

GO FISH

HOW TO REEL IN TOMORROW'S TALENT



..... dci **Q** REPORT

QUARTERLY RESEARCH TO RAISE
YOUR ECONOMIC DEVELOPMENT IQ

2018: Q2

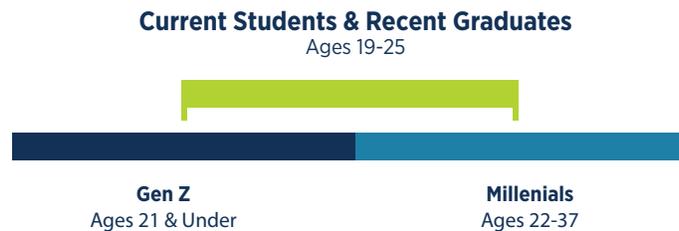
OVERVIEW



DCI conducted a survey of 1,000 individuals ages 19-25 to determine the factors the next generation considers when choosing a career and location.

With 75 million workers, the baby boomer generation accounts for about a third of today's workforce—and they're retiring. Last year, millennials eclipsed baby boomers as the largest generation in the workforce and an even larger generation is on the horizon, with Gen Z making up a larger cohort than millennials or baby boomers. Already faced with low unemployment rates, decreased migration rates and a "skills gap," companies are desperate to influence and attract the next generation of the workforce.

Communities that can capitalize on the next wave of workers will reap benefits for years to come as companies place a premium on talent. Economic development organizations regularly tout the talent that local colleges and universities can potentially provide to new and expanding companies, but do they know what it takes to turn local students into working talent? How can economic developers ensure that current students and recent graduates become regional talent and avoid "brain drain?" First, we must discover how the next generation chooses careers and locations.



Development Counsellors International (DCI), the leader in marketing places since 1960, conducted a survey of 1,000 individuals ages 19-25 across the U.S. (to capture current students and recent graduates that represent the older side of Gen Z and younger side of millennials) to determine the factors the next generation considers when choosing a career and location, specifically:

- What factors are considered when choosing a career path and at what point
- What sources are used to find job and location information
- What elements are most important when choosing a location

By understanding how college students and recent graduates make career and location decisions, we hope to provide communities with insights on how to capitalize on the Gen Z and millennial talent that may be right in their backyards.

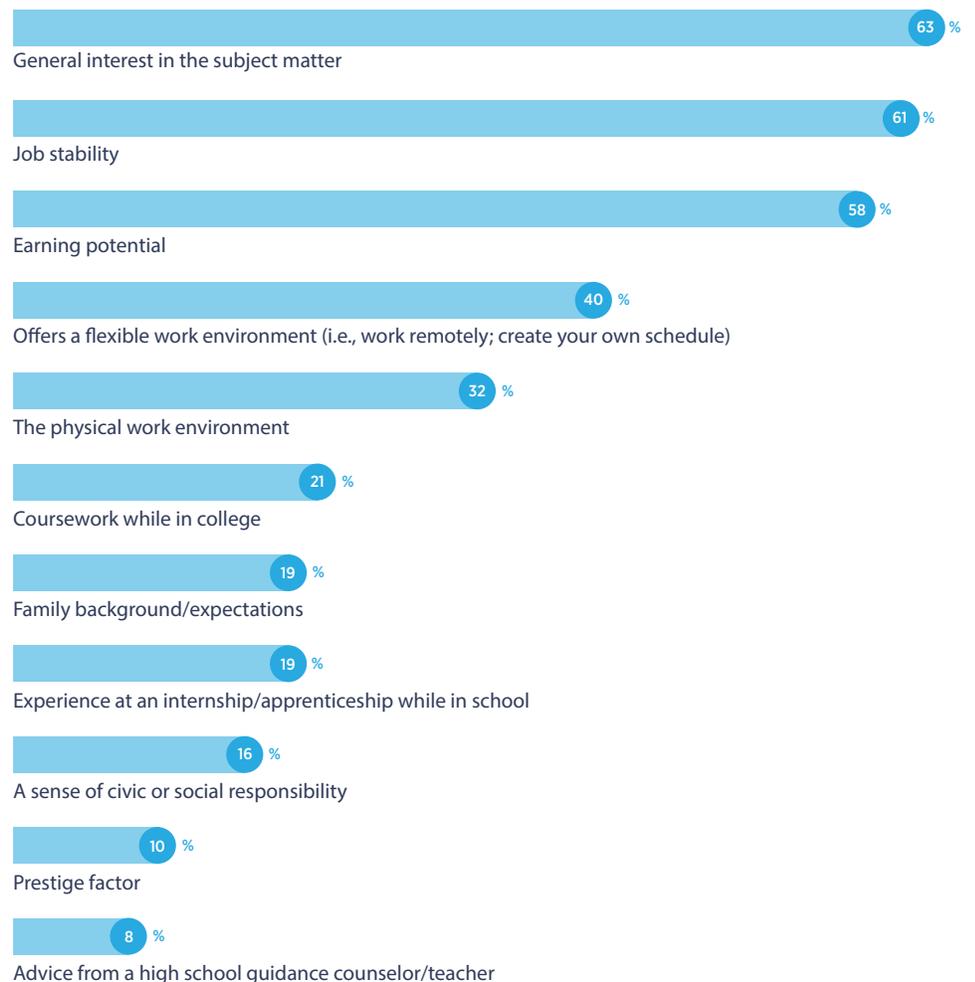
HOW COLLEGE STUDENTS AND RECENT GRADUATES CHOOSE CAREERS

While companies may put the onus on colleges and universities for the “skills gap,” the reality is career choices are often made at a much earlier level and what influences them might surprise you.

We asked respondents to identify when they decided on their chosen career path: 34% reported high school, followed by 33% in college, and 16% that haven’t chosen their career path yet. We also asked respondents to specify the influencers behind their career choices. Surprisingly, high school guidance counselors and teachers have little weight over career choices. Instead, respondents reported that general interest and job stability were far more important, at 63% and 61%, respectively, followed by earning potential at 58%.

What are the biggest factors impacting your choice of, or interest in, certain careers? (Choose all that apply)

Factors



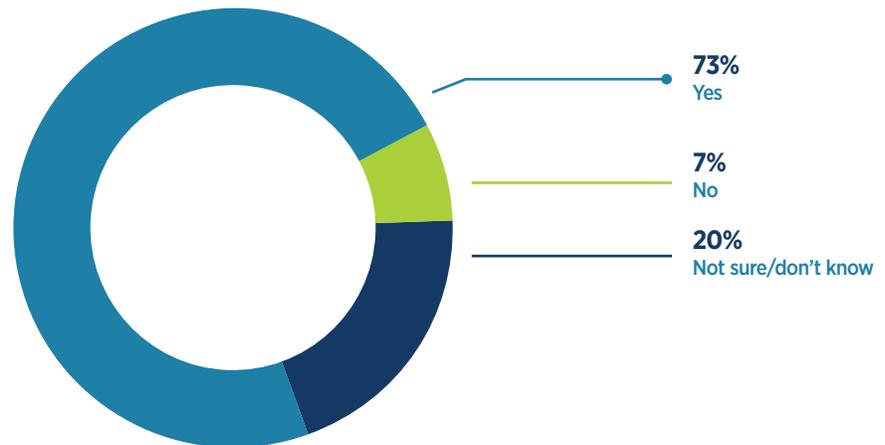


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While career paths may be chosen at an early age, a large majority of respondents would be willing to train to shift their career paths. However, less than half are aware of any training resources available.

These findings emphasize the importance of exposing children at a young age to careers in growing industries to not only build awareness, but also to captivate them. Additionally, as appealing as a job may be, common sense factors like job stability and earning potential play a large role in career attractiveness even at a young age.

Would you be willing to undergo additional training if it allowed you to shift your career path?



Are you aware of training programs offered locally or online that would allow you to change careers?

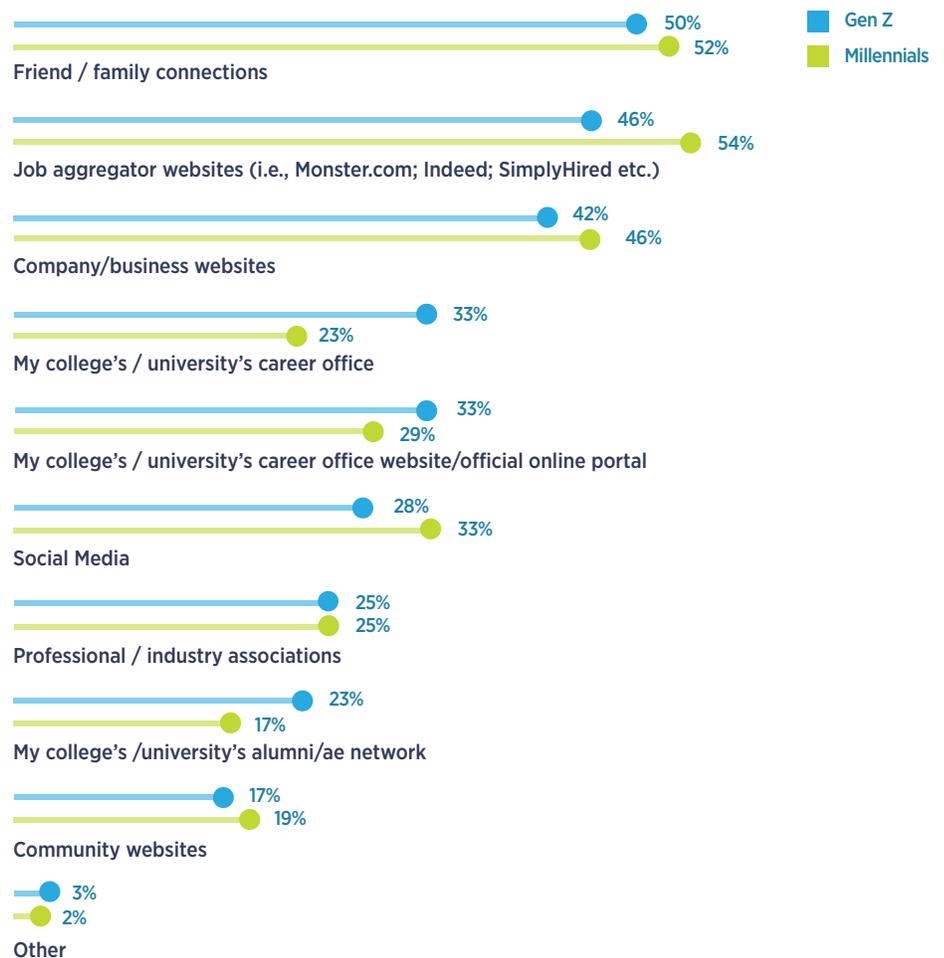


TOP JOB SEARCH SOURCES

Just as respondents choose their careers early on, they are also looking for employment opportunities early on, with 52% reporting that they started or plan to start researching employment opportunities before graduation, with some searching for employment opportunities more than a year before graduation.

While it was not surprising to see that current students lean on college resources more than recent graduates, it was significant to see it was not among the top resources for employment searches, with only about 33% of current students citing college career offices and online portals as a top resource. Across both cohorts, alumni networks were nowhere close to the top resources. Other resources, such as friend and family connections, job aggregator websites and company websites, rank as the top three job search resources for current students and recent graduates.

Please select the top three resources used/do you anticipate using in your search for employment after graduation? (Choose all that apply)



While social media did not rank as one of the top three job search sources, it can be used to promote jobs through friends and family (the number one source) and drive traffic to job aggregator and company websites (the number two and number three sources). Economic development marketers should take note that while social media networks like Instagram and Snapchat are wildly popular with millennials and Gen Z, neither are a top resource for job searches.



THE INTERN ISSUE

A CHAMBER TRANSFORMS A COLLEGE TOWN INTO TALENT MECCA

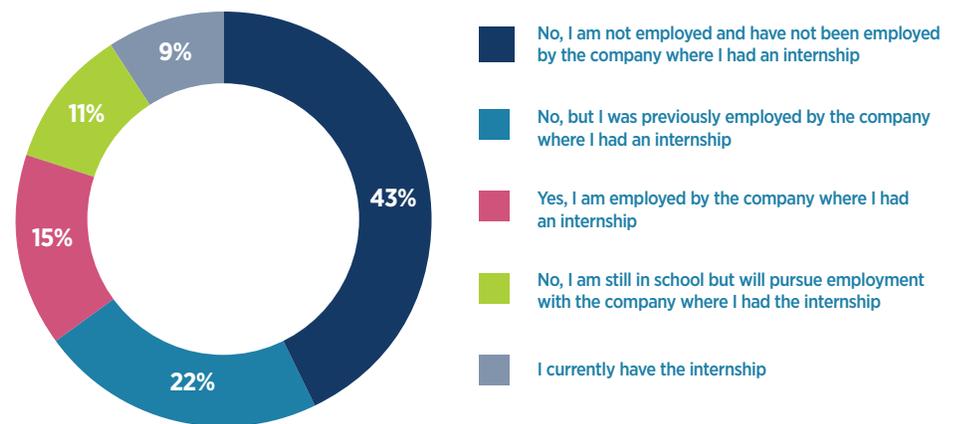
With 31,414+ students at Louisiana State University, Southern University and Baton Rouge Community College, Baton Rouge has ample talent right in its backyard. But Baton Rouge Area Chamber (BRAC)'s Director of Talent Development, Melissa Thompson, noticed there was a gap when it came to retaining that talent: college students would take internships with local companies over the summer, but they weren't connected to the Baton Rouge community. On the other hand, local companies needed fresh talent, but lacked the bandwidth to create internship programs.

Enter InternBR—a program designed to connect local employers to millennial talent. The program tackles the talent equation from both the student and employer side. For students interning for local companies, InternBR offers an additional component – a curriculum to give interns the professional communication and leadership skills needed to excel in their current internship and ultimately, launch their career in Baton Rouge. Most importantly, the program exposes the interns to service and social opportunities to learn more about the Baton Rouge community.

For employers, InternBR provides workshops and consultation to take the guesswork out of the daunting task of starting an internship. After the first two workshops, 31 Baton Rouge companies committed to starting or expanding their internship program. Today, Baton Rouge is ranked the #13 top city for new graduates (Money, 2017) and has ambitions to become the “Intern Capital” of the nation.

Despite a majority of students getting a head start on their employment search, a majority (65%) of respondents have never had an internship. One consideration might be constraints on time due to coursework and college activities, or monetary drivers. For example, students may have opted to hold paying jobs instead of doing credit-based internships. Of the 35% that have had internships, 37% either previously, or currently, worked for the company where they interned, and 11% plan to pursue employment with the company where they interned.

Will you seek employment or are you employed by the company where you had your internship?



Internships are an important part of the talent pipeline. These findings indicate the need for increased awareness and accessibility of internships.

BRINGING YALE “BULLDOGS” TO WORK IN THE KENTUCKY BLUEGRASS

In 1999, Louisville, Kentucky native and Yale alum, Rowan Claypool, imagined a creative way to address the emerging “brain drain” in his community. His plan was to capitalize on undergraduate college students’ desire for new and immersive experiences before entering the workforce. While many students try study abroad programs or settle for summer jobs in their hometowns to earn some cash, Claypool knew Louisville, Kentucky could be an appealing invitation to an “exotic” destination. The “Bulldogs in the Bluegrass” summer internship program brings wide-eyed Yalies to Louisville for 10 weeks to work in a challenging paid internship, be paired with a local mentor, network with community leaders, and live in Louisville—for free.

The two-decade result? Bulldogs in the Bluegrass has brought 600+ Yalies to experience Louisville through a total immersion experience. Of those, more than 50 Yale graduates have chosen to return to Louisville to begin their careers and virtually all have been converted to Louisville “Citizens for Life.” This targeted and immersive program has been so successful, that “Bulldogs Across America” has been implemented in eight additional cities across the U.S.—collectively placing roughly 120 interns annually in participating cities.

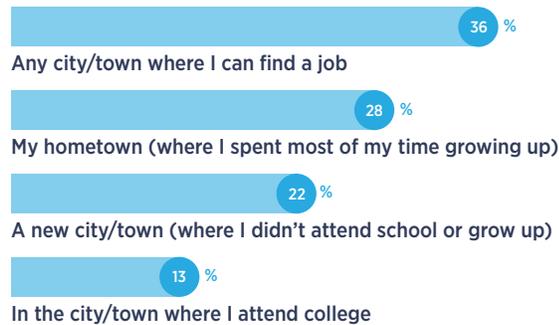
KEEPING COLLEGE TALENT IN YOUR COMMUNITY



Only 13% reported interest in looking for employment in the community where they attended college.

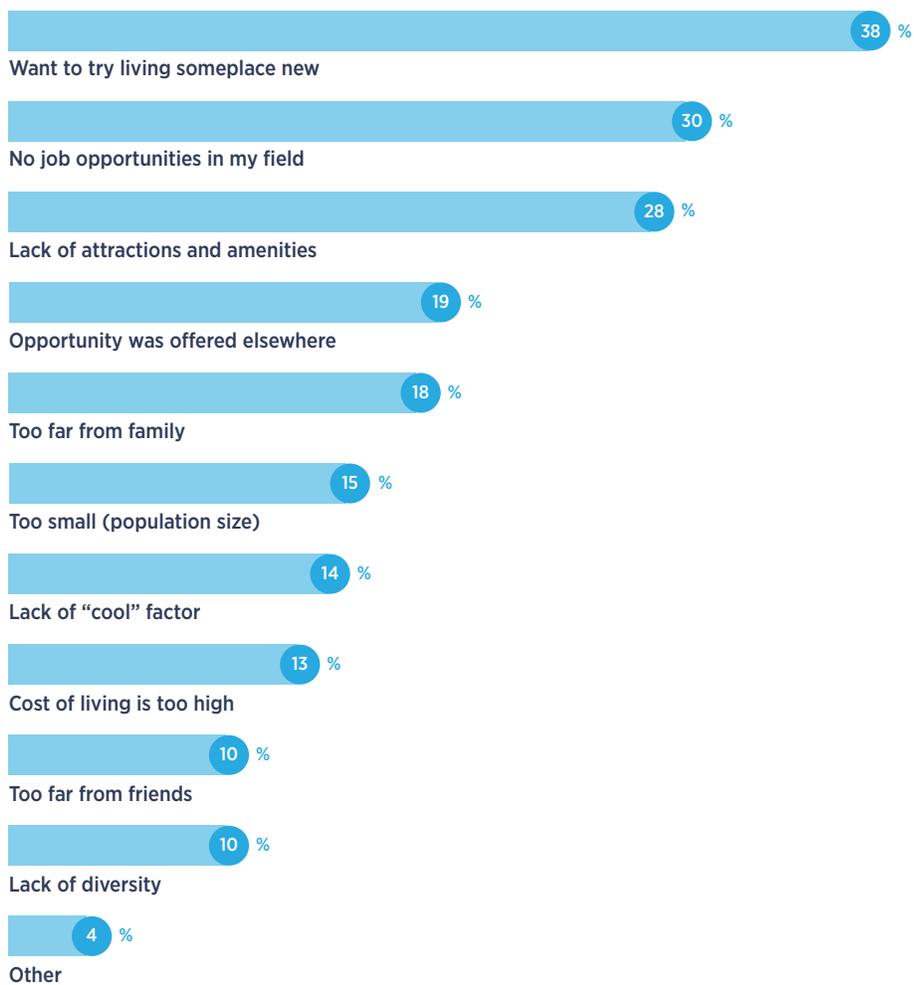
Many economic developers count local college students as part of their regional talent pool. But the reality is that local college students filling local job openings isn't always a given. When asked where respondents were most interested in looking for employment opportunities, only 13% reported interest in the community where they are currently, or previously, attended college.

Where are you most interested in looking for employment opportunities?



Most respondents said they were interested in any location where they could find a job, which reveals that there may be a lack of, or perceived lack of, job opportunities in their college communities. This priority on job opportunities was further supported in our following question: we asked respondents to specify the reasons why they were not interested in staying in their college communities, and while most simply wanted to experience a new location, 30% said lack of job opportunities was a deterrent, followed by lack of attractions and amenities. (A chart of the full list of factors is featured on the following page.)

What are the primary reasons you would NOT stay in the city/town where you attend college after graduation? (Choose all that apply)



WHAT THE NEXT GENERATION LOOKS FOR IN LOCATIONS



Nearly half of respondents chose suburban when asked what type of location was the most appealing.

Knowing that respondents were more interesting in looking at new communities, what qualities should communities possess to either attract or retain young talent? First and foremost, millennials and Gen Z want money—giving high marks on the importance of affordable housing and rent, as well as the overall cost of living. Second, they value safety—crime rate was the third most important factor. Crime rate also came up in the write-in option when asked why respondents would not want to stay in the community where they went to college.

The ability to live, work, and play in one location without a long commute ranked fourth in importance. Despite assumptions about what the next generation looks for in locations, however, factors such as outdoor recreation opportunities, diversity and inclusivity, arts, culture and entertainment, public transportation and nightlife ranked either neutral or of low importance. Similarly, urban locations may not have the mass appeal with younger generations that some may have assumed. In fact, nearly half of respondents (44%) chose suburban when asked what type of location was the most appealing, followed by urban (34%) and rural (22%).

On a scale from 1 (not at all important) to 10 (most important), how important are the following factors when considering where you'd like to live?



REACHING GEN Z AND MILLENNIAL TALENT

In addition to understanding how college students and recent graduates choose careers and locations, we also wanted to understand how this demographic learns about communities, and in turn, how communities can better communicate with them. Personal interactions are paramount when it comes to building impressions for a community, with respondents reporting word of mouth and visits to friends and family as top methods to form community impressions. Digital resources, such as internet research and social media, are also extremely important influencers.

So what tools can economic developers use to help millennials and Gen Z consider relocating? Overwhelmingly, respondents cited first-hand experience as the most important tool, underscoring the importance of tourism. Most respondents also place a priority on the ability to speak with someone within their industry in the location. Other resources such as relocation packages and websites were cited as important tools—which makes it clear that the more information your community can provide to potential talent, the better.

What tools would be most helpful to you when considering a move to a new location? (Choose all that apply):



KEY TAKEAWAYS AND TIPS

Based on the findings of this survey, combined with our previous *Talent Wars* national survey across all working ages, this is crystal clear: millennials and Gen Z are looking for the same thing when it comes to locations—job opportunities.

While our findings did indicate that some college students and recent graduates may be eager to experience new locations, there is a huge opportunity for economic developers to retain college talent, if they make a compelling case. When asked if respondents would be interested in staying in the location where they attended college, 70% were either willing or on the fence.

Upon graduation, are you interested in remaining in the city/town where you attend college?



Here are five takeaways and tips for communities to make sure the those who are “not sure” turn into new residents and new local talent.

1. IMPROVE INTERNSHIPS—BOTH QUALITY AND QUANTITY.

Internships expose college students to the employers and industries in their own backyards. Unfortunately, most college students are not taking advantage of these career-building opportunities. Ultimately, only companies can control internships, but what economic developers can do is help give local businesses the resources to funnel college students into the local internships, as well as publicize existing internships. Additionally, once students are participating in local internships, economic developers should make sure they are fully immersed in the community during this experience.

2. YOUR TARGET TALENT AUDIENCE IS YOUNGER THAN YOU THINK.

While most communities need post-graduate talent *now*, you may be missing out in the long run by not widening your marketing scope to include younger demographics. With most people choosing careers at the high school level, building awareness around top community companies and industries should be done early on. Economic developers may also be missing out if they are only marketing to people already working within in-demand industries, such as tech. Most people are willing to shift career paths if training opportunities are made clear to them. Don't just market jobs to people who qualify, market training to people who *could* qualify.

3. LOOK BEYOND YOUR BACKYARD FOR TALENT.

College students and recent graduates are interested in experiencing new locations upon graduation. While this may mean "brain drain" is inevitable to some extent, economic developers can also capitalize on this by targeting outside markets for talent. Market your community's jobs, housing, and cost of living to markets where your location can compete.

4. FOR MILLENNIALS AND GEN Z, "IT'S PERSONAL."

While people may perceive millennials and Gen Z as being tied to their cell phones, personal connections are still king when it comes to learning about jobs and locations. If there is a lack of knowledge within your own community about what you can offer talent in terms of employment and lifestyle, there is little chance that your residents will be willing to share this information with their friends and family. Create awareness within your own location about the importance of sharing your community's strengths with friends and family.

5. MAKE TOURISM WORK FOR TALENT.

First-hand experience seeing a location up-close was a huge factor in how location impressions are formed with millennials and Gen Z, whether that travel was for leisure or business. Support and sync with the efforts of your local tourism organizations. More tourists in the funnel ultimately mean more potential talent.

A WORD ABOUT DCI



Development Counsellors International (DCI) specializes in economic development marketing and talent attraction marketing. Our tailored approach raises a community's image, increases project inquiries and generates investment opportunity. We achieve this through a deep understanding of your target audience—a niche segment that includes corporate executives, their key influencers and skilled professionals—and the overall location selection process.

Our areas of expertise include:

- Editorial Placement/Media Relations
- Digital Media
- Website Design
- Special Events
- Marketing Blueprints
- Research/Perception Studies
- Destination Branding
- Lead Generation/Investment Attraction
- Tourism Development
- Business Events Marketing

Headquartered in New York City and with regional offices in Los Angeles, Denver and Toronto, DCI has worked with more economic development groups and destination marketing organizations than all other marketing agencies combined. The firm also has frequently formed alliances with local advertising, public relations and marketing agencies to provide specialized input.

Interested in learning more? We'd love to explore how we might assist your community.

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