

# ATTRACTING Much Needed Talent

Our largest focus at the Fox Cities Regional Partnership, the economic development division of the Fox Cities Chamber, is our Business Retention and Expansion program. We conduct over 100 visits to existing Fox Cities employers annually to ask them about any challenges they may have affecting their growth and if there are opportunities they would like to take advantage of.

Many employers have told us over the years, that they are having an increasingly difficult time recruiting entry-level talent to their IT and engineering departments. This is not a challenge unique to the Fox Cities; as baby boomers retire and Generation Xers move into more senior positions, companies around the United States are competing for the best and the brightest students coming out of college.

As we know, this market is competitive. We developed Talent Upload, a program for area employers, where we promote a three-day event for students to explore first-hand the Fox Cities and its superior employers. For this year's event, students were prepared to complete a survey regarding what they value from a job perspective as well as a "quality-of-life" and how important those factors are when selecting a place to begin their careers.

We began by asking the students if they planned on choosing a community in which to live prior to looking for a job there, or if they planned on finding a job first and then looking for a community neighborhood that was nearby. As you can see in the chart to the right, most of the students were looking for the right job—then choosing where to live. We often hear that millennials do just the opposite, so this was interesting.

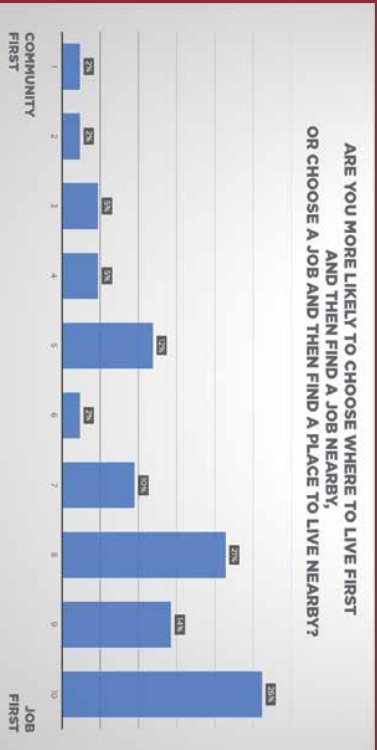
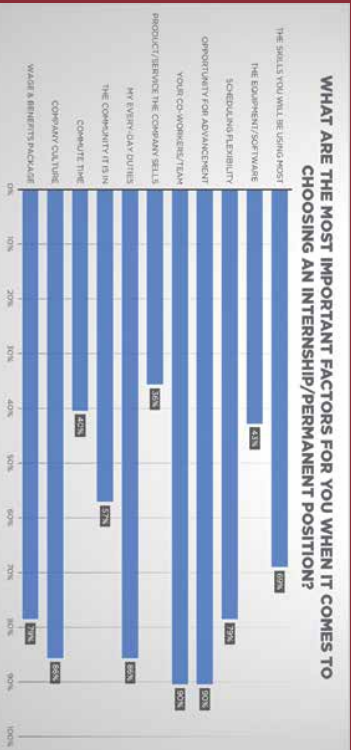
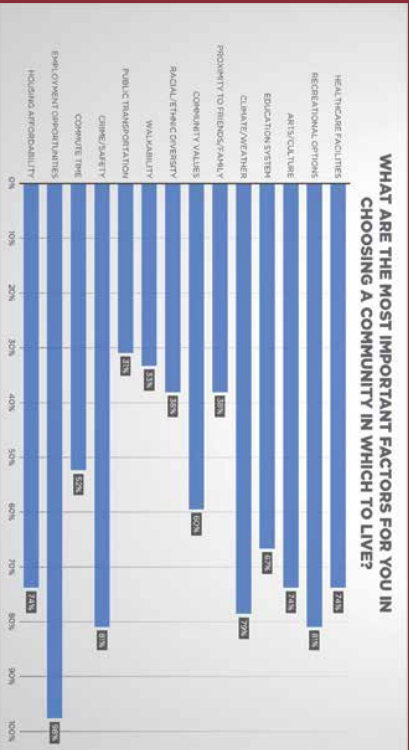
We then asked the students what the most important factors are to them when choosing a job. The students had four options to choose from regarding each factor. Outlined in the chart to the right are the factors that students identified as "very important" or "deal breaker". These responses were not necessarily shocking.

Much like the factors students look at when considering a job, we asked what was most important to them regarding a community in which to live. Outlined in the chart to the right are the factors that students identified as "very important" or "deal breaker".

Many of the options ranked close to what we predicted—of course, young people want recreational options. We were surprised, however, to see that some factors generally considered to be more appreciated by a "more mature" demographic, such as high-quality healthcare, a good public education system, and low crime, are VERY important to these students.

This information may be useful for employers in our region when speaking with potential employees, as the Fox Cities is very competitive with many of the factors listed as important to many of the students.

*Learn more about Talent Upload, the immersive three-day event to proactively engage with and recruit talent, by visiting [foxcitiesregion.com](http://foxcitiesregion.com).*



# TALENT UPLOAD