Attracting and Keeping Millennial Talent

ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES (ACCE)
ANNUAL CONVENTION 2016
Attracting and Keeping Millennial Talent

Moderator

- Matt Tarleton, Vice President and Principal, Market Street Services

Panelists

- Kate Atwood, Vice President, ChooseATL, Metro Atlanta Chamber
- Shannon Hoeg, Chairwoman, South Shore Young Professionals
- Shannon Full, President and CEO, Fox Cities Chamber of Commerce
Workforce Sustainability
“Ever since the global financial crisis, economists have groped for reasons to explain why growth in the U.S. and abroad has repeatedly disappointed, citing everything from fiscal austerity to the euro meltdown. They are now coming to realize that one of the stiffest headwinds is also one of the hardest to overcome: demographics.”

Greg Ip
2050: Demographic Destiny
Wall Street Journal
Age Composition (2014)

Source: United States Census Bureau; Population Estimates
South Shore Net Migration (1990 – 2014)

Source: Internal Revenue Service (IRS)
Fox Cities Net Migration (1990 – 2014)

Source: Internal Revenue Service (IRS)
Metro Atlanta Net Migration (1990 – 2014)

Source: Internal Revenue Service (IRS)
Workforce Sustainability and Quality of Place

National survey conducted by the Urban Land Institute focusing on individual preferences and desired community attributes.

What is the ideal size for your preferred place of residence?

Source: Urban Land Institute (2013)
Core/Central County Share of Metropolitan Population Growth

Source: United States Census Bureau; Population Estimates
MORE THAN JUST A CAMPAIGN / THE CHOOSE ATL MOVEMENT.
Millennials are the largest generation in the U.S. workforce as of 2015.

1M+ Millennials are on the move each year.

Between 2000 and 2012, Atlanta saw only a 3% in-migration of talent ages 25-34.

Traditional hiring isn’t working. Our platform allows for our corporate partners to showcase the culture and lifestyle side of Atlanta in addition to profiling your company.

“The presence of young professionals not only fuels economic growth, but their engagement is the key to driving the social change that will ultimately define Atlanta’s future.”

– Hala Moddelmog, CEO, Metro Atlanta Chamber
ATLANTA HAS TRANSFORMED
It’s time for the world to take note.

CHOOSEATL is the platform to...

- Attract & retain millennial talent
- Expose the world to the new Atlanta
- Engage the young people already here in the pride of the movement
MORE THAN JUST A CAMPAIGN: THE CHOOSEATL MOVEMENT

BUILDING MOMENTUM IN < 1 YEAR, AND WE’RE JUST GETTING STARTED

Social Media
11,000,000+
#ChooseATL

Experiences
205K+ participant reach, 20+ events

Digital/Press
102MM media impressions

153% increase in followers YTD

47MM impressions for SXSW alone

227K
ChooseATL.com page views
Shannon Hoeg

South Shore Young Professionals
Chair

JSS Communications Inc
President
South Shore of Boston, MA

- 25 Towns from Boston to Cape Cod
- Population:
  - 29.6% 45-64
  - 25.8% 25-44
- Education:
  - 50%+ 25-44 have bachelors or higher
- Population growth 2000-2012 stagnant = 5%

South Shore was Not built for YPs:
- Disastrous Commute! (One 2-3 lane highway runs N-S)
- Lack of Walkability (few sidewalks, streetlights)
- Highest paying jobs are in Boston
- Little public transportation
- EXPENSIVE homes
- “Settle down and die” stigma
- YP’s are an afterthought
- No Night Life!

Source: South Shore Regional Development Strategy Competitive Assessment, Sept. 10 2014, Market Street Services
South Shore Young Professionals (SSYP)

*Founded in 2008 to empower young professionals on the South Shore through networking, education and community development.*

**Why:** Lack of representation, connections or resources for YPs in the region

**Pre-Affiliation**
- 169 members, Board of 9-12 members, PT (non YP) Exec. Director

**March 2015:**
- Low profile brand, sponsorships and members from select companies
- Annual revenues $10 to $12K (including Foundation), $25/year individual membership

**Programming:**
- 10 (monthly) networking events a year (attended by 30-50)
- Quarterly Mentor dinners
- Golf Tournament, Holiday Party, and Signature Fundraiser
- Grant Foundation to support entrepreneurs ($5000+)
Opportunity: Affiliation

- May 2015
- SSYP & South Shore Chamber - SSYP remains Independent

Chamber support:
- Workspace for Exec. Director
- ChamberMaster database
- Website
- Education / Mentorship
- Access to SSCC Members for marketing, events, sponsorship
- $50 per INDIVIDUAL
- Free Networking events for members of SSYP
- Human capital: COO, CFO, administrative, design, marketing, events
Achievements

- Hired upgraded part-time Millennial Executive Director
- June 2016: 300+ members, 10-12 board members (65% growth)
- Programming that attracts YPs: Distillery tours, Plymouth Plantation, “Baggo” Tournament, Supporting new restaurants & businesses, Supporting Arts & Culture
- 100% Focus on mission: Increase Foundation Grant, Board Development, Mentorship Program
  - Increased Corporate Sponsorship
- Highly recognized brand as go-to resource for YPs, South Shore employers and community leaders
Create a sense of “Community” amongst YPs
  ◦ Social events and relationship building. Relationships: YPs do business with YPs they know well, like and trust!

Corporate Memberships
  ◦ Using the SSYP as an added benefit for employees

Non-profit Community
  ◦ Boards & panels
  ◦ Deepens personal investment, connections in and ties to community

Business Community
  ◦ Tapping into our members’ skills, experience, expertise for projects, jobs and careers.

YPs as contributing members of society!
  ◦ Economic Development
  ◦ Professional development
  ◦ Leadership development and succession on our Board and at the Chamber and in the community
  ◦ Involvement in local politics & idea development (i.e. focus groups)
SSYP (Affiliation) Results:

- Membership growth and engagement
- Community involvement
  - Fundraising
- Communications
- Political advocacy
- Leadership development
- Board engagement
- Programming
- Financials
- Sponsorship
- Working environment
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August 11, 2016

Shannon Full
President/CEO
Fox Cities Chamber of Commerce and Regional Partnership
sfull@foxcitieschamber.com
Millennial Trends Impacting Chambers

- Placemaking and Community-Focused
- Experiential and Purposeful
- Making a Difference – Key Motivator
- Network Building vs. Networking
- Events - Organic vs. Structured
- Diversity & Inclusion Essential – Fewer Boundaries
- Mentoring vs. Peer to Peer
- Highly Engaged/High Touch/High Communication
Transforming Program over last 18 months

**THEN**
- Traditional
- Professional and Leadership Development Focused
- Structured
- Staff-driven

**NOW**
- Breaking the Mold – Innovative
- Balance between Professional/Leadership and Community Impact
- Open Format
- Volunteer-driven

**OUTCOMES**
- 274% increase in engagement
- 30% increase in membership
- 25% increase in sponsorship and corporate support
RECRUITING NEW, ENTRY-LEVEL, IT & ENGINEERING TALENT TO THE FOX CITIES FROM AROUND THE MIDWEST

IEDC “Best in Show” Award Winner
3 DAY EVENT

DAY 1
- WELCOME RECEPTIONS – AIRPORT
- CORPORATE LEADERSHIP ENGAGEMENT

DAY 2
- CORPORATE TOURS – IT & ENGINEERING
- COMMUNITY AND CORPORATE LEADERSHIP ENGAGEMENT
- CAREER FAIR

DAY 3
- YP TECH PANEL DISCUSSION
- SCAVENGER HUNT – AMAZING RACE
- STUDENT DEBRIEF
OUTCOMES

• 34 accepted full-time offers with 18 employers
• 20+ permanent positions/internships offered
• 62% placement
Thank you...

Shannon Full
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Panel Discussion and Questions