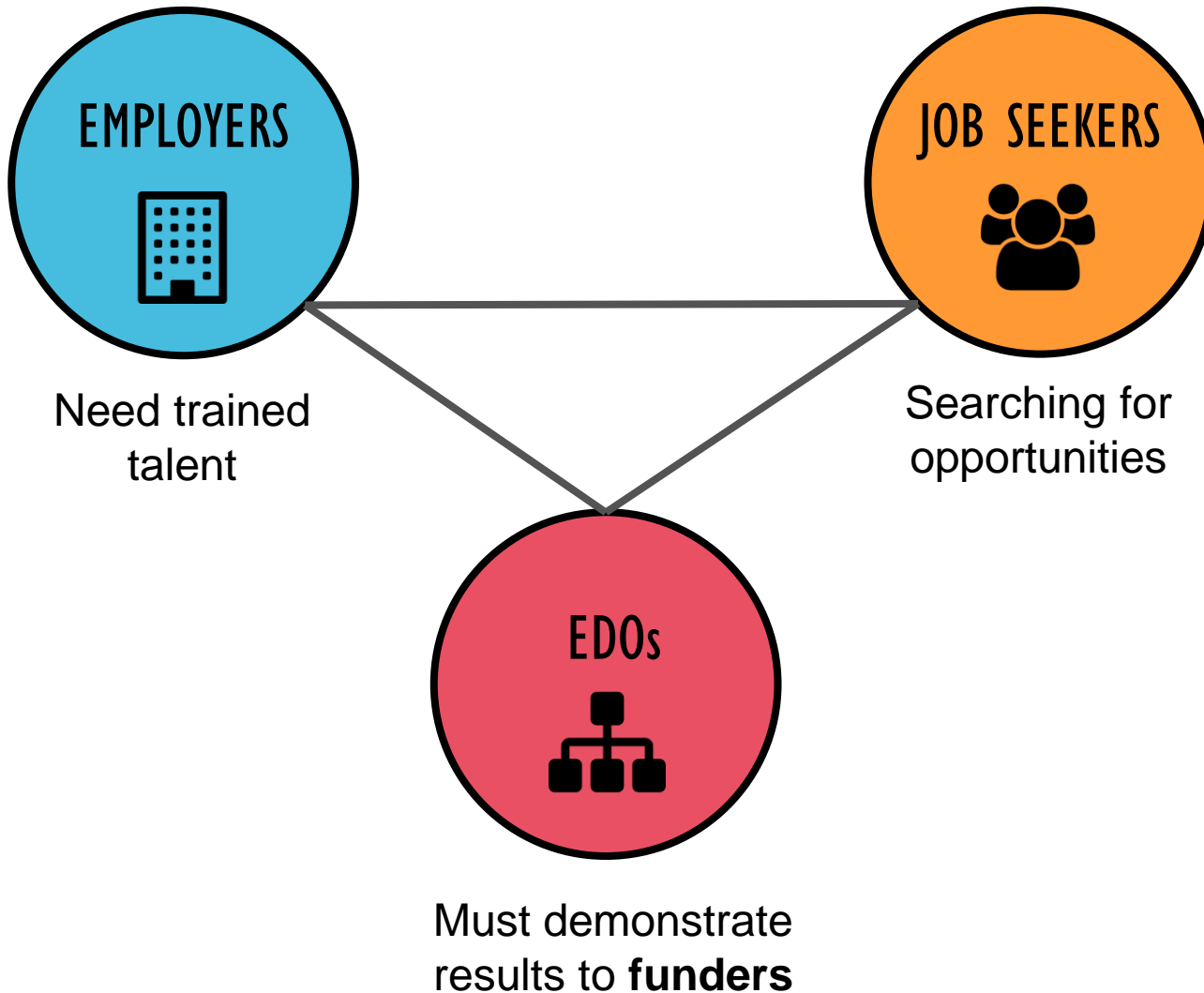


Source: [LinkedIn Workforce Report, December 2017](#)

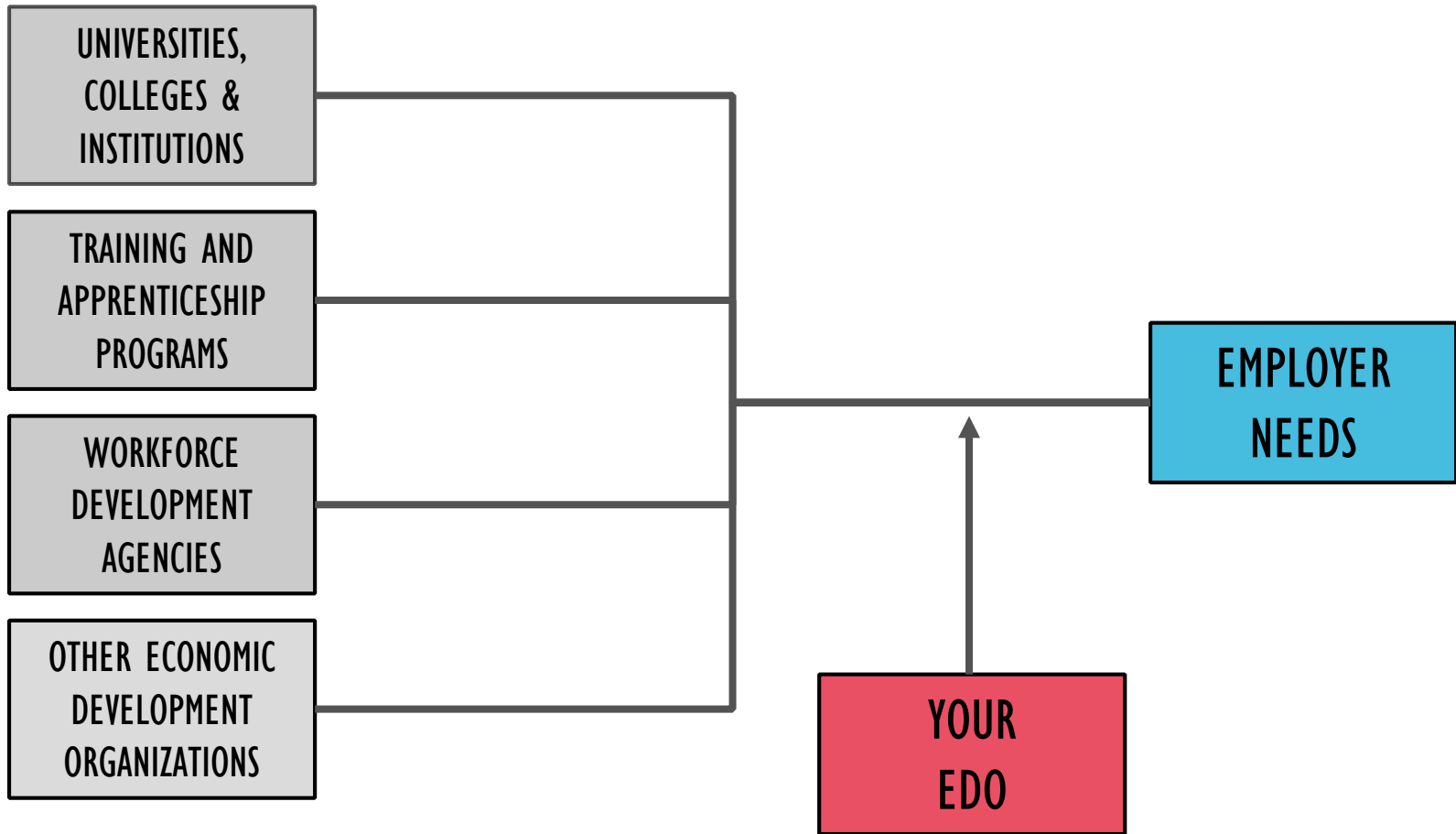
SURVEY QUESTION 2

Are you measuring and capturing data to benchmark your community?

COMMUNITY STAKEHOLDERS



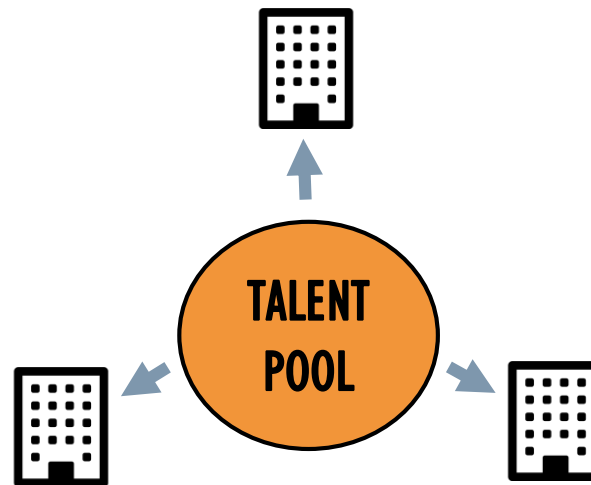
REACH OUT TO KEY PARTNERS



Where are the gaps,
and how do you fit in?

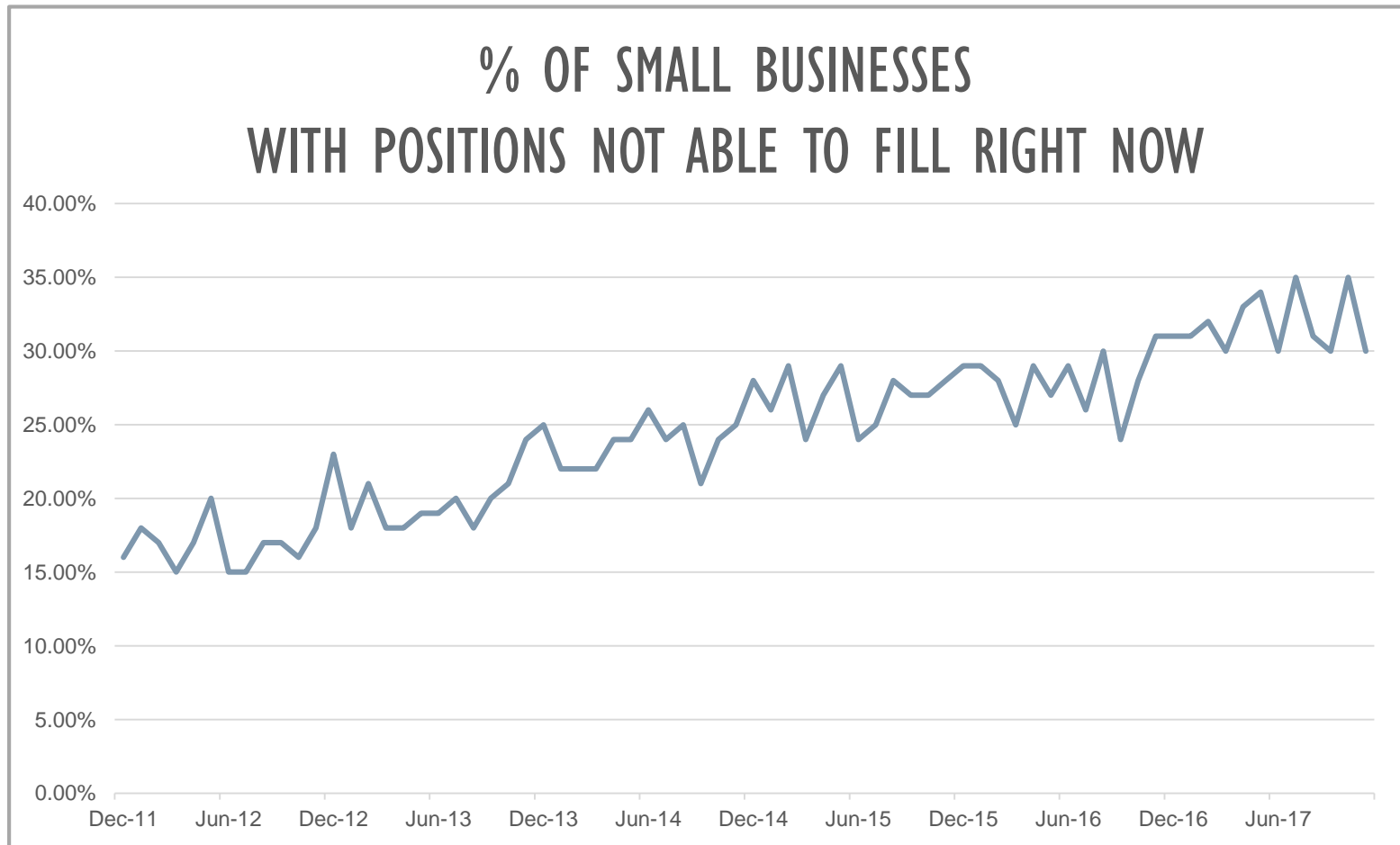
ENGAGE LOCAL BUSINESSES

Talent Attraction should be a **collaborative** effort with businesses



Working together will **grow** the talent pool for everyone

ENGAGE LOCAL BUSINESSES



Source: [*NFIB Small Business Economic Trends, Dec 2017*](#)

ENGAGE LOCAL BUSINESSES

- How are they finding candidates?
 - Job postings, recruiters, cost
 - Innovation can help
 - [Menlo Innovations: 'Extreme Interviewing'](#)
- What skills and positions are they struggling with?
- Ideas or funding for talent attraction projects



IDENTIFY TARGET AUDIENCE

Within Region

- Students/Career switchers
- Un(der)employed
- 'Unaware' residents

Outside Region

- Former residents
- Potential newcomers
- Workers w/specific skills



YOUR WEBSITE IS ESSENTIAL

- Seen by potential newcomers & businesses
- Must have good branding & messaging
 - Update design, logos, etc.
- Craft a message & content directed at your target audience
 - Example: “Growing community features several innovative companies offering great opportunities to grow your career.”



PROVIDE RELEVANT CONTENT

EXAMPLE: TALENT ATTRACTION

- Cost of living
- Infrastructure (e.g., transportation, health facilities)
- Relocation resources
- Housing availability
- Incentives (e.g., paying student debt)
- A high quality, curated, EDO specific job board

“It’s great to be able to say, ‘Not only come for this job, but you’ll also have a career long availability of options.’” – Phil Santer, SVP [Ann Arbor SPARK](#)

SURVEY QUESTION 3

Does your EDO's website currently have a job board of openings at local companies?

(if you have career resources but no job board, answer no)

WHAT'S WRONG WITH INDEED?

- Losing engagement with visitors
- No branding or credit for the organization
- No ability to curate or highlight certain types of jobs
- No tracking (reporting & analytics) to see success



EXAMPLE: JOB BOARD

A JOB BOARD CAN:

- Address challenge of talent attraction
- Improve EDO brand perception
- Increase web traffic and engagement
- Provide content & contacts for marketing campaigns
- Highlight opportunities available to newcomers
- Attract new & serve existing business
- Increase public & private funding via reporting & analytics





Phil Santer

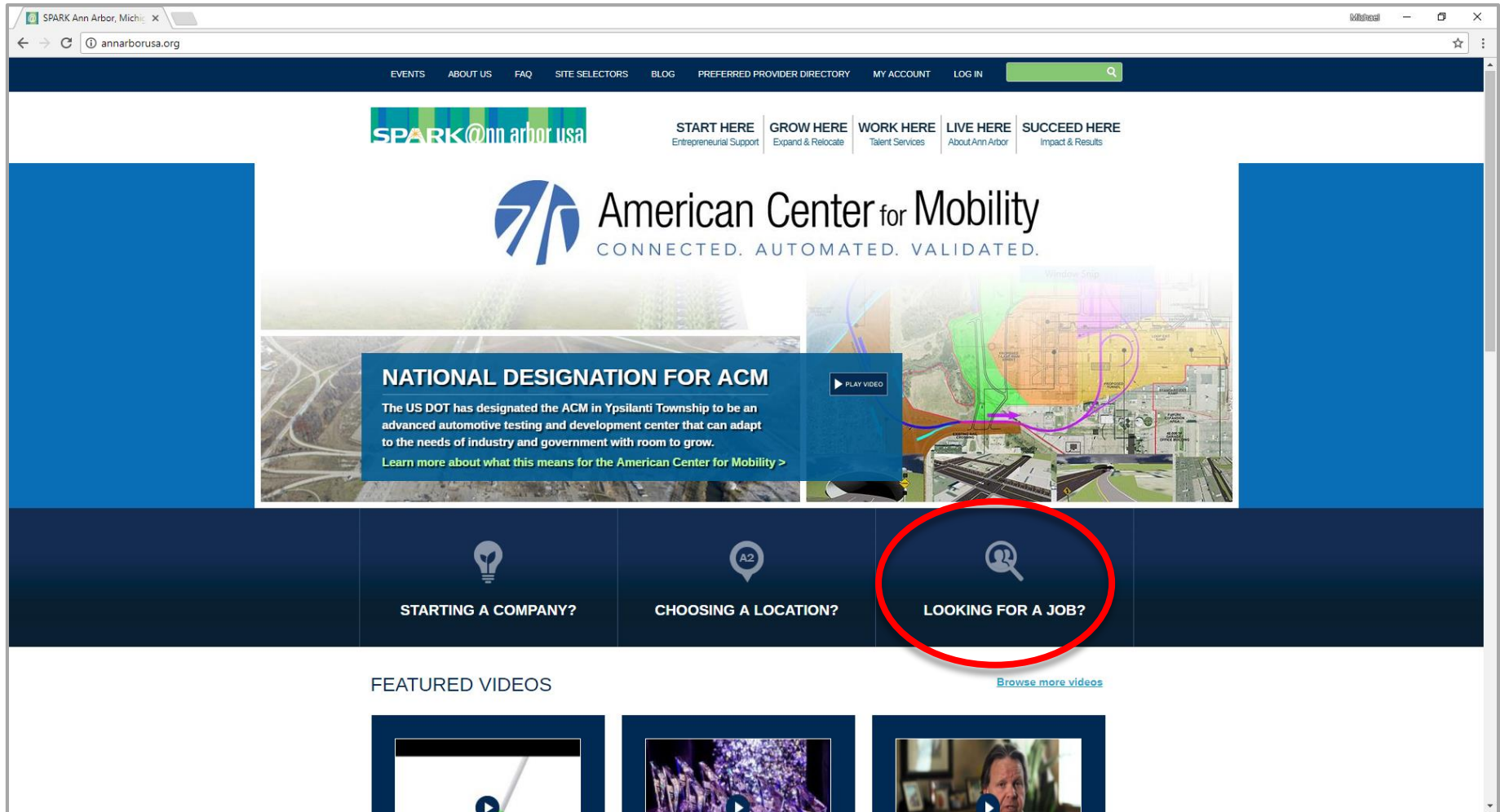
SVP and Chief of Staff
Ann Arbor SPARK

“We **were basically left behind** in terms of the different features, in terms of the different qualities that we needed from a job board.”

“We needed a job board that would appeal to knowledge workers—**something modern and easy to use**. We also **needed to have analytics** to show our funders and our corporate customers.”

“I've seen it become a really critical point as a tactical and **impactful tool** that you need to have as an EDO ... and it's **actionable**.”

Source: [*Interview & Case Study with TrueJob, December 2017*](#)



Source: <http://www.annarborusa.org/>

Ann Arbor Jobs

annarborusa.org/work-here/job-seeker-resources/job-portal?sort=relevance&q=developer

EVENTS ABOUT US FAQ SITE SELECTORS BLOG PREFERRED PROVIDER DIRECTORY MY ACCOUNT LOG IN

SPARK@ann.arbor.usa

START HERE Entrepreneurial Support | GROW HERE Expand & Relocate | **WORK HERE** Talent Services | LIVE HERE About Ann Arbor | SUCCEED HERE Impact & Results

WORK HERE

JOB SEEKER RESOURCES

VIEW JOB POSTINGS

CREATE PROFILE AND SUBMIT YOUR RESUME

PURE MICHIGAN TALENT CONNECT

RESUME BUILDING RESOURCES

EMPLOYER RESOURCES

TALENT BLOG

Ann Arbor SPARK Job Portal

HOME → WORK HERE-TALENT SERVICES → JOB SEEKER RESOURCES

Employers: sign up here to post jobs

developer

Q developer

Sort by: **Relevance** - Date 142 'developer' jobs

		Software Developer Atomic Object Ann Arbor, MI Last updated 11 days ago
		Programmer / Developer MI Bioresearch Ann Arbor, MI Last updated 21 days ago Apply on TrueJob
		Unity Developer SpellBound Ann Arbor, MI Last updated 14 days ago
		Product Development SimuQuest Ann Arbor, MI Last updated 14 days ago Apply on TrueJob
		.Net Developer DaySmart Software Ann Arbor, MI

Source: <http://annarborusa.org/work-here/job-seeker-resources/job-portal>

ANN ARBOR SPARK JOB BOARD



Branded to SPARK website



Curated for 'knowledge workers'



Easy to use and maintain



Extra support for small employers



Analytics and reports to track success

TARGETED OUTREACH

Continuous Outreach



- Job seeker mailing list
- Talent blog
- Social Media Posts
- Online ad campaign
- Traditional media
- Events: 'Tech Homecoming', 'Tech Trek'

Compelling Content



- Latest high quality job opportunities
- New or growing employers in the area
- Success stories from individuals & companies
- Metric 'Milestones'

Press releases
for local newspapers



Schedule an
educational
webinar



Announcements at
stakeholder meetings
and events



PROMOTIONAL CAMPAIGN

Email
your contact list



Promotion on
blog and social media



Setup an
AdWords campaign
(this can be **free** for nonprofits!)



KEY METRICS & REPORTS



Employer Engagement

Who are the local employers that are engaging with our programs?



New Job Openings

Which companies/locations are new job openings coming from?



Job Seeker Engagement: Views/Applications

Are users viewing and engaging with jobs? Are users applying to jobs?



Job Seeker Likes/Dislikes

Which jobs and companies are job seekers interested or not interested in?



Filled Jobs

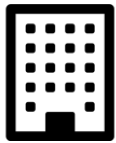
Are companies actually filling their open positions with the help from my organization?

“Metrics are critically important, because then you can actually demonstrate some particular impact to the business themselves.” – Phil Santer, SVP [Ann Arbor SPARK](#)

SPARK METRICS



50% of website traffic



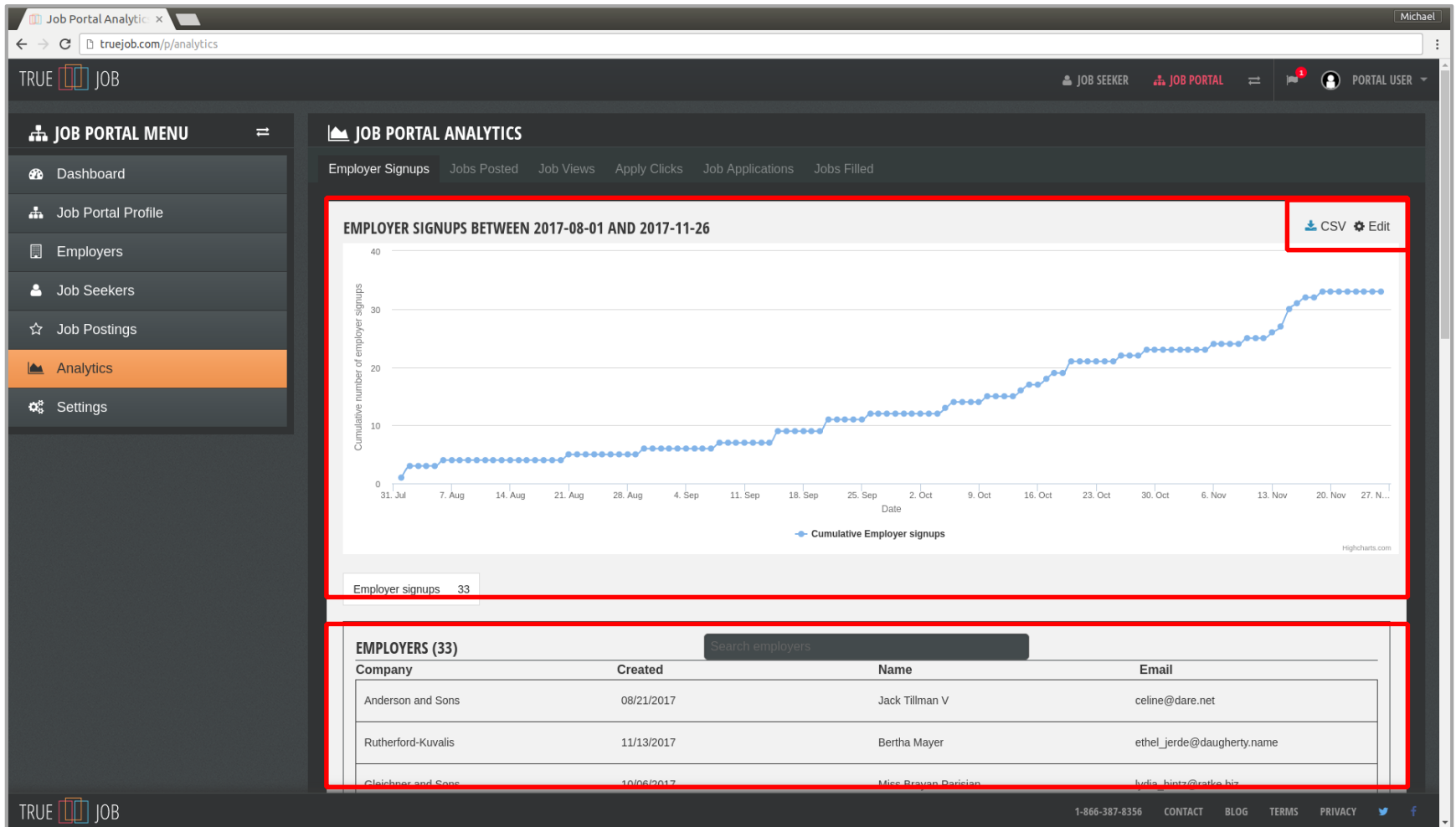
300+ local employers engaged



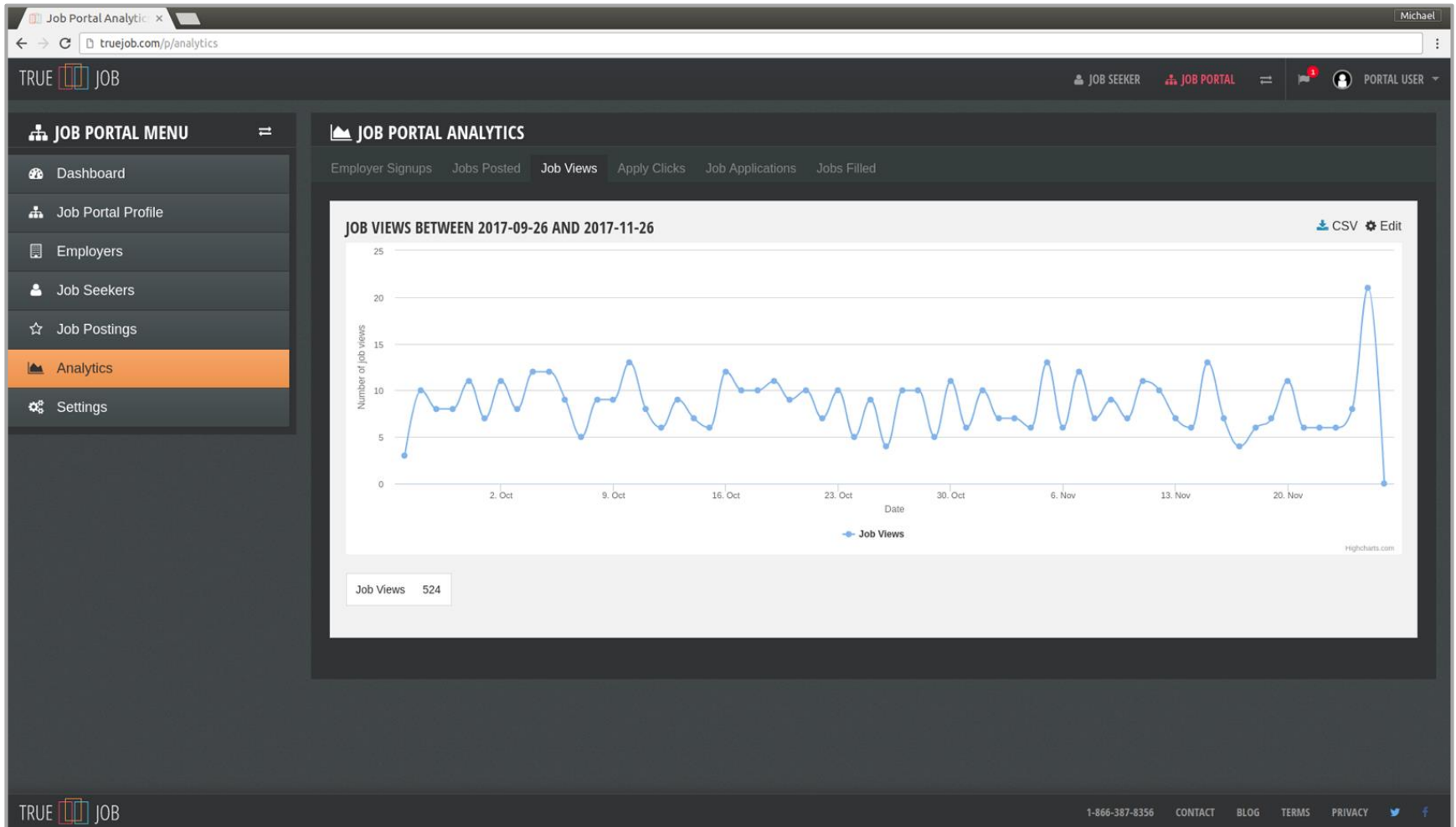
60% increase in job seeker engagement

“TrueJob has been an incredible asset to our website. It’s an impactful driver of website traffic; the job portal was viewed over 300,000 times in the last year, more than double the traffic from the previous year.” – Jenn Cornell, VP Marketing & Communications [Ann Arbor SPARK](#)

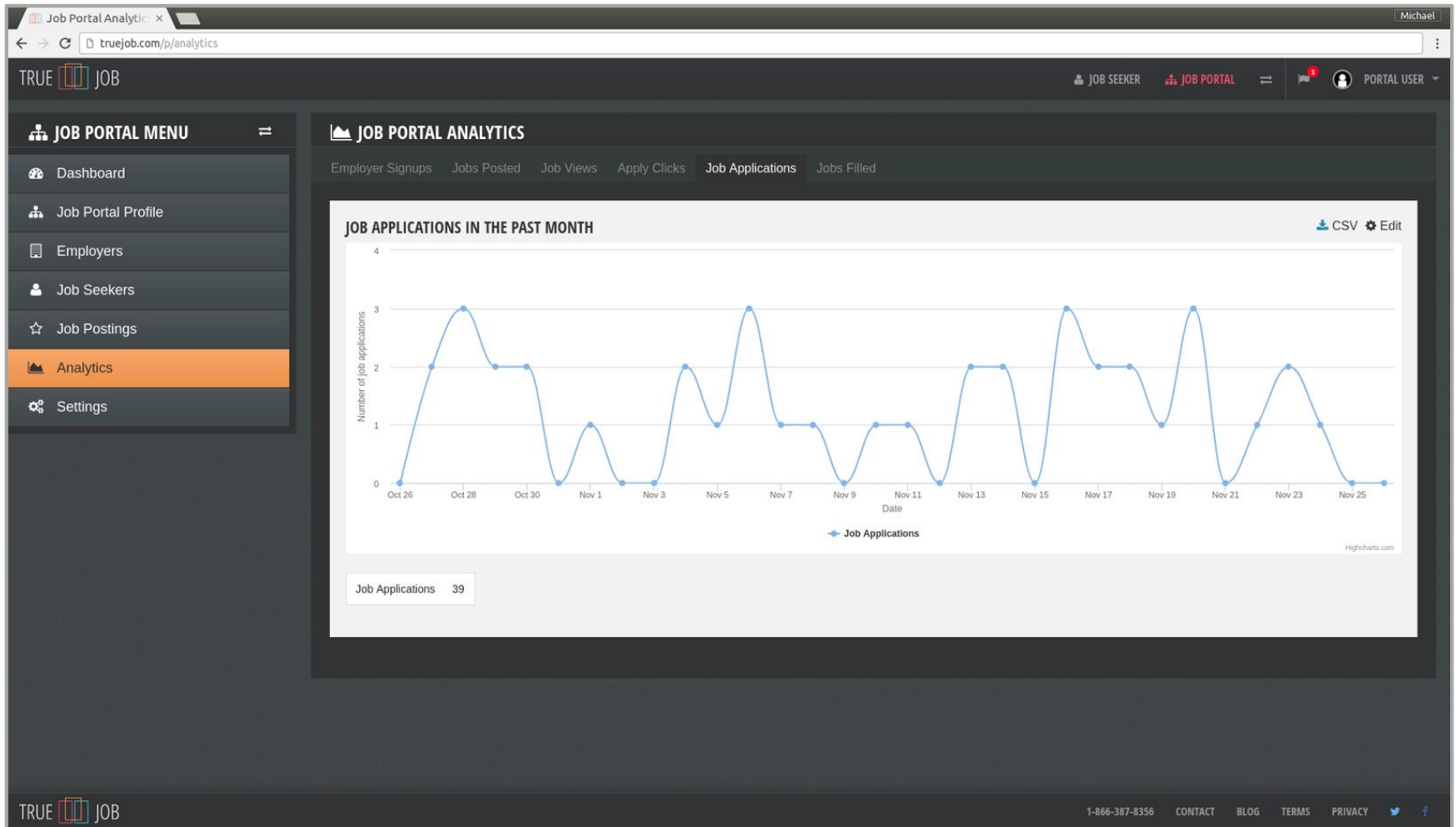
ANALYTICS DASHBOARD



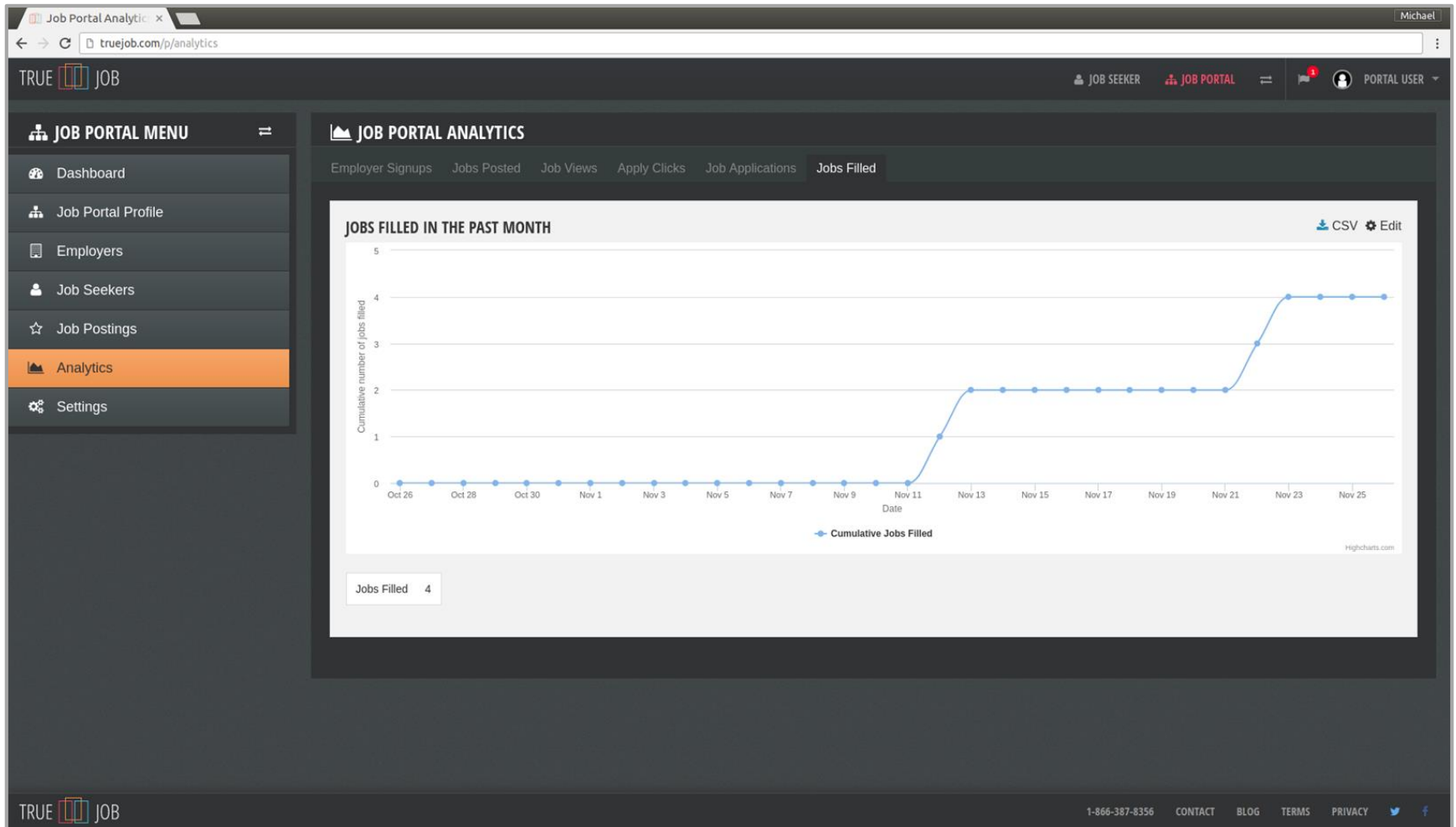
JOBS VIEWED



JOB APPLICATIONS



JOBS FILLED



SURVEY QUESTION 4

Which of these talent metrics would you be interested in tracking?

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SUMMARY

- EDOs play a key role in talent attraction
- Solutions must be comprehensive - there is no silver bullet
- Talk to local businesses: they know what their problems are
- When designing your website, a high quality, curated job board is a critical component
- You **must** track metrics to quantify your success



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QUESTIONS



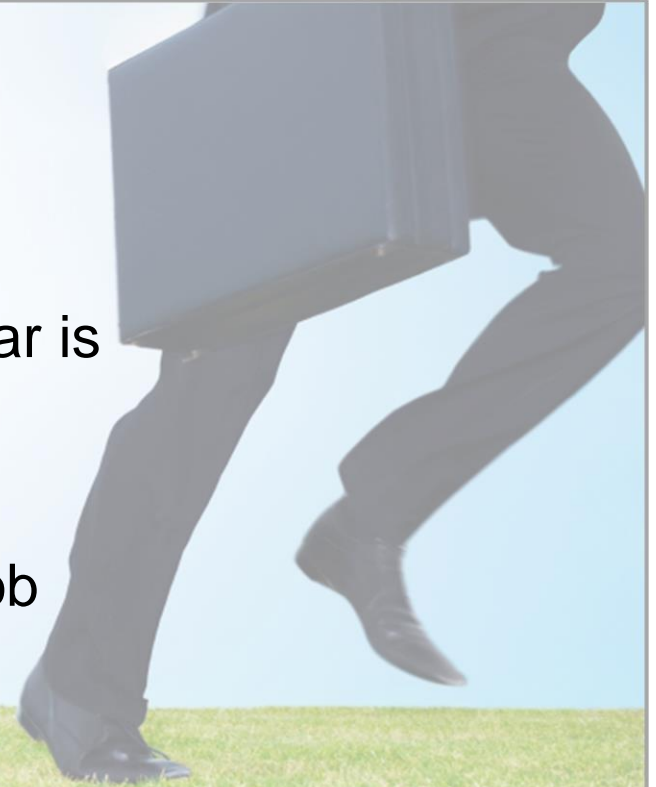
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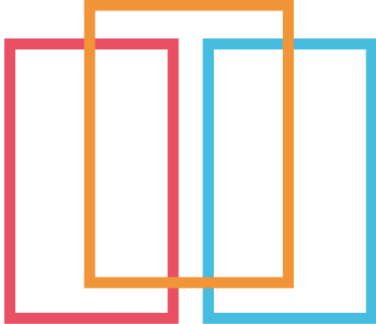
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NEXT STEPS

- Visit our website www.truejob.com
- White Paper on EDOs
- Read the Case Study on SPARK
- Recorded version of this & prior webinar is available
- Interview w/Phil Santer
- Free consultation on implementing a job site



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www.truejob.com
contact@truejob.com

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