

## Special Interest Articles

Attracting and Recruiting Millennials

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Upcoming Events

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### Next "Finding Talent" Event

April 2008

## Using Social Networking Sites

8:30 - 10:30 a.m.

200 S. Wacker Drive, Chicago

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*Helping employers find experienced talent*



UNIVERSITY OF ILLINOIS  
ALUMNI ASSOCIATION

## Attracting and Recruiting Millennials

Recruiting, retaining and managing Millennials, also referred to as Generation Y and Echo Boomers, have emerged as some of the biggest issues facing employers today. So say a research study conducted by Mark McCrindle of McCrindle Research and an article written by Steven Rothberg of *CollegeRecruiting.com*.

The difference today, as explained by McCrindle is that the workforce is undergoing the biggest generational shift as the Baby Boomers, the largest generation ever, begin to retire and leave the workforce and Generation Y begins to enter it. The implications are significant to all businesses across the globe.

This article will provide insight into the traits, attitudes and mindset of the Millennials to help employers improve recruiting strategies as this group emerges in the workforce and employers compete to attract and recruit the best and brightest.

### Understanding the Millennials Employee

Generally, Millennials were born between 1980 and 1994. They are the children of Boomers who have watched over them and scheduled them since birth. Millennials are described as being very independent, flexible and team oriented. Although Millennials have a poor reputation for company loyalty and job commitment, both McCrindle and Rothberg attribute this to Millennials' desire for variety, challenge and change in the job, rather than a lack of loyalty or commitment to a company.

On the job, Millennials are hard workers, have high expectations, are high performers and are extremely tech savvy. They are eager to learn and grow professionally and like to share what they've learned. Millennials like taking on responsibility, want to advance and like making an immediate impact. Work/life balance and community service activities are very important to them.

### Attracting, Recruiting and Retaining

According to McCrindle

and Rothberg, strategies to recruit and attract Millennials should include developing programs that promote flexibility, work/life balance, fair pay and provide opportunities to be mentored, to learn, grow and advance in a fun and challenging work environment. Retention will generally increase with recruiting policies that provide these types of incentives. To improve retention and to satisfy the Millennials'

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Attn: Employers

Re: An opportunity to find and hire talent

The Alumni Career Center

312 575 7830  
[www.uiaa.org/careers](http://www.uiaa.org/careers)



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## Attracting and Recruiting Millennials (Continued from page 1)



*Recruiting policies that make Millennials feel valued, that promote fair pay and flexible work arrangements and provide learning and advancement opportunities are more likely to retain them*

desire to feel valued and to make an impact, Rothberg suggests cross training, allowing them to be mentors to interns or giving them the responsibility of teaching computer skills to older employees.

Communicating with Millennials is critical. Providing quick and immediate feedback, preferably one-on-one, face-to-face and initiated by their supervisor is ideal. The use of blogs and social networking sites can help demonstrate openness and trust in an organization's culture and

may help with attracting as well as retaining. Rothberg cited Honeywell as a cutting-edge company allowing employees to use career blogs to detail what they like and dislike about their work.

Understanding the attitudes and expectations of the Millennials entering the workforce and developing programs to engage, train and lead this generation will be the key to business success.

### SOURCES:

"Generation Y: How to Retain Them," *College Recruiter.com*, April 2007

New Generations at Work: Attracting, Recruiting, Retraining & Training Generation Y," *McCrindle Research 2006*

### OTHER RESOURCES:

Northwestern Mutual Financial Network Millennium Generation Project [www.generationstudies.com](http://www.generationstudies.com)

*Generations at Work* (2000) by Ron Zemke, Claire Raines and Bob Filipczak

## Employer Recruiting Survey

The UIAA's Alumni Career Center would like to extend its appreciation to all employers who participated in the spring recruiting practice survey. The results are based on responses from 135 employers.

The top three changes in the last five years which have most affected recruitment of experienced candidates include:

1. Changes in the economy dealing with a tight labor market and shortage of workers
2. Technology or online recruiting resources
3. Lack of qualified talent

Employee referrals and networking were ranked as

the two most effective methods used to attract and recruit experienced candidates, followed by Internet job listing, Intern or coop programs and professional associations.

The top five screening tools employers use to recruit experienced candidates are:

1. One-on-one interview
2. Reference checks
3. Education verification
4. Criminal background check
5. Panel interviews

Less than one-third of the employers used skills tests and slightly more than one quarter used credit background checks. During the hiring process,

68 percent of the employers require the applicant to submit a résumé and/or an application through the company web site to be fully considered for a job. More than 60 percent of the employers use structured or behavioral-based interviews. One-third of the employers use situational or case interviews while group or panel interviews are used by 20 percent of employers.

Employers are providing candidates with more flexible interview schedules.

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## University of Illinois Career Fairs 2007- 08



### **UIUC College of Business Career Fair**

Sept. 17 and 18, 11 a.m. – 4 p.m.

Location: Illini Union

Call: 217/ 265-0864

### **UIC Fall Diversity Job Fair**

Sept. 20, 10 a.m. - 2:30 p.m.

Location: UIC Pavilion

Contact: [jaimbev@uic.edu](mailto:jaimbev@uic.edu)

To reserve space in UIC's office to conduct on-campus interviews following the job fair, please e-mail Kathy Battee-Freeman at [kathyy@uic.edu](mailto:kathyy@uic.edu) to request a room.

### **UIC Professional and Graduate School Fair**

Oct. 2, 3 – 7 p.m.

Location: UIC Pavilion

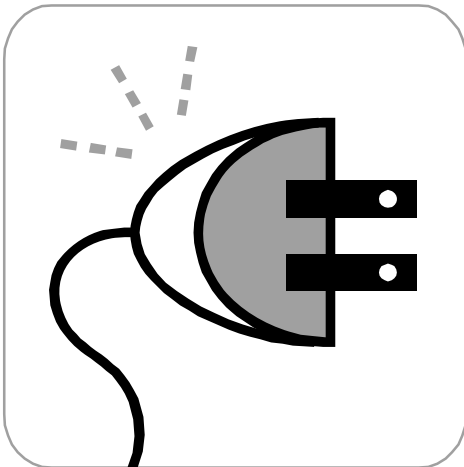
Contact: [agarza@uic.edu](mailto:agarza@uic.edu)

### **UIS 2008 Springfield Collegiate Career Fair**

Feb. 22, 9 a.m. – 4 p.m.

Location: UIS Public Affairs Center

Contact: 217/ 206-6508



## Midwest ACE Events

Midwest Association of Colleges and Employers offers networking and professional development opportunities for recruiting and career services professionals.

### **Midwest ACE Trends Conference**

Nov. 15- 16, 2007

Chicago

Visit [www.mwace.org](http://www.mwace.org) for more information about how to get involved.

## Employer Recruiting Survey (continued from page 2)

*Employee referrals and networking were ranked as the two most effective methods used to attract and recruit experienced candidates*

Eighty-six percent of organizations are willing to schedule interviews in the evening while 58 percent were willing to schedule interviews on the weekend to accommodate the candidate.

The top characteristics sought in new hires were in ranked order drive/passion, culture/ fit, skills, experience and personality.



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**We're on the Web!**  
See us at:  
[www.uiaa.org/careers](http://www.uiaa.org/careers)

## "Finding Talent" Series

Through the "Finding Talent" newsletters and events, the University of Illinois Alumni Association's Alumni Career Center aims to offer networking and professional development opportunities for people with hiring, interviewing or recruiting responsibilities. The series has covered a wide range of topics, including technology

tools, trends, marketing and behavior-based interviewing.

The series has something to offer both new professionals and those with a solid background in the field.

Events hosted in the spring and fall offer an opportunity for professionals to network, to share information and benchmark their programs.

### NEXT "FINDING TALENT"

April 2008

#### Using Social Networking Sites

200 S. Wacker Drive, Chicago

8:30 -10:00 a.m.

## Back to Business

No matter how long it has been since school, the end of the summer always signifies a time for getting back to business. Many alumni do this by starting or restarting a job search.

Early fall is the Alumni Career Center's second busiest time of the year for new alumni registrations.

(The start of the year is our busiest time of the year due to New Year's resolutions.) Regardless of whether you are looking for a recent graduate or an experienced candidate, now is the perfect time to connect with a growing pool of talent.

To get started, e-mail a job description today or log in to

the **Hire UI Alumni** system.

E-mail: [careers@uillinois.edu](mailto:careers@uillinois.edu)

Hire UI Alumni:

<http://www.uiaa.org/careers/employers.html>

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