TALENT ATTRACTION STRATEGIES

Kelly Lietz
Vice President
Marketing & Brand Strategy
MIDWEST MILLENNIALS
PHASE 1

PILLARS

GEOGRAPHIC FOCUS
- Primary: Chicago (to Illinois Border)

FAMILY
- The average age to start a family is 26.5 years old
- Starting in a family is the number two reason a Millennial moves

COST OF LIVING
- Millennials are seeking a richer life defined by the ability to do more and have more

COST AND QUALITY OF HOUSING
- Housing costs in Chicago are very high compared to Wisconsin
- You can have a real home here

COMMUTE TIME/LOSS OF OPPORTUNITY
- Chicago has the worst commute times in the country
- Millennials are missing out on many parts of life due to long commutes
- Wisconsin has short commute times and a wealth of activities to offer
Paid Media Impressions: 467,995,511
Social Media Impressions: 28,540,228
Nationwide Earned Media
  Chicago Tribune
  Wall Street Journal
  NPR’s Marketplace
  CNBC
  PBS News Hour
Website Visits: 304,712
Regional Quality of Life Map Interactions: 6,855
Home Searches: 3,998
Job Searches: 3,593
Improved perception of Wisconsin as “Evolving and Improving”
(+8 percentage points)

Improved perception of Wisconsin offering attractive “Cultural Activities”
(+8 percentage points)

Improved perception of Wisconsin’s “Work Life Balance”
(+4 percentage points)

Increased likelihood to consider moving to Wisconsin
(+5.6 percentage points)
13 Midwest Metro Markets

- Cedar Rapids, Iowa
- Champaign, Illinois
- Chicago, Illinois
- Columbus, Ohio
- Des Moines, Iowa
- Dubuque, Iowa
- Grand Rapids, Michigan
- Indianapolis, Indiana
- Minneapolis, Minnesota
- Rochester, Minnesota
- Rockford, Illinois
- St. Louis, Missouri
- St. Paul, Minnesota

Density of target market
Industry types
Cost of living/quality of life factors
Migration patterns
Individuals in St. Louis (St. Louis), Chicago (Cook), Champaign (Champaign) and Detroit (Wayne) counties were most likely to consider moving to another state for a job opportunity. This metric is inline with previous research conducted with Millennials.
Attributes deemed most important included quality of life, work-life balance, career opportunities, and low crime rate. While these factors rose to the top, Millennials placed importance on all of the attributes tested.

**Q2. When it comes to selecting a state in which you decide to live and work, please indicate how much you agree or disagree with the following statements.**

<table>
<thead>
<tr>
<th>Quality of life</th>
<th>Work-life balance</th>
<th>Career opportunities</th>
<th>Low crime rate</th>
<th>Educational opportunities</th>
<th>Low cost of living</th>
<th>Evolving and improving</th>
<th>Outdoor activities</th>
<th>Raise a family</th>
<th>Preserves natural resources</th>
<th>Good weather</th>
<th>Cultural activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>93%</td>
<td>93%</td>
<td>92%</td>
<td>90%</td>
<td>88%</td>
<td>87%</td>
<td>86%</td>
<td>86%</td>
<td>85%</td>
<td>83%</td>
<td>83%</td>
<td>81%</td>
</tr>
</tbody>
</table>

(Top 3 Box) Somewhat Agree, Agree, Strongly Agree
Total Sample Perceptions

Millennials were most likely to agree that Wisconsin offers a variety of outdoor activities to enjoy (64% agreed), protects and preserves its natural resources (58% agreed), is a great place to raise a family (57% agreed), and provides a good quality of life for its citizens (56% agreed).

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor activities</td>
<td>64%</td>
</tr>
<tr>
<td>Preserves natural resources</td>
<td>58%</td>
</tr>
<tr>
<td>Raise a family</td>
<td>57%</td>
</tr>
<tr>
<td>Quality of life</td>
<td>56%</td>
</tr>
<tr>
<td>Low cost of living</td>
<td>53%</td>
</tr>
<tr>
<td>Low crime rate</td>
<td>53%</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>48%</td>
</tr>
<tr>
<td>Work-life balance</td>
<td>47%</td>
</tr>
<tr>
<td>Career opportunities</td>
<td>46%</td>
</tr>
<tr>
<td>Cultural activities</td>
<td>45%</td>
</tr>
<tr>
<td>Evolving and improving</td>
<td>41%</td>
</tr>
<tr>
<td>Good weather</td>
<td>36%</td>
</tr>
</tbody>
</table>

(Q4. Please indicate how much you agree or disagree with the following statements about Wisconsin.)
Wisconsin Performance Gaps

Wisconsin has the most room to grow in the perception of being a state that has good weather (gap of 47%), provides a variety of career opportunities (gap of 46%), is continually evolving and improving (gap of 45%), and promotes a good work-life balance (gap of 45%).

Q2. When it comes to selecting a state in which you decide to live and work, please indicate how much you agree or disagree with the following statements.
Q4. Please indicate how much you agree or disagree with the following statements about Wisconsin.

Attributes Sorted from Highest Importance to Lowest

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Importance</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of life</td>
<td>93%</td>
<td>54%</td>
</tr>
<tr>
<td>Work-life balance</td>
<td>93%</td>
<td>47%</td>
</tr>
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<td>46%</td>
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<tr>
<td>Low cost of living</td>
<td>87%</td>
<td>53%</td>
</tr>
<tr>
<td>Evolving and improving</td>
<td>86%</td>
<td>48%</td>
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<tr>
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</tr>
<tr>
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<td>57%</td>
</tr>
<tr>
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<td>58%</td>
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<td>36%</td>
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<tr>
<td>Cultural activities</td>
<td>81%</td>
<td>45%</td>
</tr>
</tbody>
</table>

(Top 3 Box) Somewhat Agree, Agree, Strongly Agree
We saw significant gains in 10 of 12 perceptions about Wisconsin from the 2018 levels, with the most sizable gains being made in “is evolving and improving,” “has good weather,” and “variety of outdoor activities to enjoy.” Low cost of living and low crime rate saw directional gains as well.
Over half of those surveyed (52%) indicated they’d be likely to consider moving to WI for a job opportunity, a significant increase from 2018. Only three markets (Franklin, Kent, Polk) have more than half of respondents indicating they’d be unlikely to move. In 2019, likelihood to consider moving to WI saw significant gains in both Franklin and Hennepin counties.
Reasons to Consider Moving to WI (Verbatims)

Beautiful landscape, job availability, affordability, and proximity to family/friends were all top reasons mentioned for considering moving to Wisconsin.

Q6P. What characteristics about Wisconsin make you likely to consider moving there for a job opportunity?

Very/Somewhat likely to consider moving to Wisconsin for a job opportunity

- “Business and job opportunities along with safe friendly and community type housing in the suburbs.”
- “The cost of living and the school system.”
- “How cozy it is; how it's less competitive than Chicago, and more close-knit; more chances to thrive there in a small company; the fact that my co-workers would probably be kind, and similar to me.”
Likelihood to consider moving to WI for a job opportunity lifts from 52% to 61% after viewing the ads.
### Overall Scorecard

#### Likelihood to Move

<table>
<thead>
<tr>
<th>To another state C6</th>
<th>To Wisconsin Q5</th>
<th>Wisconsin Ratio (Move to WI /Move)</th>
</tr>
</thead>
<tbody>
<tr>
<td>63%</td>
<td>63%</td>
<td>43%</td>
</tr>
<tr>
<td>1002</td>
<td>1349</td>
<td>1002</td>
</tr>
</tbody>
</table>

#### Wisconsin Ratings

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good weather</td>
<td>36%</td>
<td>52%</td>
<td>16%</td>
</tr>
<tr>
<td>Evolving and improving</td>
<td>43%</td>
<td>58%</td>
<td>16%</td>
</tr>
<tr>
<td>Outdoor activities</td>
<td>69%</td>
<td>83%</td>
<td>14%</td>
</tr>
<tr>
<td>Cultural activities</td>
<td>48%</td>
<td>61%</td>
<td>13%</td>
</tr>
<tr>
<td>Career opportunities</td>
<td>46%</td>
<td>59%</td>
<td>13%</td>
</tr>
<tr>
<td>Quality of life</td>
<td>59%</td>
<td>71%</td>
<td>12%</td>
</tr>
<tr>
<td>Raise a family</td>
<td>59%</td>
<td>71%</td>
<td>11%</td>
</tr>
<tr>
<td>Preserves natural resources</td>
<td>61%</td>
<td>71%</td>
<td>10%</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>52%</td>
<td>62%</td>
<td>10%</td>
</tr>
<tr>
<td>Work-life balance</td>
<td>51%</td>
<td>61%</td>
<td>10%</td>
</tr>
<tr>
<td>Low crime rate</td>
<td>55%</td>
<td>59%</td>
<td>4%</td>
</tr>
<tr>
<td>Low cost of living</td>
<td>57%</td>
<td>60%</td>
<td>3%</td>
</tr>
</tbody>
</table>

#### Ad Aware & WI Interest

<table>
<thead>
<tr>
<th>Recalled Ad Q18</th>
<th>Clean Rooms A</th>
<th>Liquid B</th>
<th>Primping C</th>
<th>Reservations D</th>
<th>Shift Gears E</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6%</td>
<td>14%</td>
<td>5%</td>
<td>6%</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>More Interested in Moving to WI</th>
<th>Clean Rooms A</th>
<th>Liquid B</th>
<th>Primping C</th>
<th>Reservations D</th>
<th>Shift Gears E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q20 Top 2 Box: Much more/a bit more interested in moving to Wisconsin</td>
<td>44%</td>
<td>50%</td>
<td>37%</td>
<td>43%</td>
<td>52%</td>
</tr>
</tbody>
</table>

### Lift

- Interest Lift: Very/Somewhat likely to consider WI
  - Pre Q5: 52%
  - Post Q21: 61%
  - Lift: +8.9
While there are many opinions about the priority of what Millennials want, one thing is clear - they want **more**. “Define Your More” utilizes a consistent, bold one-word headline “**MORE:**” then follows with a well-crafted caption to create a powerful juxtaposition against a bold photograph or video.
MORE:
MORE: REASONS TO LEAVE YOUR SCRUBS IN THE CAR
MORE: REASONS TO LEAVE YOUR SCRUBS IN THE CAR

With an abundance of available health care jobs and lots of great beaches, work isn’t the only place you’ll be set.

WISCONSIN. IT’S MORE YOU.

THINK-MAKE HAPPEN
WI WISCONSIN

LEARN MORE
MORE:
WAYS TO BALANCE HIGH TECH WITH HIGH TOUCH

Bike Share
Coffee Sleeves

MORE: GREAT PLACES TO WORK AND PLAY

Come to a place where the daily grind is primarily coffee related.
Wisconsin. It’s more you.

InWisconsin.com
MEDIA CHANNELS

**Paid Social**
- Instagram
- Facebook
- LinkedIn
- Snapchat

**Sequential Digital**
- Connected TV
- Predictive Display

**Pay-Per-Click and Retargeting**

**Out-of-Home**
- Bicycle Kiosks
- Bar/Restaurant Coasters
- Rail
WISCONSIN ALUMNI
WISCONSIN WELCOMES RETURNERS

On Wisconsin (print)
Badger Insider (print)
Forward Under 40 (print)
UWAlumni.com
The Flamingle (newsletter)

440,000 living UW-Madison alumni
ALUMNI SNAPSHOTs
MICHELE RAYSICH
Architect, in.studio architecture
Milwaukee, Wisconsin

MATT KALUA
Payment Services Provider, Capital Bankcard
Madison, Wisconsin

MAGGIE BERENS
Teacher, St. Mary's Middle School – Menomonee Falls
Milwaukee, Wisconsin

CARL KLEMP
HVAC/R Engineer – Kwik Trip
LaCrosse, Wisconsin

DR. TINA SAUERHAMMER DEAN
Pediatric Plastic Surgery – Prevea Rejuvenate
Green Bay, Wisconsin

STEVE FARINA
Business Owner – Million Dollar Collar and Wisconsin Red
Middleton, Wisconsin
TRANSITIONING VETERANS
Strategic Interaction

Hiring our Heroes Career Summits

- Leverage Hiring our Heroes Career Summits to reach service members as they are making decisions transition.
- Each year, between 200,000 and 250,000 active service members transition out of the military and into civilian life.
- The skills and values veterans bring to the workforce are highly regarded by Wisconsin employers and the state as a whole.
- Transitioning veteran attraction messaging gives equal consideration to the needs and desires of military spouses and children.
FY19 EVENT SCHEDULE

Aug 29-30 .......... Camp Pendleton, CA
Sept. 24-26 ........ Joint Base Lewis-McChord, Washington
Sept. 27 ............ Naval Air Station Whidbey Island, Washington
Oct. 15-17 .......... Schofield Barracks (Army), Hawaii
Oct. 18 ............. Joint Base Pearl Harbor-Hickam, Hawaii
Oct. 19 ............. Marine Corps Base, Hawaii
Feb. 25-26 .......... Okinawa, Japan
Feb. 27-28 .......... Yokosuka, Japan
April 1-2 ......... Bavaria, Germany
April 3-4 .......... Kaiserslautern, Germany
May 8-9 .......... Fort Leonard Wood (Army), Missouri
May 15-16 .......... Fort Bliss (Army), Texas
June 19-20 .......... Fort Gordon (Army), Georgia
PERSONAL CONTACT
WIN-WIN

"Wisconsin is never a place that I thought about until meeting the Wisconsin team. With all of the benefits and the opportunities in Wisconsin, it has moved to the top of my list of places I am looking for work. After the transition summit, I went home and talked to my wife about it and she is even excited about the possibility of moving there because of all the benefits."

~Larry Avancini, U.S. Army
The State of Wisconsin is raising the bar for states interested in attracting the exceptional talent of our veterans and military spouses. We look forward to working with Wisconsin to showcase the tremendous economic opportunity their state has to offer our nation’s military families.

~Eric Eversole President, Hiring Our Heroes
Impressions generated by campaign through FY19: 32.5 million
InWisconsin.com/Veterans pageviews: 212,670

Geotargeted digital media campaigns conducted through FY19 achieved:
11.5 million impressions
54,470 clicks
.48% CTR
The campaign launch reached an astounding 3,274,011,438 earned impressions in media channels, such as Chicago Tribune, Wall Street Journal, NPR’s Marketplace, CNBC, PBS News Hour, Seattle Times, and many others.

**Website page-views**
- 3,079,939

**Total Paid Media Impressions**
- 796,427,854

**Military Transition Summits**
- Bases Visited: 14
- Partner Wisconsin Companies: 28
- Event Audience: 7,773
- Event Leads: 979
FY20 EVENT SCHEDULE

Trip 1  Sept. 5 .......... Air Force          Travis AFB, CA
Trip 2  Sept. 18-19 ..... Army             Fort Carson, CO
          Sept. 20 .......... Air Force         Buckley AFB, CO
Trip 3  Sept. 24 .......... Army/Air Force   Joint Base Lewis McChord, WA
Trip 4  Oct. 2-3 .......... Marines          Camp Lejeune, NC
          Oct. 4 .......... Marines           Cherry Point, NC
Trip 5  Oct. 17 .......... Army             Fort Campbell, KY
Trip 6  Oct. 23-24 .......... Marines     Camp Pendleton, CA
Trip 7  Nov. 4-5 .......... Marines         Kaneohe MCB, HI
          Nov. 6-7 .......... Army             Schofield Barracks, HI
ENGAGEMENT OPPORTUNITIES

Hiring Our Heroes Career Summit exhibit booth

- Free booth space (responsible for own travel logistics)
- Proximal to Wisconsin State Delegation
- Direct engagement with transitioning service members and spouses
**ENGAGEMENT OPPORTUNITIES**

**MISSION WISCONSIN Partner**

- Register at wedc.org/hire-veterans
- Post positions with Job Center of Wisconsin
- Familiarize yourself with Veteran-Ready Workplace Standards
- Join Team Wisconsin at Career Summits
- Receive Vetted Resumes from Veteran Recruitment Events, even if unable to attend in person

wedd.org/hire-veterans
MILITARY SPOUSE ECONOMIC EMPOWERMENT ZONE

Raising awareness of employment challenges for Wisconsin’s National Guard and Reserve families, with a focus on four pillars:

- Hiring
- Training
- Advocacy and Awareness
- Entrepreneurship and Education

National Military Spouse hiring initiative:
- Provide meaningful 21st-century career opportunities
- Unique national platform for businesses to commit to hiring military spouses
- Encourage Best Practices for hiring and retaining military spouse talent
Military veterans and their spouses bring valuable characteristics to enhance any workplace.
VETERAN FRIENDLY VS. VETERAN READY

- Recognize the difference between hiring veterans out of patriotic support and implementing policies to support veterans moving from the military environment to a civilian workforce.

- Businesses that understand military culture and communication can greatly improve recruitment and hiring.

- “One size fits all” approach won’t work—find the right strategies that enhance the mission and culture of your organization.
WHAT IS IT?

Digital asset management technology that enables you to leverage the state’s Think-Make-Happen platform and customize WEDC’s talent attraction assets to create marketing materials promoting career and lifestyle opportunities In Wisconsin®.
BENEFITS

▪ Allows for **personalization** based on your strategic talent attraction objectives

▪ Enables communication **consistency** across statewide talent attraction initiatives

▪ Provides a **centralized** location for the latest assets available for use from WEDC initiatives

▪ Leverages **turnkey** marketing templates to quickly and efficiently develop your marketing materials

▪ Serves as a **resource center** for access to Think-Make-Happen In Wisconsin® brand guidelines and ad materials for social, digital, print and video with broad use application on emails, direct mail, social media, presentations, brochures, and more.
THINK AUDIENCE
“Use a WEDC millennial video to promote the quality of life in my area on social media.”

- Choose the millennial quality of life social ad that best fits your needs.

Check the **Quality of Life** messaging pillar that best fits how you’d like to promote your area. Explore available assets and select the one that best fits your needs.
“Use a WEDC millennial video to promote the quality of life in my area on social media.”
“Use a WEDC millennial video to promote the quality of life in my area on social media.”

1. Open the Microsoft Word Document for input into the social ad you are creating.

2. See Alternate Video Option for direction on where to find co-branded video options.
SOCIAL MEDIA POST
MADE IT THERE • MAKE IT HERE

Oshkosh Defense, an industry-leading tactical vehicle manufacturer, values your military experience and character. Maximize your MOS skills and find your Oshkosh career as you enter civilian life—al in the state with more veteran benefits than any other in the nation, Wisconsin. It’s more than just a place to work. Find your next career at oshkoshdefense.com/careers

THINK • MAKE • HAPPEN IN WISCONSIN®

InWisconsin.com/Veterans

[Image of a person working on a wheel]

[Image of a woman holding a card with text about her background and why she chose to work in Wisconsin]
NEXT STEPS

Interested partners can request and receive account login credentials at wedc.org/toolkit