



Effective Employer Engagement

March 27, 2017

Speakers



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Monster Employer Engagement Survey Results

Survey Methodology



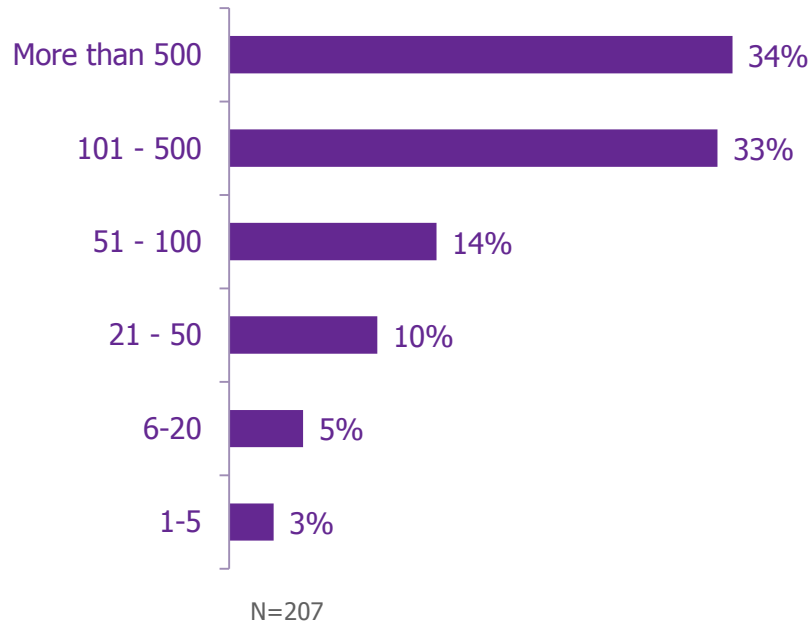
Monster Government Solutions, using Survey Sampling International, conducted a survey of employers nationwide.

- 10,000 HR and recruiting individuals working for a cross-section of employers were invited to the survey on March 17
- 894 individuals responded
- 687 are not working with WDBs
- 207 had sufficient knowledge of WDBs to respond to questions about WDB engagement and services
 - 67% of this group work at organizations with more than 100 employees
 - 34% employ more than 500

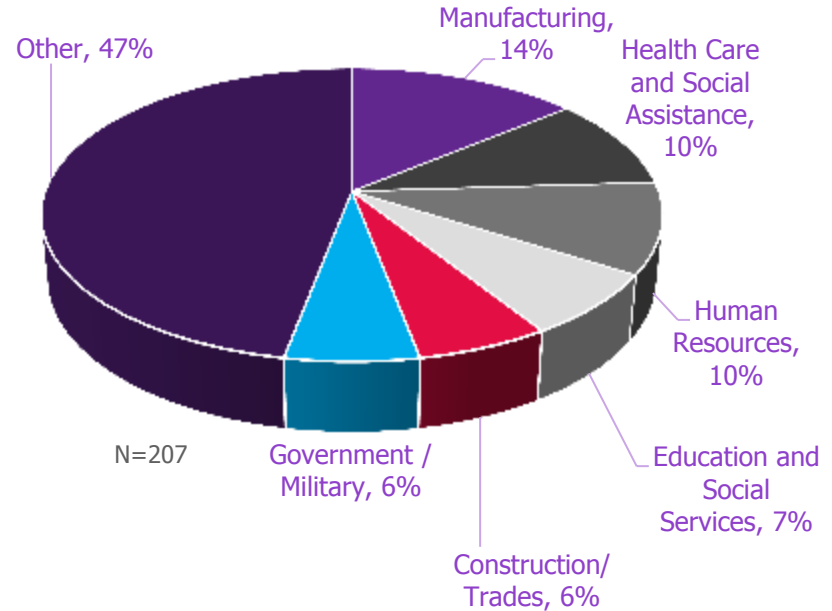
Demographics: Respondent Employers Working w/WDBs



Total Employees



Top Industries



Key Findings



Awareness	<ul style="list-style-type: none">• Most employers don't work with or know about WDBs<ul style="list-style-type: none">• 53% are unaware of WDBs• 24% are aware of WDBs, but don't know what they do• Those working with WDBs are active
Services	<ul style="list-style-type: none">• Employers most need and desire recruiting-related services• Training and retention ranked next in services wanted
Communications	<ul style="list-style-type: none">• Employers use a variety of methods, most often websites, to engage with WDBs• Employers prefer a mix of digital communications

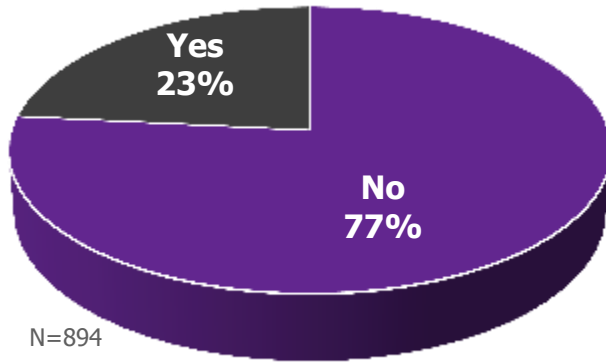
 **Awareness**

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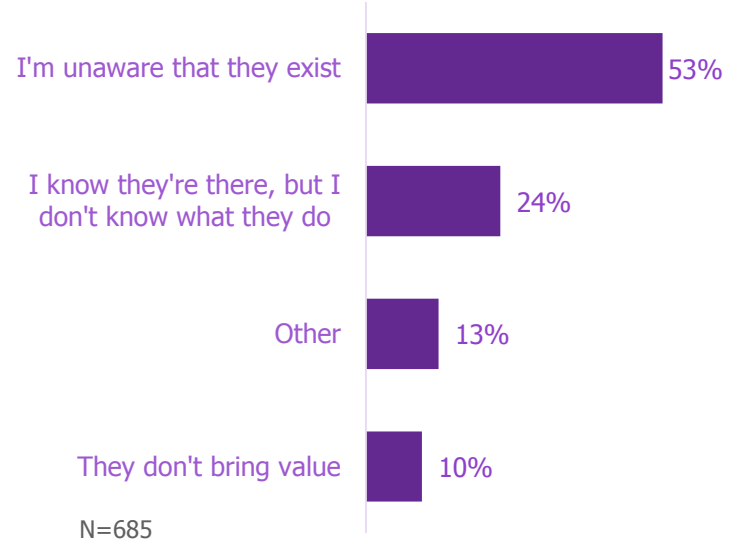
Most Employers Don't Work With or Know About WDBs



Work With WDBs



Why Not Working With WDBs



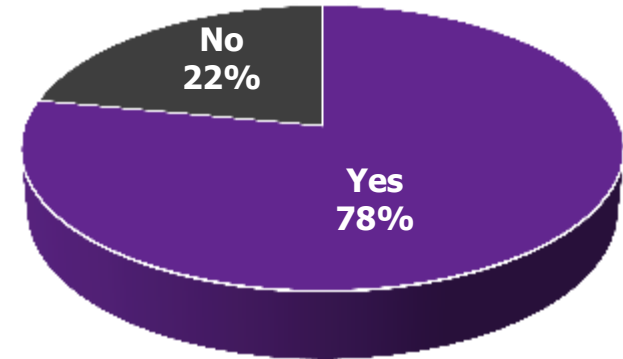
- Over three-quarters of respondents were not working with their local WDB
- Those not working with WDBs cited lack of awareness and knowledge as the key reasons; others saw no value or “no need” in what WDBs do

Those Working With WDBs are Active



- Once an employer works with their local WDB, they are likely to engage on a regular basis
- 89% of employers are aware of the services available to them
- 78% of respondents are actively engaged with their WDB

Actively Engaged With WDB



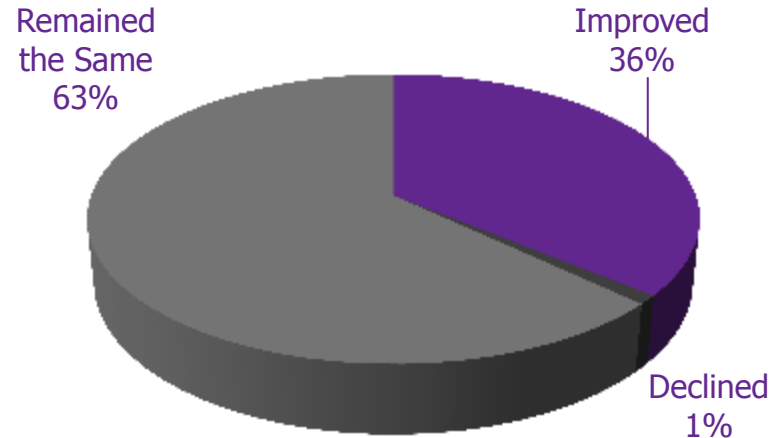
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Those Working With WDBs Have Positive Relationships



- 36% of employers report an improved WDB relationship
- 63% of employers report a stable WDB relationship
- Only 1% of employers report a negative relationship

Relationship Status With WDB In Past Year



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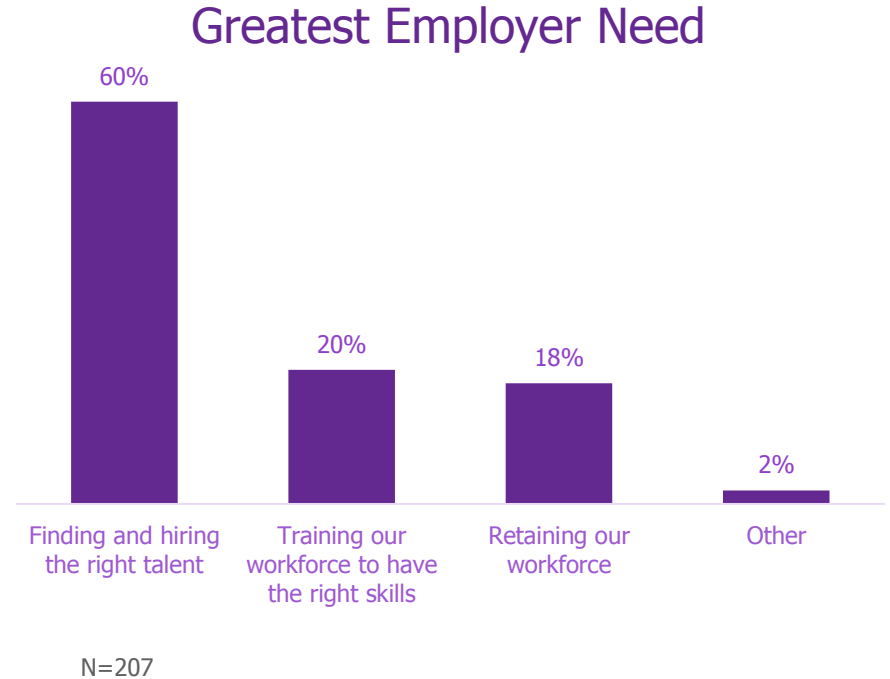


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Greatest Employer Need: Finding and Hiring Talent



- Finding and hiring the right talent is the greatest need among employers
- Almost equal number of employers ranked training their workforce (20%) and retaining their workforce (18%) as their highest priority



Employers Most Desire Recruiting-Related Services



- The top services employers want from WDBs are related to finding and hiring talent: free job postings on job boards (59%); Job/talent matching (55%) and Job/hiring fairs (49%)
- Just over a third mentioned pre-employment and resume/application services
- About 30% cited training as a desired service

Services Wanted by Employers



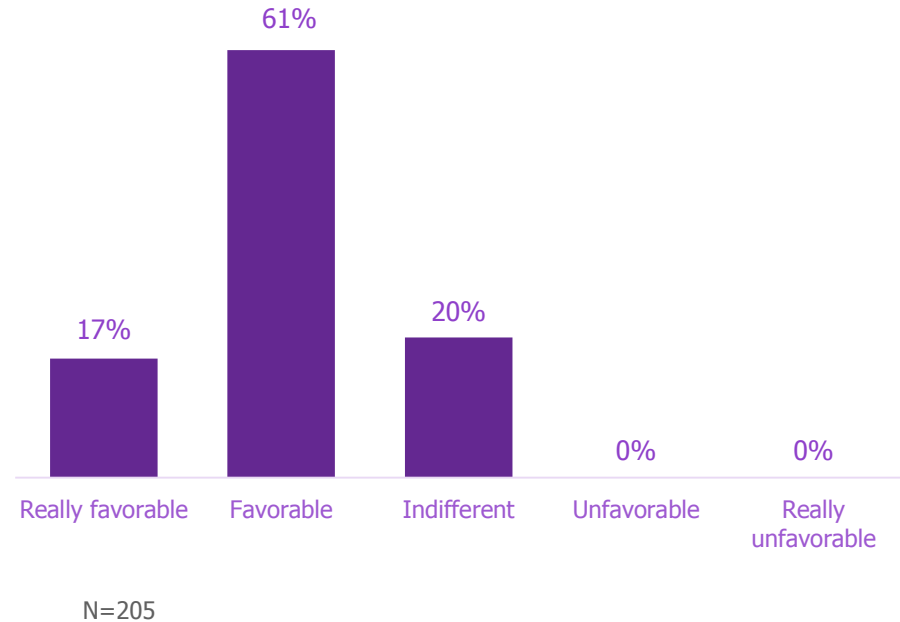
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Employers Value WDB Services



- 78% of employers report a positive opinion of WDB services and programs
- No employers report a negative view of WDB services and programs

Opinion of Services and Programs



 **Communications**

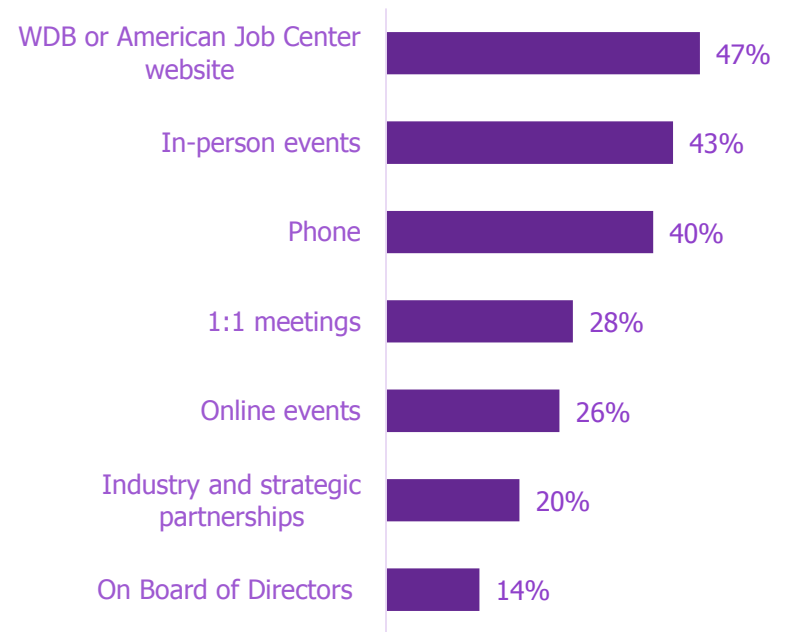
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Employers Use a Variety of Methods, Most Often Websites, to Engage WDBs



- Almost half (47%) of employers currently engage with their WDB via their website, followed by 43% at in person-events and 40% by phone
- Other cited activities included one-on-one meetings (28%) and online events (26%)

How Employers Engage with WDBs

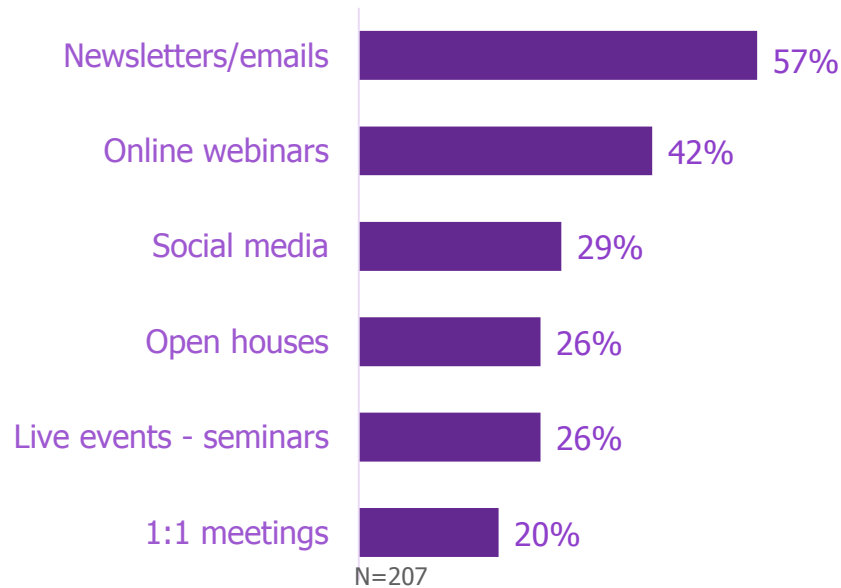


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Employers Prefer Digital Communications



How Employers Want to Learn About WDBs



- Employers prefer a strong mix of digital communications channels and educational content to inform them about WDB programs and services WDBs
- Email newsletters, webinars, and social media are the top three ways employers use to learn about new programs and services offered by WDBs
- About one-quarter mentioned live events or open houses as activities

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Panel Discussion

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Q&A

What's Next?

Look out for a Monster e-mail with:

- Survey results
- Workshop summary
- Resources and tips

Questions? Contact me!

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Thank You!