



SERIES: Preparing for Public Projects w/The Interstate Bridge

# HOW TO ATTRACT, HIRE, AND RETAIN TALENT

TUESDAY JUNE 18TH  
3:30-5:00 PM  
VIRTUAL  
FREE

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# TODAY'S TOPICS INCLUDE:

## Workshop Description:

What brings the best out of an employee, boosts morale and productivity in the workplace, and helps create equitable prosperity in the community?

A **Quality Job**. In this workshop you will get actionable steps that you can take to improve your recruitment and retention strategies by making jobs better for your current and future employees

You will also learn about financial resources and support available through WSW's programs to help you recruit, train, and retain workers.

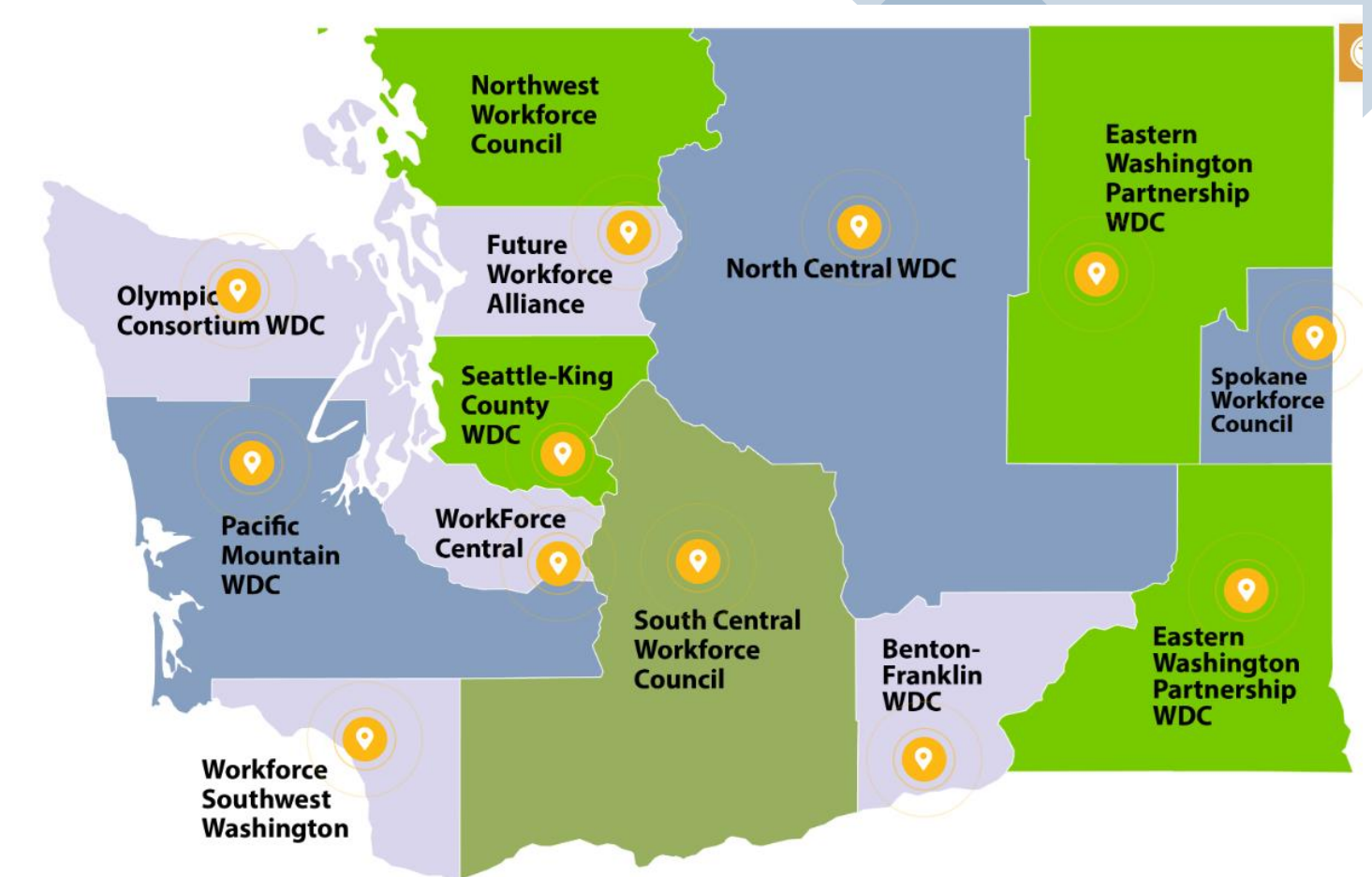
# ABOUT US

Workforce Development Boards were designated by Federal legislation, now called the Workforce Innovation and Opportunity Act, to invest in and oversee the public workforce system. There are 12 workforce development boards in the state of Washington, and hundreds throughout the country.

We have two customers:

- Job seekers
- Businesses

WSW's mission is to lead a regional workforce development system where every individual has access to high-quality employment and every business has access to a highly skilled workforce. We envision a region where economic prosperity and growth exists for every person.



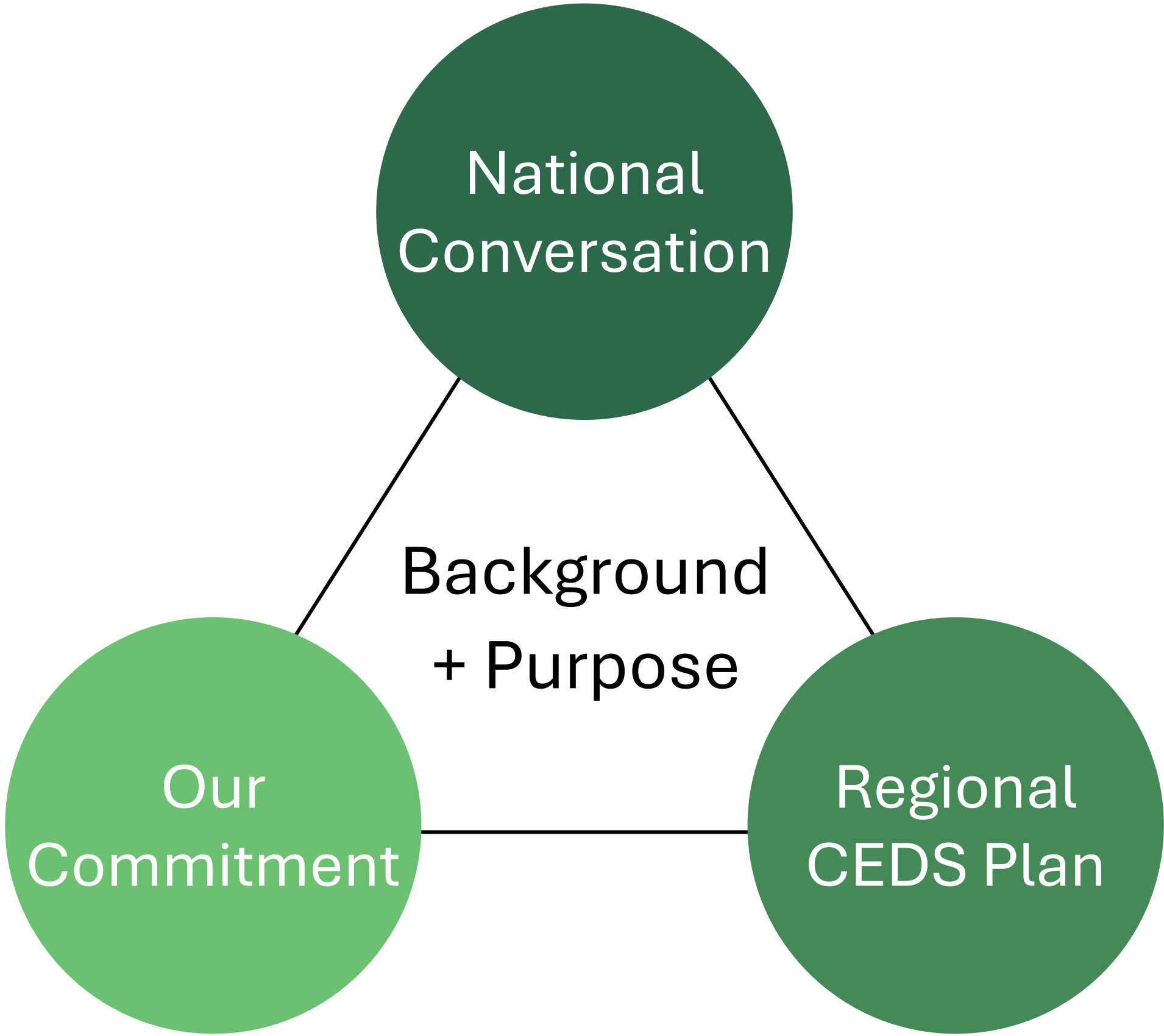
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# QUALITY JOBS

The Columbia Willamette Workforce Collaborative (CWWC) developed a Quality Jobs Strategy and Framework. We are committed to designing and developing a regional approach with our stakeholders:

- Employers
- Job seekers + employees
- Community-based organizations
- Economic developers + local municipalities







There are many successful quality jobs programs around the country that are inspiring businesses to succeed by investing in their employees and helping workers thrive.





# JOB QUALITY FRAMEWORK + STANDARDS

- Defines a quality job in our region
- Incorporates stakeholder feedback, including the voices of workers
- Provides a set of job quality standards and guidance that employers can adopt
- Offers a toolkit of practical resources to support employer implementation (choose your own adventure!)

	<b>Self-Sufficiency Wages</b>	A quality job provides sufficient income to afford a decent standard of living. For example, jobs that offer pay consistent with established published self-sufficiency standards that consider family composition and cost of living.
	<b>Safe Working Conditions/Worker Engagement</b>	A quality job offers employees dignity and respect and welcomes engagement in workplace operations. For example, jobs that are subject to anti-discrimination and anti-discrimination policies and provide reasonable accommodation to employees with disabilities.
	<b>Predictable Hours</b>	A quality job offers employees predictability on the number of hours they are offered per week to minimize hardship on employees and their families.
	<b>Comprehensive Benefits</b>	A quality job provides basic benefits that increase economic security, improve health and overall well-being. Quality jobs include healthcare, childcare, transportation, wellness programs, and access to retirement savings programs, among other supports.
	<b>Accessible Hiring and Onboarding Practices</b>	A quality job offers transparent and accessible hiring and onboarding practices to ensure that employer and employee are set for success.
	<b>Training and Advancement Opportunities</b>	A quality job provides opportunities to build skills and access new roles and responsibilities in a workplace. For example, quality jobs offer internal pathways to support career progression, professional development, and incumbent worker training opportunities.

# SAMPLE STRATEGIES

Standard	Strategies
Self-Sufficiency Wages	<ul style="list-style-type: none"><li>• Calculate the cost of turnover</li><li>• Conduct a wage assessment</li><li>• Conduct a wage equity analysis</li></ul>
Safe Working Conditions / Worker Engagement	<ul style="list-style-type: none"><li>• Conduct regular employee engagement surveys to gather input about workers' experiences and inform the improved delivery of services</li></ul>
Predictable Hours	<ul style="list-style-type: none"><li>• Adjust mandatory overtime and shift work policies and provide clear expectations to applicants</li></ul>
Comprehensive Benefits	<ul style="list-style-type: none"><li>• Provide or subsidize transportation for employees</li><li>• Offer childcare (and elder care/other family care) and other supports to employees</li></ul>
Training and Advancement	<ul style="list-style-type: none"><li>• Build clear internal pathways and opportunities to support career progression</li></ul>

# WHAT ARE OTHER COMPANIES DOING?

## Predictable Hours

Small Aerospace Manufacturer, 4 10-hour shifts, surveys employees quarterly to understand preference. All overtime is offered first to those who volunteer, and if still needed, they only ask employees to work Friday, never weekends.

## Training & Advancement

Large Healthcare Provider, implementing apprenticeship programs to train Nurse Techs, Medical Assistants, Sterile Processing Techs, Surgical Techs, Pharmacy Techs.

- This creates a way for them provide advancement opportunities to current employees and opens the door to an untapped talent pool who would not normally be able to take 1-2 years away from life to attend school full time

Medium Electronics Manufacturer, partners closely with K-12 system to work with students on projects while they're in high school and seeks to hire students upon graduation.

Medium Energy Sector Customer Service Contractor, working to create a clearer pathway from contracted customer support to direct-hire with utility departments.



# WHAT ARE OTHER COMPANIES DOING?

## Safe Working Conditions / Worker Engagement

Medium Energy Sector Customer Service Contractor, in process of interviewing new and senior staff to find out why they stay (what they like, what they don't like).

Large Hi-Tech Manufacturer, offers “weekend only” work aimed at college students.

Medium Food Manufacturer, starting 2-way language learning program; Spanish-speaking employees are learning English and English-speaking employees are learning Spanish

General, companies are implementing longer and nontraditional break times for employees who need to pick kids up from school/daycare

Kawasaki in Lincoln, Nebraska, opened extra production line M-F from 9am to 2pm and prioritized parents in hiring; schedule allows them to bring kids to school and be home when school is out.

## Comprehensive Benefits

Medium Metals Manufacturer, offers 10% discount at approved childcare providers

# HOW CAN WE HELP?

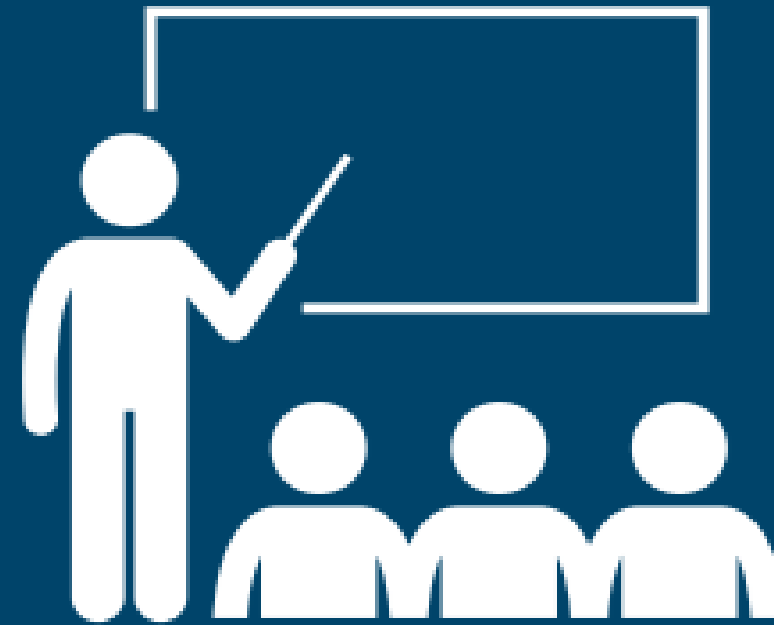
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## On-the-Job (OJT) Training

On the Job Training (OJT) is an employment resource offered by WorkSource that can save you a lot of money!

- WorkSource reimburses your new employee's wages.
- Coaching support from WorkSource staff.
- Participant access to support services.
- Candidate must qualify for services prior to starting.



## Work Opportunity Tax Credit

The Work Opportunity Tax Credit is a federal tax credit available to employers hiring individuals who face significant barriers to employment.



**WorkSource customers eligible for OJT and WEX can also make you qualify for this tax credit that can save you up to \$9,600!**

## Hire a Veteran!

WorkSource has dedicated Local Veterans Employment Representative's whose sole job is to help your company hire veterans.

Ready to get started? Contact Julie Saltzman at [julia.saltzman@esd.wa.gov](mailto:julia.saltzman@esd.wa.gov) or call 360.735.4963.



## The benefit of using WorkSource

WorkSource can help you save big on your staffing.

If you choose to work with our Business Team, you'll have us in your corner to help promote and recruit for your positions, reimburse training of your new hires, and qualify you for tax credits!

WorkSource also aids in employee retention, as we're able to support your candidates after they're hired with support services such as transportation assistance, childcare, work clothes, and more.

## Get protected by the Federal Bonding Program

The Federal Bonding Program can protect you against employee fraud!

Employers receive these bonds for free as an incentive to hire applicants. You can be reimbursed up to \$25,000 during the first six months of an individual's employment for any loss due to employee theft of money or property.

## Work Experience (WEX)

Work Experience (WEX) is an internship program that works by placing eligible candidates in high-demand training environments.

- Candidates can earn while they learn.
- Access support services.



## HOW CAN WE HELP?

- **Incumbent Worker Training** – when available, we have dollars available to co-invest alongside you to up upskill current workers. Investable training is high-quality, teaches technical skills, and upon completion warrants a pay increase. Additionally, we are seeking companies to invest alongside of who will commit to training and promoting diverse workers.
- **Classroom training/credentials** –we invest heavily in training and certifications that will lead people quality jobs in high growth, high demand sectors. Most commonly we fund training RN's, MA's, CNA's, welders, mechatronics, machinists, project management, IT security, tech support, web design, truck drivers, etc., and can also use our funding to support pre-apprenticeship and apprenticeship.



**Business Management Services**

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**Vancouver, WA 98686**



# WHAT DO EMPLOYEES VALUE ABOUT A JOB?

- 1. Compensation** - Pay rate and hourly/salary status are important to candidates and employees and are often the most important factor for leaving and accepting jobs.
- 2. Work-Life Balance** - Candidates want to know if their job will allow them to have a personal and family life and pursue hobbies. Having options for flexible schedules and respecting employee's time outside of work will increase engagement and job satisfaction.
- 3. Benefits** - A combination of benefits that match the needs and wants of your employees will attract candidates and provide a competitive edge.
- 4. Development** - Candidates want to see opportunities for career development and advancement with a new position, through promotion, education, training or mentorship.
- 5. Culture** - A positive company culture that fosters collective success, recognition and collaboration will attract both applicants and employees that are engaged in their work.

## RECRUITING: PUBLISHING AN EFFECTIVE JOB AD

**Describe your Organization** - Start your job advertisement by describing your organization, including your culture, values and mission.

**Summarize the Role** - Include job duties, responsibilities, skills and the nature of the role. Use details from your job description and be concise.

**Qualifications and Requirements** - Set qualifications and requirements for candidates and consistently follow those standards in hiring decisions.

**Establish an Expectation** - Describe the expectations that you hold for your staff and what type of person would be a good fit in the role and within your organization.



## CREATE STRONG ONBOARDING PROCEDURES

**Communication Objectives** - Ensure the employee understands the objectives of their role, their department and the organization overall.

**Compliance Paperwork** - Complete onboarding paperwork during the first three days of work, and give employees an opportunity to ask questions.

**Employee Handbook** - Write a thorough employee handbook that includes expectations, policies, procedures and the core values of the organization.

**Training Schedule** - Create a training schedule for new employees and communicate the importance of following the plan to all trainers, managers and parties involved.

**New Staff Welcome** - Facilitate introductions with co-workers, a tour and welcoming procedures that make new staff confident in their decision to join.

# RETAINING ENGAGED EMPLOYEES

## **Build a culture of recognition and appreciation.**

Administrate programs that allow employees to recognize and celebrate each other's successes.

## **Be open to employee feedback.**

Give employees a way to share reasonable feedback, and show appreciation for their contributions and opinions.

## **Establish consistent policies and procedures.**

Build and communicate policies and procedures that are logical and intentional, and consistently uphold those policies.

## **Offer relevant and beneficial benefits.**

Offer accessible benefits to your employees that meet their needs and preferences.

## **Communicate effectively and consistently.**

Demonstrate honest, clear and effective communication to your staff to encourage mutual respect and trust.



# CONTACT US



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### 2 Thurston Economic Development Council

Grady Smith



### 3 Columbia River Economic Development Council

Julia Krivoruk



### 4 Economic Alliance Snohomish County

Cara Buckingham, Mark Johnson



### 5 Green River College

Darrell Sundell, Melinda Martirosian



### 6 Washington APEX Accelerator in Pierce County

Trena Payton, Maryam Lynch-Tate



### 7 Greater Spokane Incorporated

Aleesha Roedel



### 8 Tri-City Regional Chamber of Commerce

Maria Alleman

## Other APEX Accelerators Serving Washington State

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**American Indian Chamber Education Fund PTAC:**

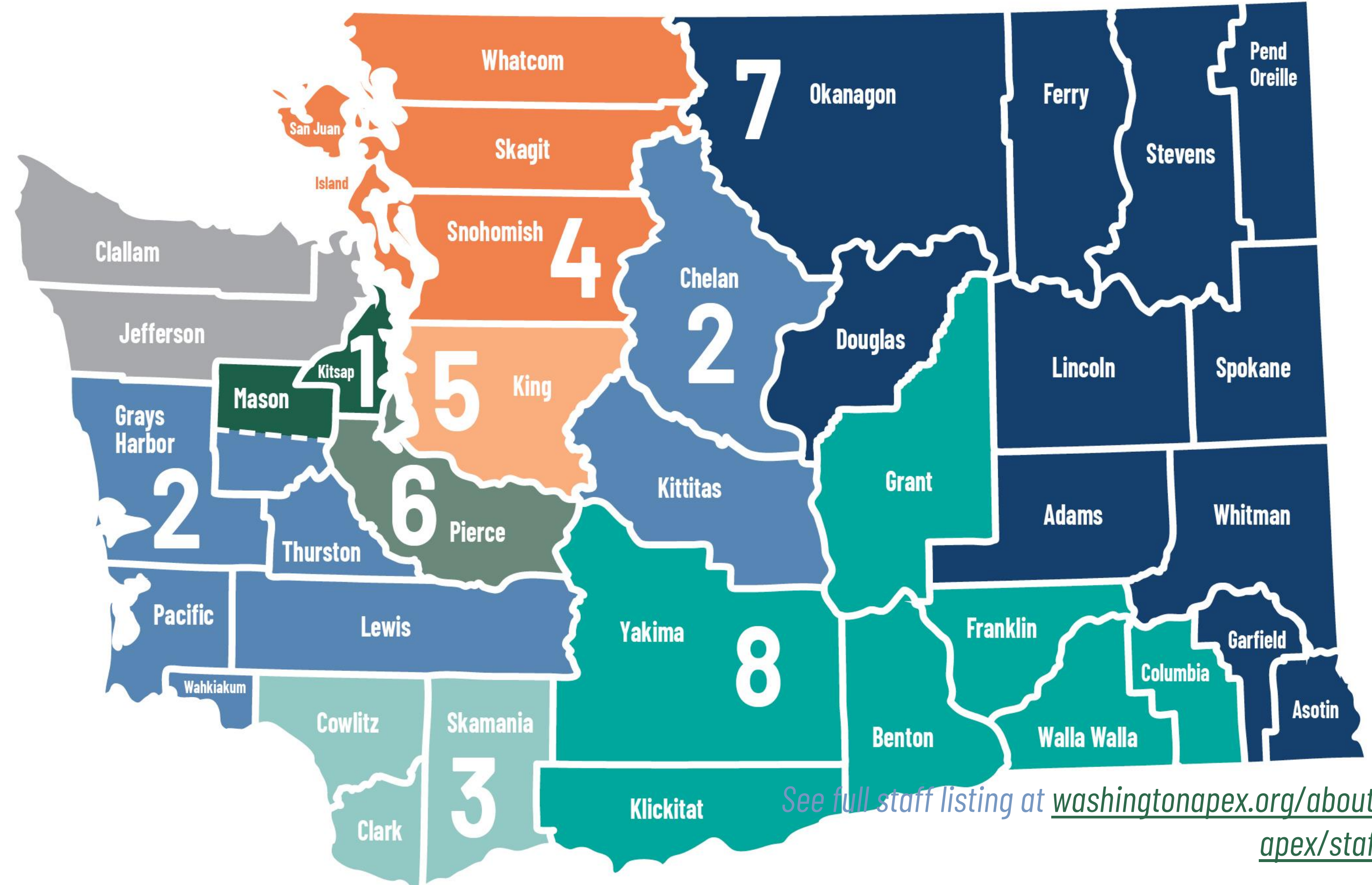
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See full staff listing at [washingtontapex.org/about-apex/staff](http://washingtontapex.org/about-apex/staff)

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# This has been a part of our workshop series: Preparing for Public Projects w/The Interstate Bridge

## OVERVIEW OF THE SERIES

This workshop series “Preparing for Public Projects w/The Interstate Bridge” and will focus on all things you need to know about preparing for your business’ taxes specifically with government contracting.

- [Laying the Groundwork for the I5 Bridge](#)
- [OMWBE Certifications: Why They’re Important and How to Obtain Them](#)
- [Accounting Principals: Preparing for Government Contracting](#)
- [Finance: Expanding for Bigger Projects](#)
- [Taxes: Government Contract Closeout Procedures](#)
- [A Guide to Teaming](#)
- [How to Attract, Hire, & Retain Talent](#)

Find all these workshops On Demand [here.](#)

## Save the Date:

July 16th 3:30-5PM:

Bonding/Insurance Capacity building for  
large projects

Brown & Brown, Inc – Surety Bonding

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Thank you!



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