Attracting In-Demand IT Talent to the Public Sector

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Introduction

- Why people leave jobs
- Generational differences
- Attracting talent
- Retaining talent

Talent is Tight!

- IT professionals are gainfully employed
- Texas Workforce Commission (June 2013):
  - Texas unemployment rates holding at 6.5%
  - National average 7.6%.
- Texas 2nd to California with almost 500,000 technology jobs
- Result: endless IT opportunities in Texas

Why People Leave

- Work **is** about the money
  - Provides housing and food
  - Sends kids to college
  - Allows for retirement
- American Psychological Association study:
  - Personal time and attention from supervisor

Reasons

- Lack of leadership
- Performance recognition
- Unmanageable workloads
- Employee equality
- Poor communication

Reasons

- Control of their work
- To belong to the “in-crowd”
- Growth and development
- Achieve better work-life balance

How to Attract Different Generations

"Each generation imagines itself to be more intelligent than the one before it and wiser than the one that comes after it."

George Orwell

Generations

Traditionalists	Baby Boomers	Generation X	Generation Y
Born before 1946	Born 1946 - 1964	Born 1965 - 1980	Born 1980 - 2000
5% - 8% of the workforce	46% of the workforce	30% of the workforce	15% of the workforce
12.5M population	66M population	50M population	22M population
“Make do or do without”	“Be anything you want to be”	“Don’t count on it”	“You are special” and “connect 24/7”

Historical Influences

Traditionalists	Baby Boomers	Generation X	Generation Y
Born before 1946	Born 1946 - 1964	Born 1965 - 1980	Born 1980 - 2000
Children of the Great Depression and World War II. Influences: • Great Depression • World War II • Radio	Children of great economic growth and prosperity. Influences: • Civil Rights • Women's liberation • Space program, •Vietnam War • Television	Misunderstood generation. Influences: • MTV • Single parent homes • Dual income families • Personal computer	Grew up with modern day conveniences. Influences: • 9/11 • Global interaction • Iraq War • Afghanistan War • Video games • Internet

Important Values

Traditionalists	Baby Boomers	Generation X	Generation Y
Born before 1946	Born 1946 - 1964	Born 1965 - 1980	Born 1980 - 2000
• Security • Stability • Religion • Family • Patriotism	• Competitiveness • Personal gratification of material wealth • Health and wellness	• Flexibility • Work-life balance • An enjoyable and informed work environment • Money motivation	• Technology • Instant communication • Work environment where differences are respected and valued • Volunteering • PTO

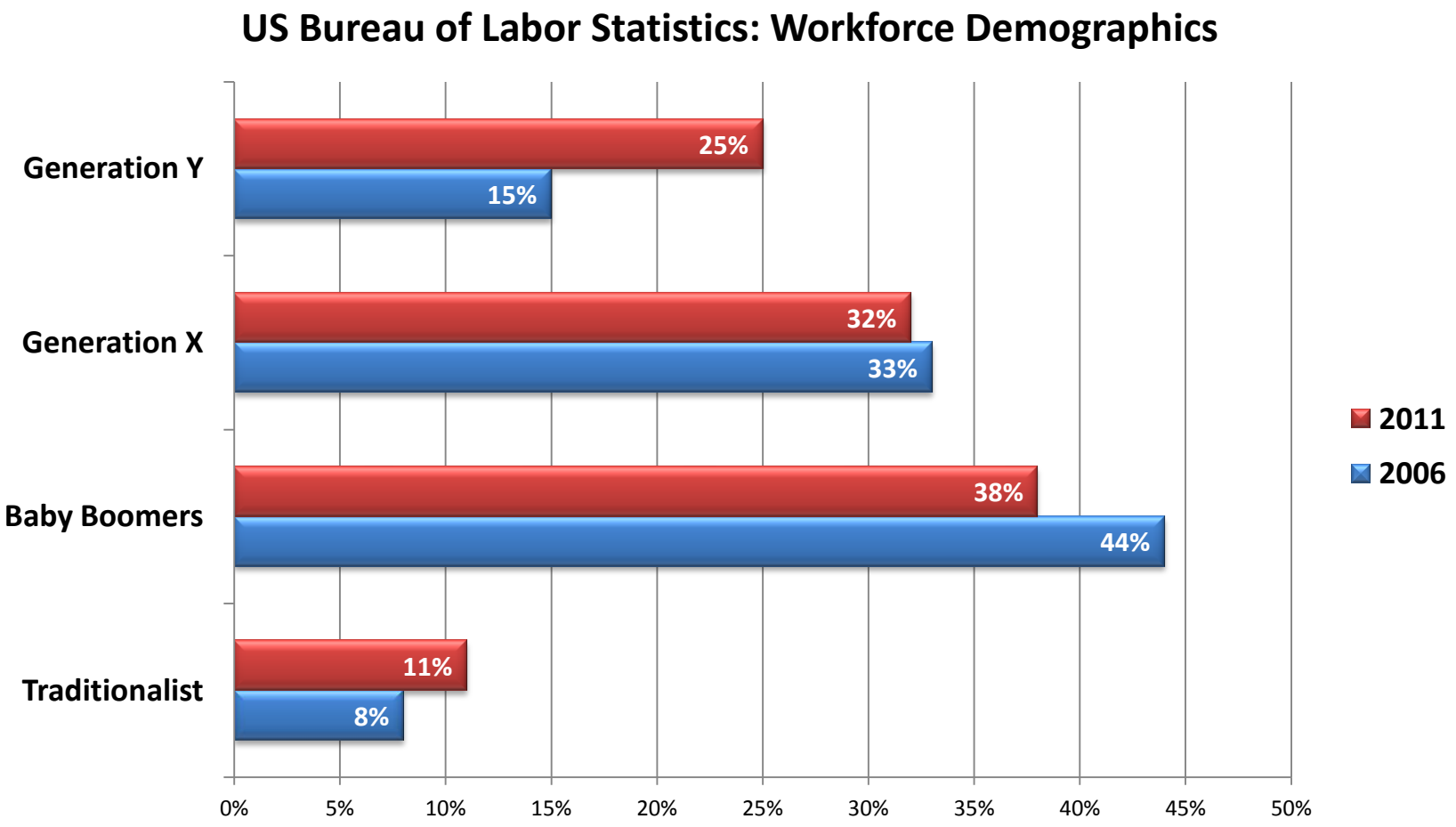
Attitude Differences

Traditionalists	Baby Boomers	Generation X	Generation Y
Born before 1946	Born 1946 - 1964	Born 1965 - 1980	Born 1980 - 2000
• Pay Your Dues • Work Hard	• Optimistic • Believe their generation changed the world	• "Whatever" • Work autonomously	• "Let's make the world a better place" • Transparency

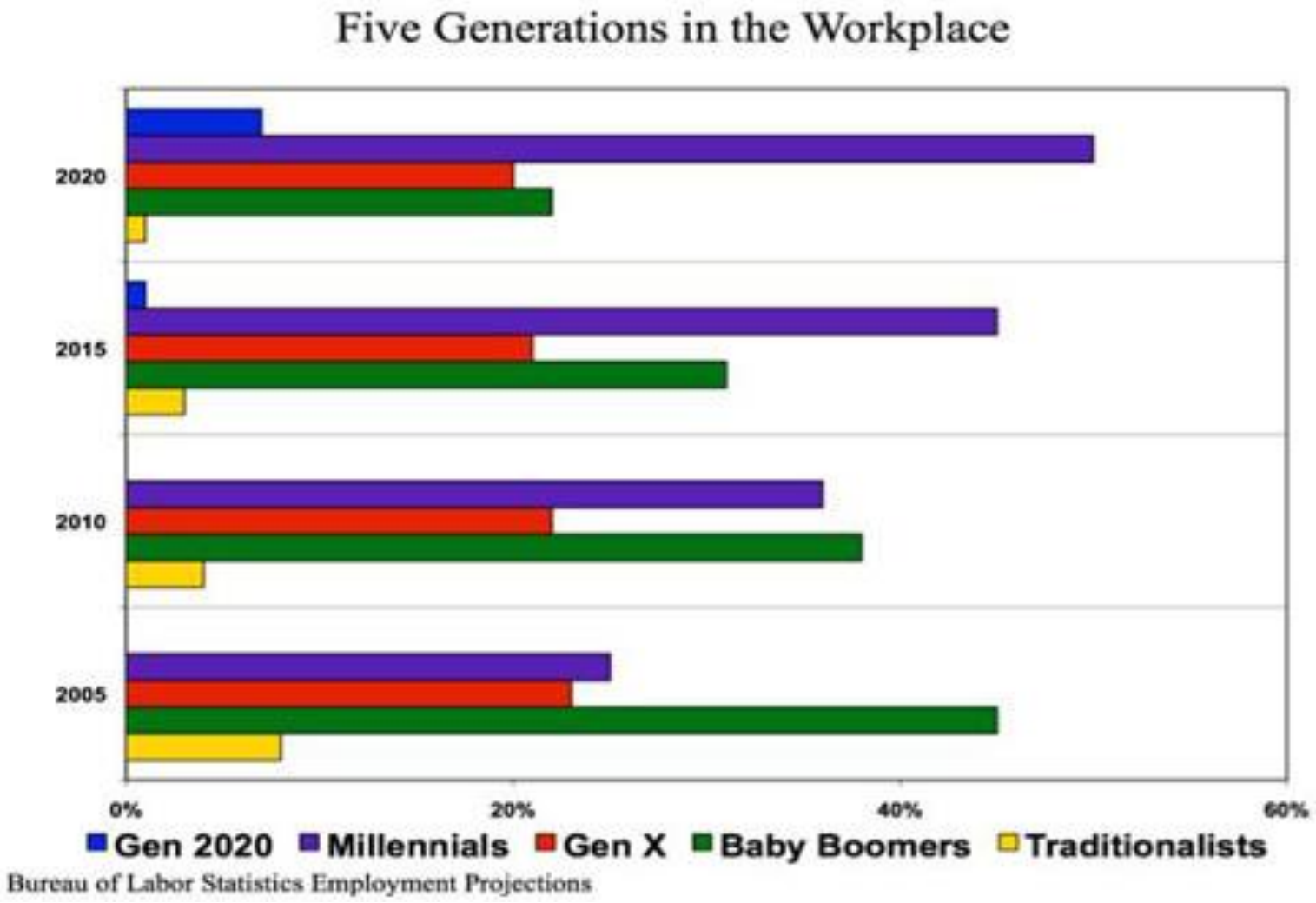
Key IT Leaders

Traditionalists	Baby Boomers	Generation X	Generation Y
Born before 1946	Born 1946 - 1964	Born 1965 - 1980	Born 1980 - 2000
•Grace Hopper •Larry Ellison •John McAfee	•Steve Jobs •Bill Gates •Carol Bartz	•Jeff Bezos •Michael Dell •Marissa Mayer	•David Karp •Mark Zuckerberg •Nick D-Aloisio

Workforce Demographic Trend



Workforce Demographic Forecast

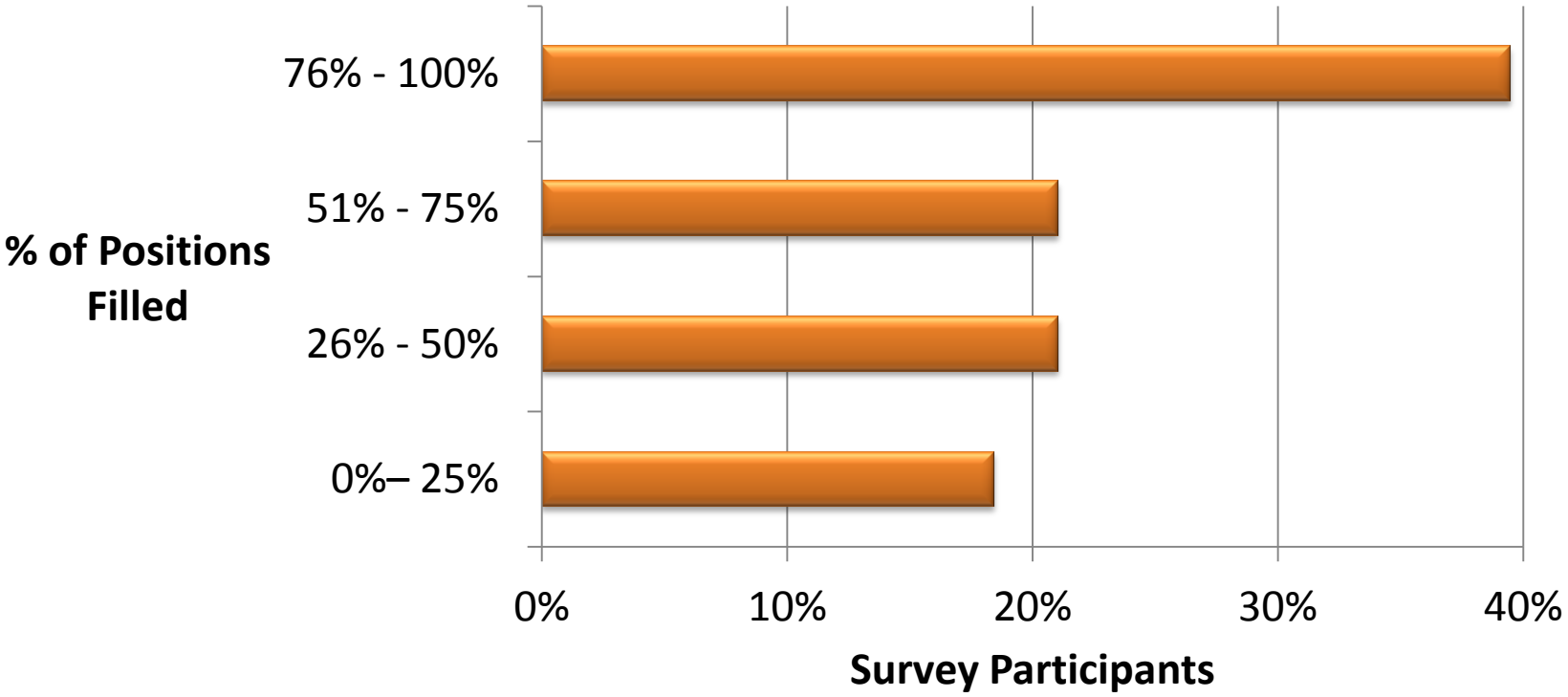


Pre-Conference Survey Participants

- Demographics
  - 55% Baby Boomers
  - 45% Gen X
  - 70% employed > 11 years
  - Participants were attracted by:
    - Benefits
    - Growth Opportunity
    - Job Security

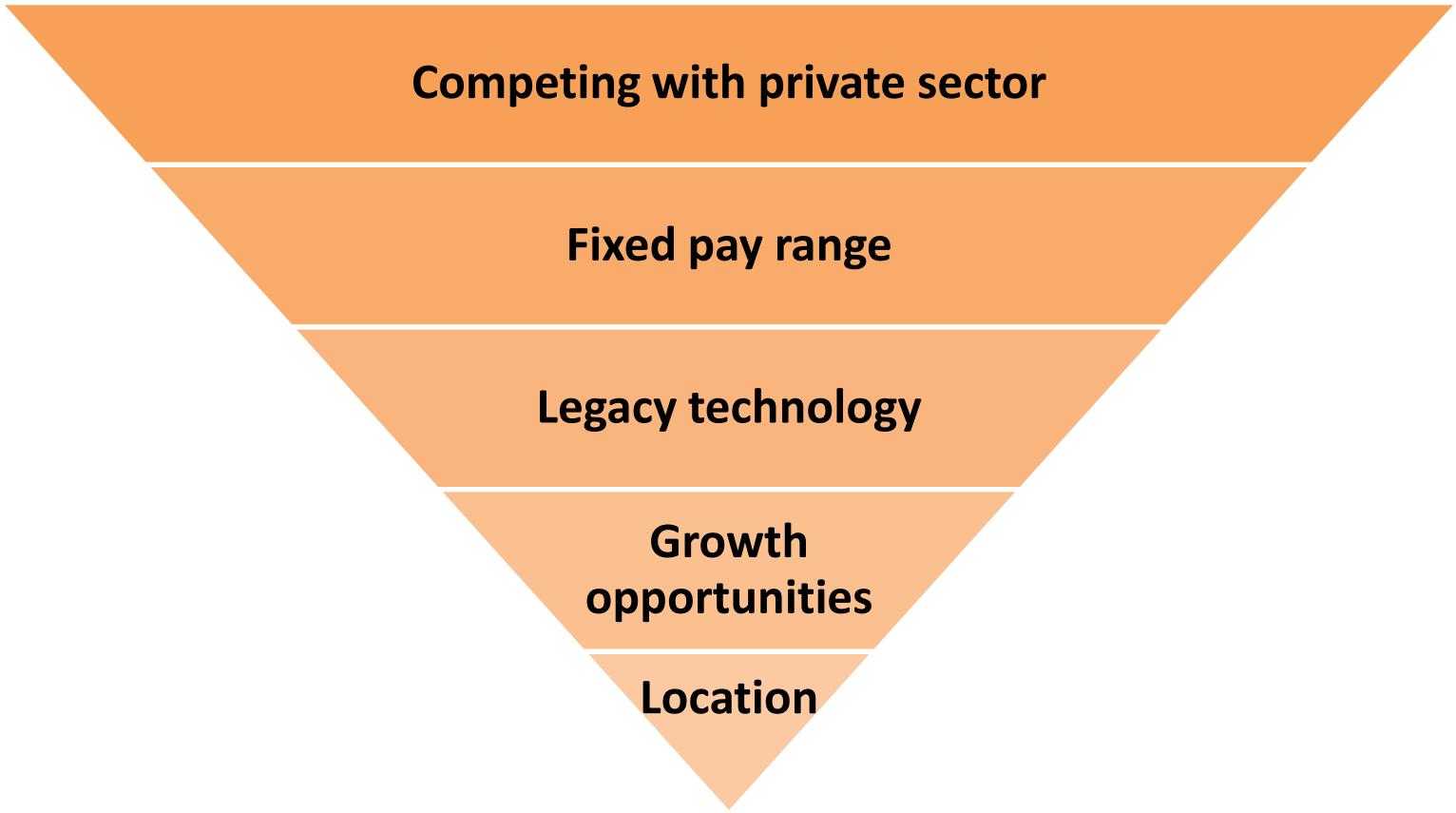
Pre-Conference Survey Results

- Percentage of positions filled within the last fiscal year?



Pre-Conference Survey Results

- Biggest challenges:



How to Attract Each Generation

- Traditionalists (born before 1946)
  - Job security
  - Stable work environment
  - Healthcare and pension
  - Tangible recognition (employee of the month)
  - Flexible work schedule
  - Extended vacation time
  - Mentor younger generations
  - Leave a legacy

How to Attract Each Generation

- Baby Boomers (born 1946 - 1964)
  - Want to be challenged
  - New career and learning opportunities
  - Recognized and rewarded
  - Flexible work environment (telecommute, adjustable schedule, PTO)
  - Health and wellness programs
  - Retirement phasing

How to Attract Each Generation

- Generation X (born 1965 - 1980)
  - Money motivated
  - Latest and greatest technology
  - Cool and relaxed work environment
  - Health benefits and 401K
  - Adjustable work schedule
  - Independent projects
  - Rewards and recognition
  - Focus: continuing education and career growth

How to Attract Each Generation

- Generation Y (born 1980 – 2000)
  - Work with bright and creative people
  - Technology savvy environment
  - Collaboration
  - Work-life balance
  - Volunteer and leadership opportunities
  - Mentored and coached
  - Focus: career planning, benefit packages and 401K plan

Retention

Factors to Stay

- Salary is not the only motivation
- Government entities compete with private sector compensation and bonuses
- Even the playing field to address the needs of different generations

Incentives

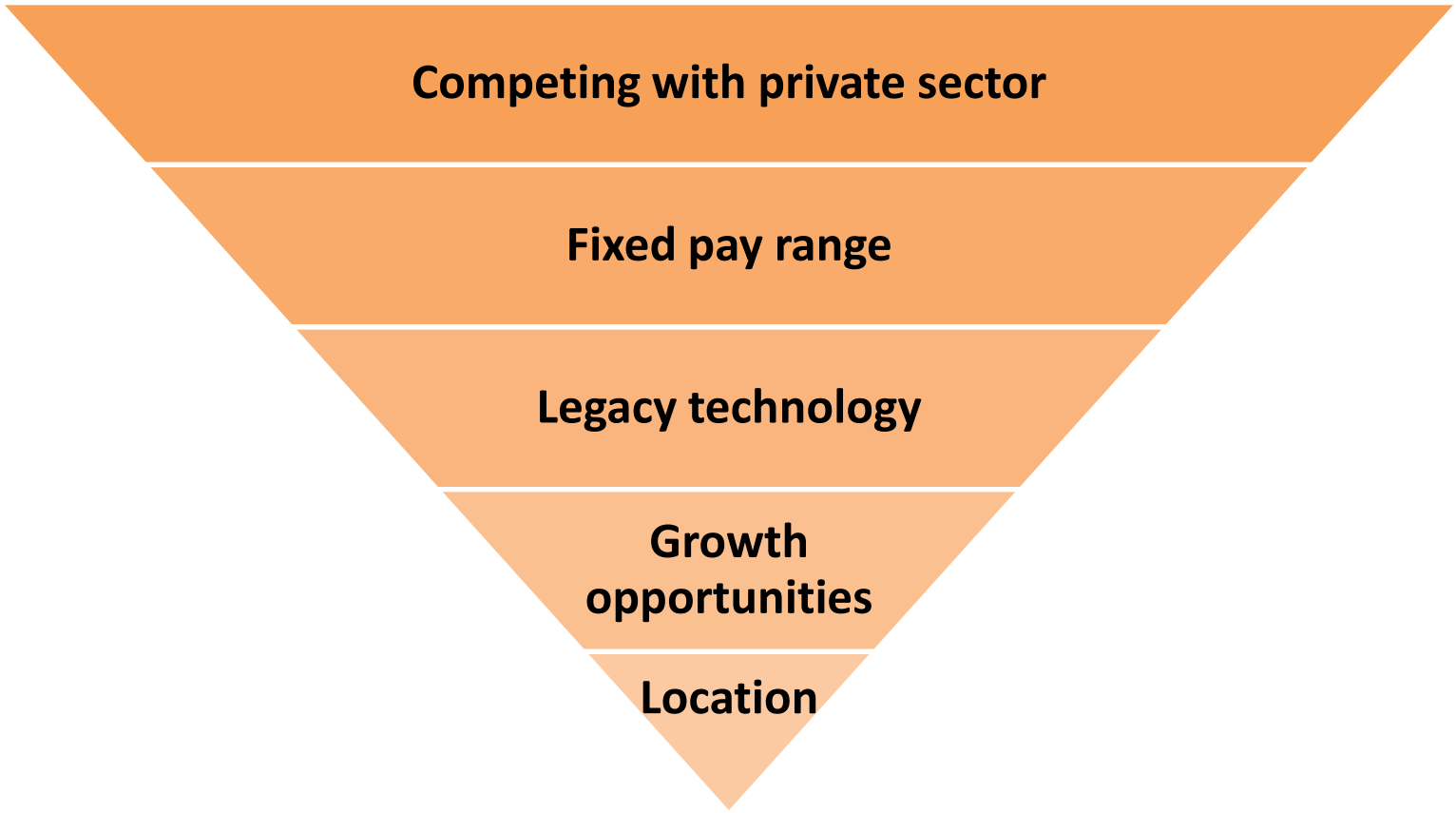
- Provide leadership opportunities
- Enable employees to balance work and life
- Offer growth potential
- Offer performance feedback and praise good efforts and results

Cultural Factors

- Involve employees in decisions
- Ownership and control of work
- Embrace mobile technology

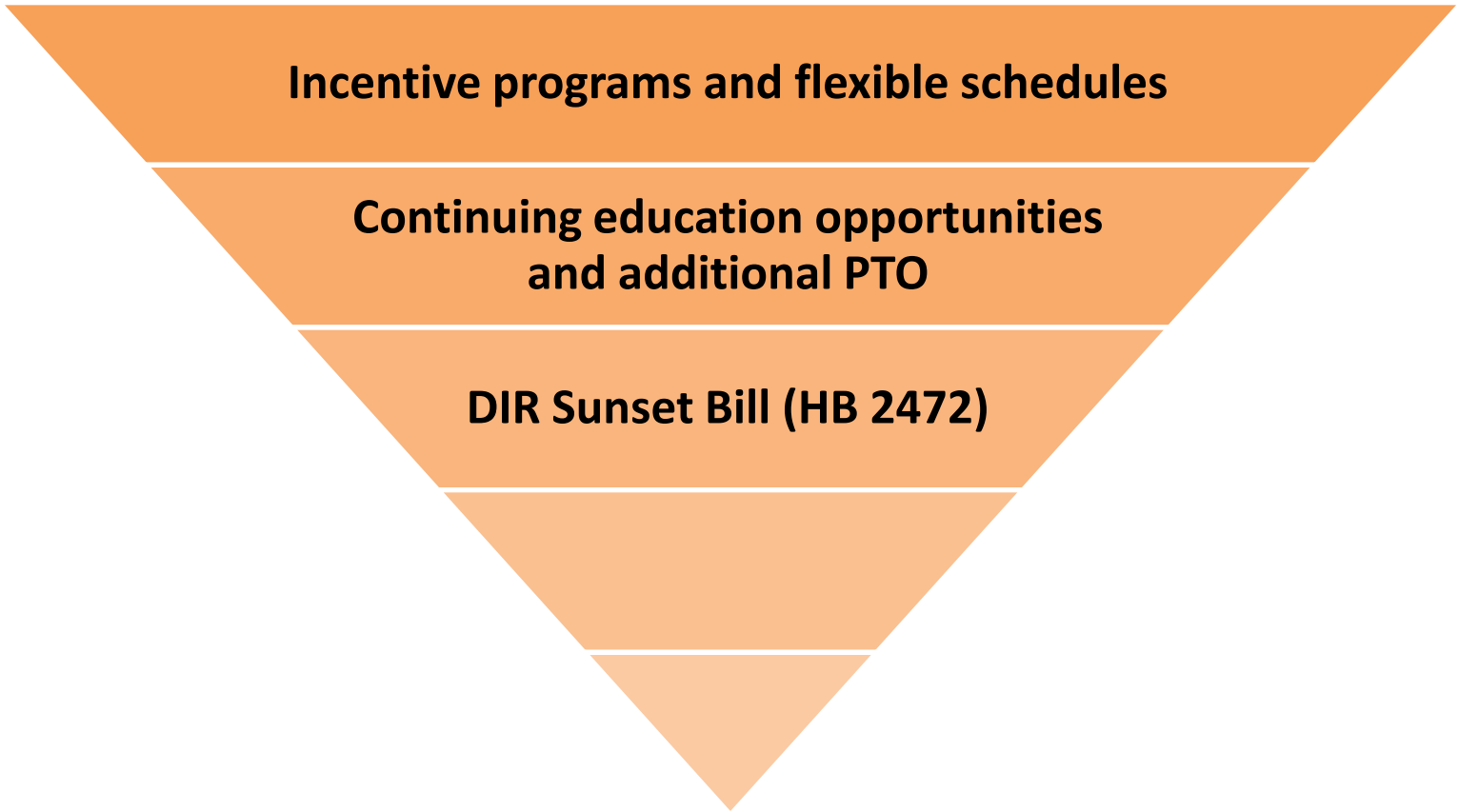
Pre-Conference Survey Results

- Biggest challenges:



Pre-Conference Survey Results

- Recommendations:



Fresh Perspectives

- Select the right people
- University career centers target new graduates and their friends
- Job fairs that publicize benefits of working in the Government
- Utilize DIR ITSAC contract

Social Media

- Post in LinkedIn Groups www.linkedin.com
- Join Meet-Up website groups that offer networking www.meetup.com
- Houston TweetMyJobs houston.tweetmyjobs.com/
- Start a Facebook group
- Post jobs to Bullhorn Reach www.bullhornreach.com

Closing

- Understand what motivates your staff
- Advertise these highlights
- Incorporate employee suggestions

Resources

- Please contact us if you would like any of the following emailed to you:
  - Presentation
  - Paper
  - Pre-Conference Survey results
  - Recommended reading materials

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