



United Way of the Ozarks

Community Engagement

The differentiator to talent attraction and retention

The workforce dynamic has changed

Competition to attract and retain talent is fierce. And, it's only going to get more intense. Most of the labor force is looking at employment and the world differently. Gone are the days of higher wages being the main driver to join or stay with an organization. Employees want more from their employer than a paycheck.

Strong corporate social responsibility is among the growing incentives to attract talent, enhance job performance, grow skill sets and retain great employees.

Community engagement as the differentiator

With the rapid exodus of the baby-boomer generation from the workplace, Gen X has been quickly outpaced by millennials as the largest segment of the labor force.

And millennials have made it clear. They want a sense of pride and fulfillment from their work, a purpose and – most importantly – a company whose values match their own.

A workplace culture that offers ways to invest in the community is an attractive feature. It offers a perception that when an organization is involved in doing good for the community, it is likely to be a better place to work.

The workforce

- **10,000** Baby Boomers turn 65 every day for 19 years. – Census.gov
- **80%** of Millennials want to work for a company that cares how it impacts and contributes to society. – Project ROI
- **89%** of Millennials believe that volunteerism equals a better working environment. – Deloitte Volunteerism Study
- **86%** of Millennials and **85%** of Boomers believe it is important that their work involve “giving back.” – Harvard Business Review
- Individuals are **8-times** more likely to work for an organization that publicly takes a stand on economic inequality. – Edelman Special Report

- **76%** of employees are more likely to stay with their company for many years and recommend it to others. – Edelman Special Report
- **61%** of employees choose their employers based on their values and beliefs. – Edelman Special Report
- Employees expect their jobs to bring a significant sense of purpose to their lives. Employers need to help meet this need or be prepared to lose talent to companies that will. – McKinsey & Company
- **6-9 Months** The average cost of an employee's salary to replace him/her. – SHRM

Corporate Citizenship

- **Community Responsibility** is a proxy for strong, well-managed companies with bright futures. – Kellogg School of Management, Northwestern University
- **Corporate Responsibility** is great for the bottom line. – Kline, Inc. Newsletter
- **Strong Community Responsibility performance increases commitment, affinity and engagement. This in turn enhances job performance, increases productivity, reduces turnover and lowers absenteeism.** – Burbano, UCLA
- The **#1** trust driver for employees is the CEO manifesting company values. – Edelman Special Report
- There is a new compact between employee and employer, which requires business to take a more ambitious role in society. – Edelman Special Report
- Creating a culture of giving back is a great way to retain your employees who are looking for meaning in their work. – Refresh Leadership
- **Volunteering can reduce stress levels, improve mood, help people stay active and give them a sense of purpose.** – Mayo Clinic

Area employers

- “Our employees are our best recruiters. Roughly 50% of our new hires are the result of employee referrals.” – Jena Holtberg-Benge, John Deere Reman
- “Employees return from volunteerism with a change in attitude – they have more pride in what they do every day and more pride in their employer.” – Gary Gibson, City Utilities
- “When employees feel engaged, they are more committed to their work and their employer.” – Stephanie Johnson, Paddio
- “Volunteering in the community is a fantastic investment. It enriches the community aspect within our organization. We should be engaged in the community. I feel very strongly about this.” – Jena Holtberg-Benge, John Deere Reman

- “Our employees return from volunteer engagements with new skills. They come back as better leaders, hone their presentation skills, have greater compassion and empathy, and gain more knowledge about the things happening just a few blocks away.” – Andrea Brady, Great Southern Bank