

Attracting and Retaining Millennial Employees Session - by Marilyn Magness

Patricia DePlasco from Delaware and Tech College presented her research on “Attracting and Retaining Millennial Employees”. The Millennials commonly referred to as generation Y or Nexters were born between 1980 and 2000. They’re numbers are joining the college and workforce ranks of the traditionalists, baby boomers, and generation X’s.

Who are the Millennials?

Millennials expect a flexible organizational culture. They are technological savvy, a fast paced group that is used to having a structured environment and being praised for participating. This generation won’t hesitate to leave an organization if their needs and desires aren’t met.

Some of these traits could be seen as negatives, but to a fast paced organization and a globalized market, the Millennials add the embrace of teamwork, ethical behavior, and the motivation to seek new learning opportunities. They seek two way communication and the growth of ideas that come with it, as it pertains to their goals and responsibilities. Millennials need to keep busy, they us social media; Facebook, Twitter, and LinkedIn to name but a few.

Delaware Tech formed a task force on how to meet the needs and adapt to a multigenerational workforce and student body. The project is formed around human resources, instruction, student services, and community programs. The task force is concentrated on connecting, communicating, collaborating, and customizing key approaches for a multigenerational workforce. One of their key tasks is to research different ways of attracting and retaining a multigenerational workforce and students. The goal is to implement new policies, guidelines, and resources making the multigenerational workforce more effective.

Few of the recommendations from the task force included- empower new employees with opportunities, develop a mentoring program across all generations, develop a non monetary rewards system, expand personal development, and establish wellness options.

Ms. DePlasco further explained, as future retirements occur, the Millennials will be needed to fill more positions. H R professionals need to develop succession plans. As such, HR needs to evolve more creative methods in recruiting and retaining employees.