

Planning for the Next Generation of Federal Employees

The GSA Experience

Recruiting vs. Aging Workforce

- Every year, every employee is 3% closer to retirement
- Average age – track over time
- % eligible to retire now, in 5 & 10 years
- Age: % > 60 vs. % < 30
- How to transfer corporate knowledge to the next generation?
- Core Occupations (mission critical)

We have all the tools we need

- SCEP, FCIP, Outstanding Scholar, VEOA, PMF, Bi-lingual/Bi-cultural, etc.
- Lower cost of salaries
- Low cost of recruiting program
- Recruiters/Interviewers
- Hiring incentives: recruitment bonus, pay above 1st step, tuition reimbursement, student loan repayment

CORPORATE BRANDING STRATEGY

- Consistent look and theme throughout recruitment literature
- What separates your organization from others?
- Market yourselves
- Make sure recruiters are familiar with the branding strategy

Where are the best candidates?

- College Juniors, Masters Public Admin.,
Graduating Seniors
- Schools
 - Local
 - Large
 - HBCU/HACU
 - Mid-level
 - Minority campus organizations
- Majors

Powerful Sales Pitch

- Salary to GS-12 (\$60-80k)
- Challenging assignments w/ training
- Job security (relative)
- Marketable skills
- Flexible hours during school
- Vacation, sick, retirement
- Transit subsidies
- Continuing education
- Get Columbus Day off! 😊

Effective Screening Process

- 2 levels of interviews
- Trained interviewers
- Open-ended questions which assess competencies, attributes
- The best recommend only the best
- Race the clock (45 Day Model)

Engage The Trainees

- Meaningful assignments
- Rotations if appropriate
- Mentors, coaches & panels
- Trainee support group
- Weed out those not well suited
- Happy trainees -> Careerists

Biggest Surprise: Economies of Scale

- The more we coordinate, the more effective and efficient our recruiting become
 - School contacts, job fairs
 - Resumes
 - Descriptions of job openings
 - Corporate branding strategy for promotional material

Second biggest surprise: Exportable

- Use existing laws, funding, resources
- Formula: fresh talent with high potential added to current expertise = next generation of careerists
- Trained Cleveland, Detroit, Milwaukee, Springfield, Denver, Boston
- Presentations for MSPB, FEI, IPMA, FPMI and OPM, Philadelphia Staffing Society, other parts of GSA

Third biggest surprise: It works!

- 10% of our workforce are trainees hired since March 2000
- Average age is dropping
- Recent trainees can be used in your recruitment efforts to better relate on campus
- Continuous improvement

