



Attracting & Retaining Employees in Rural Areas

Egg Industry Issues Forum
April 16-17, 2019

We are in the
PEOPLE BUSINESS

We just happen to



Scarce numbers

- ▶ Lack of Skilled Workers
- ▶ Location
- ▶ Low Unemployment
- ▶ Pre-Employment Screening / Drug Screening

Pre-Employment Screening

- ▶ Be clear on company policy
- ▶ Be a good example
- ▶ Policy on second chances
- ▶ Drug Testing

Roles Reversing

- ▶ Attend Networking Events!
 - Career Fairs, Club Events, Trade Shows, Industry Meetings, Alumni Gatherings
- ▶ Make a Plan
 - Prepare 30 second “Elevator Pitch”
 - Social Media

Low Unemployment

- ▶ Share the Passion for Agriculture
 - Visit Schools
 - FFA/4-H
 - Career Day
 - Tours
- ▶ Migration
- ▶ Legal Immigration
 - H-1B Visas

Changes in Perception of Rural America



40 Year Olds & Under
Choosing
QUALITY OF LIFE
over Careers

Quality of Life

- ▶ Roger Brooks, Community Branding
 - People migrated to jobs
 - QUALITY OF LIFE leading Economic Development
 - Vibrant Downtowns
 - Recreational & Cultural Activities
 - Schools/Educational Opportunities

What is Quality of Life?

- ▶ ISU & U of MN Research
 - Simpler Lifestyle
 - Safety
 - Affordable Housing
 - Quality Schools

Lifestyle

- ▶ Farm Life/Acreages NEW Golf Courses
- ▶ NOT keeping up with the Jones'
- ▶ Driving no longer issue
- ▶ Amazon ships Everywhere

Rural Life = Quality Lifestyle

- ▶ Be active in Economic Development
 - Housing Development
 - Reliable High Speed Internet
 - Cell Phone Service
 - Accessible Daycare
 - Main Street
 - Entertainment

Rural Life = Quality Lifestyle

- ▶ Nebraska Community Foundation*
 - Unrestricted Endowment
 - Flexible, Locally Controlled
 - Childhood Development, Arts, Leadership Development, Youth Engagement

*Midwest Messenger, March 29, 2019 article

Migration from California

- ▶ 28% leaving 35 to 44
 - ▶ 25% earn under \$50,000
 - ▶ 50% earn \$50,000 – \$100,000
 - ▶ 25% earn \$100,000+
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- ▶ Why leave? Taxes, poor education, congestion, housing costs

What Employers Look For

Demonstrated Ability to Learn

vs.

Work Experience

- ▶ WILLINGNESS to Work & Learn
- ▶ ATTITUDE

Recruiting Millennials (1981–1996)

- ▶ Me, me, me (Stereotype, somewhat true)
- ▶ Motivators
 - Feel part of a team
 - Make an Impact
 - Compensation (\$\$, benefits)
 - Professional Development
 - Advancement Opportunities

Generation Z (1997 – 2010)

- ▶ Motivated by Security
 - Financial Security
 - Secure Job
 - Safe

Advertising Openings

- ▶ Social Media
- ▶ Websites
- ▶ Employee Referral Bonus

Company Image

- ▶ Employee Features / Awards
- ▶ Work Anniversaries
- ▶ Company Events
- ▶ Economic Impact in Area (Jobs, Tax \$)
- ▶ Gift Baskets
- ▶ Community Participation

Social Media

- ▶ 62% of Millennials visit company's social media sites to find out about jobs
- ▶ Ask employees to share positive work experiences on social media

Social Media/Websites

- ▶ Videos
- ▶ Employees tell your story
- ▶ Share your Culture/Image
 - Family Events
 - Picture of team meeting
 - Honor Years of Service

Target Quality of Life Audience

Tired of the Chaos? Searching for a SIMPLER LIFE? Make a move to Massena. Housing development underway, locally owned phone company and excellent internet service, a community garden and friendly people. School system is excellent (Avg. of 40 students per class.) Poultry Processors of Iowa is hiring PRODUCTION MANAGER. Requires success in leading a team, ability to implement strategic plans with desire to learn and grow with company. Enjoy QUALITY OF LIFE while working for a QUALITY COMPANY. Call Jim at 777-777-77777 or e-mail jim@PoultryProcessorsoflowa.com

Interviewing

- ▶ Tour Operation/Community
- ▶ Observe HAPPY employees working
- ▶ Meet key team members
- ▶ Interview Expenses
- ▶ Lunch with few employees

Compensation

If you pay too little,
your EMPLOYEES will go to work for
another operation.

If you pay too much,
“You” will be the one going to work for
another operation!!!

Compensation

- ▶ Benefits are Important
- ▶ Surveys
 - Geographic Salaries
 - Industry Salaries
 - AgriBusiness HR Review
 - Payscale.com
 - University Research

Compensation CO State Survey 2017

	Avg.	Low	High
Farm Operators:	\$41,030	\$15,000	\$75,000
Production/ Mgmt. Trainee	\$52,380	\$37,440	\$80,000

As Ag Recruiter I see:

- ▶ Salary Varies tremendously
- ▶ Cost of Living/Housing Costs vary
- ▶ Financial Stress Impacts Employee Performance

To Get Talent

AgriBusiness HR Review Survey

(By AgCareers.com)

- ▶ 76% of employers responding offered better benefits
- ▶ 44% paid higher compensation

Benefits

- ▶ Health Insurance
- ▶ 401K, Retirement Options
- ▶ Core Hours/Flex Time
- ▶ Paid Vacation
- ▶ Memberships (Wellness, Golf Course, Firing Range)
- ▶ Daycare
- ▶ Bonus
- ▶ Meals/Onsite Chef
- ▶ Student Loan Assistance/Education Reimbursement

Welcome New Hires

- ▶ Announce hiring to entire Team
- ▶ Welcome individual on Social Media (Picture or Video)
- ▶ Assign Mentor
- ▶ Communicate Goals

Retaining Employees

- ▶ Excellent Training Program
- ▶ Clear Goals
- ▶ Regular Feedback
- ▶ Employee Conferences
- ▶ Compensation Review after 3–6 months, at least annually thereafter

Retaining Employees

- ▶ Educational Opportunities
- ▶ Mentoring
- ▶ Advancement Strategy
- ▶ Additional Responsibilities
- ▶ Communicate Appreciation
- ▶ Salary Increase
- ▶ Tell Others You Appreciate Employees
- ▶ Increase Vacation Time and Benefits

Bonus Ideas

- ▶ Retention Bonus (1, 2, 5 years, etc.)
- ▶ Golden Handcuffs
 - Normally Senior Management
- ▶ Reliability Bonus (2 days a year)

All other things
being equal...

People will work
where they have
FUN!!!