



The Recruitment & Retention Workforce News e-newsletter has been developed and is being piloted as a tool to increase the sharing of recruitment and retention practices and information across agencies within the State of Wisconsin. The newsletter will be emailed the first week of every other month, beginning in August 2007.

To sign up to receive this every other month, all you have to do is visit <http://workforceplanning.wi.gov/category.asp?linkcatid=2209&linkid=19&locid=14>, and follow a few simple steps (if you're not signed up already).

**Note: Unlike other listservs, the only messages that you should receive for signing up will be the first week of every other month when the e-newsletter goes out. This means that in the future when you receive the e-newsletter, you won't be able to reply directly to the listserv.*

▪ **Workforce Planning Update**

On January 22, 2008, the quarterly workforce planning meeting was held which brought together stakeholders from various state agencies to share their progress on Workforce Planning. This provided an opportunity for those involved in the workforce planning process to share various best practices in regards to recruitment and retention, as well as to lay out future plans. Below are a few interesting ideas shared in the areas of recruitment and retention:

▪ **Recruitment**

- Working with universities and technical colleges to better align curriculum with the needs of the industry
- Identifying what current employees like about their organization, as well as the city of Madison, and other aspects of the community, and using this information to promote openings to potential employees.
- Branding Initiatives- Developing an agency brand to market to candidates and maintain a consistent image.
- Creating presentation templates that would allow subject matter experts to provide in-class presentations to students

- **Retention**

- Educating and growing current employees by offering mock interviews, tips on resume writing and information on how to take oral exams and interview effectively.
- Increasing the use of the knowledge transfer process for positions where available

- **Recruitment Opportunity**

Every semester, career services offices at universities organize events for their students to interact with employers to get a better understanding of the types of jobs available, employment and industry trends, and many other issues that students nearing graduation would like to learn more about. One specific event that will be taking place this semester will be at the **University of Wisconsin-La Crosse on Tuesday, February 26th**. The complete format of the event is not available at this time, but it will be a “Prep for Success” type presentation, where various employers will be invited to come in and talk about their organization, employment trends in their area, etc. UW-La Crosse is looking to see if there is a representative from a state agency who would like to attend. Typically, they will allow for the presenter’s organization to have a booth at the career fair the following day with the registration fee waived for participating in the event. According to the career services office, the event is open to all students, and usually has a large attendance from business and accounting students. If you would like further information about this event, please contact Travis.Dillon@wisconsin.gov .

- **Additional note**

In the previous edition of the e-newsletter, we noticed that a few subscribers did not receive the e-newsletter when it was sent out, despite being correctly signed up for the listserv. We are looking in to the issue, and hope to have it fixed soon. In the meantime, editions of the newsletter are also posted on the workforce planning website at <http://workforceplanning.wi.gov/category.asp?linkcatid=2366&linkid=18&locid=14> within a few days after they are initially sent.

- **Upcoming career fairs (Updated)**

Throughout the year, representatives from the Office of State Employment Relations attend career fairs to promote employment with the State of Wisconsin. OSER representatives promote employment opportunities across all agencies and campuses. Agencies have the opportunity to send information and/or their representatives to such events with OSER. One of the larger events that may be of interest to agencies is the **February 27th event in Milwaukee**, which typically draws a large attendance. If your agency has a subject matter expert you would like to send along (those with locations in Milwaukee have worked well in the past) please contact Travis.Dillon@wisconsin.gov . Additionally, if there are representatives from multiple agencies interested in attending such events, OSER can accommodate representatives on a first come, first serve basis. Agencies also have the ability to reserve their own booth and request to be placed next to OSER at these events.

To view the listing of fairs, click

http://www.wisc.jobs/public/event_view.asp?eventid=58&evtype=2

One of the goals of this publication is to allow agencies to communicate best practices or successes they have had in recruitment and retention. If you have any information or successful practices that you would like to share, please contact Travis Dillon, Executive Human Resources Specialist, at Travis.Dillon@wisconsin.gov. In addition, feel free to pass this along to anyone with the State of Wisconsin that you feel might be interested in this information.