

The New Age of Recruitment
Attracting & Retaining Baby Boomers
Through Recruitment Strategy &
Internet

Age of New Opportunities

Who We Are

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Hiring & Recruiting

- U.S. employers spends millions of man hours each year
 - Placing ads
 - Prescreening and interviewing candidates
 - Hiring and training workers

TURNOVER
wiserworker^{•COM}

the
**Employment
Guide**
www.EmploymentGuide.com

Baby Boomers...

- Baby Boomers make up the largest demographic group in the country.
- Every 7 seconds another Boomer will be turning 60 for the next 18 years
- They define themselves by feelings of youthfulness & optimism
- 1 in 4 have already attended next-career training sessions

Valuable Asset to Labor Market?

- 80% of Baby Boomers plan on working past the traditional retirement age.
 - Training and professional growth desired.
- 23% plan to work because they want income
 - Ability to have continued independence.
- Flexibility: a variety of work options.
 - Perfect for part time positions

Advantages of Re-Entry

- ▶ Boomers can refresh old skills or learn new ones entirely
- ▶ Boomers seek and crave training and professional growth as well as the opportunity to learn new skills.
- ▶ Share skills and experience with coworkers

Benefits of Hiring Older Workers

- ▶ Dedicated workers
- ▶ Detail-oriented, focused and attentive
- ▶ Pride in a job well done
- ▶ Maturity
- ▶ Efficiency and the confidence

Recruiting Older Workers

- ▶ Market your company to older workers
 - ▶ Work with SCSEP Program
 - ▶ Use Online Recruitment
 - ▶ Attend Job Fairs

Online Job Posting

- Must-haves...Example
 - Job title
 - Job objective
 - Responsibilities
 - Job requirements
 - Career opportunities & growth
 - Benefits
 - Multiple contact points

Essentials For Crafting GREAT Ad Copy

- 3-5 ads with different titles and descriptions.
- Take that single ad and refine it.
- Wait until one of the ads "sticks out.
- Test shouts, not whispers.
- Start the process every few months to stay fresh and relevant.

Video...Is it right for me?

- Picture's worth a thousand words...
 - Create a video that talks about your company
 - Create job descriptions videos
 - Tutorials online

Video Facts

- 52% of the viewers showed an expression of interest after watching a video
- Trends shows 38% Click-through rate among Employment Video viewers
 - EOI (*Expression of Interest*) is critical to any campaign success, this statistic shows substantial EOI's from an employment video view.



Video Options

- **Job Clips:**
 - ✓ Video created for specific job descriptions no more than 30 seconds long
 - ✓ [Example Job Clip](#)
 - ✓ Located within the job details & new video center*
- **Employer Profile Video:**
 - ✓ Video created highlighting the company as a whole no more than 45 seconds long
 - ✓ Located within the job details & new video center*
- **Premium Employer Profile Video:**
 - ✓ Ownership of the Employer Profile Video
 - ✓ Located within the job details & new video center*
 - ✓ Distributed to Yahoo Videos, Google Videos, YouTube, MySpace
- **Custom Video:**
 - ✓ Customized video produced on site

Use the Internet to Get Involved

- Social Marketing Sites
- Branding
- Create a Blog
- Chat Rooms
 - <http://www.aarp.org/community/TheWaterCooler>
- Professional Sites
 - Linked In

Conclusion & Questions

- Baby Boomers
- Re-Entry into the Labor Market
 - Hiring and Recruiting the Older Worker
- Online Opportunities
- Writing a Good Ad
- Branding