

## **FIGHTING AN AGING WORKFORCE: ATTRACTING YOUNGER TALENT IN A CHANGING INDUSTRY**

*IUCG helps a client address an industry-wide talent issue in an effort to determine recruiting pain points and provide talent acquisition strategies.*

### **Client's Challenge – Attracting younger talent in an industry with an aging workforce**

- Average age of an employee in the housing industry is 54 years old
- Potential shortcomings of employees in the coming years as individuals retire without available, new talent to fill empty roles
- Difficulty attracting younger workforce due to limited future growth opportunities



Project Team: Matt Doheny (not pictured), Matt Scarpelli, Conor Ward, Daphne Soloman

### **IUCG's Solution – Develop a clear recruiting process to target younger talent**

- Refined and tailored job postings to attract more applicants
- Developed an on-campus recruiting process for colleges and universities
- Created an externship program to raise company awareness and increase interest in both the company and the industry

### **Business Impact – A well-rounded recruiting process is established and will be used in the upcoming recruiting cycle**

- Implementation of targeted job posting will increase applicant pool
- On-campus recruiting efforts will develop the company's reputation among colleges and universities
- Externship program offers students an opportunity to experience the company environment and responsibilities prior to full-time commitment

### **Client Challenge**

IUCG worked with a mortgage lender to address the challenges of attracting younger talent in the housing industry. The main issues the company faced included, a lack of presence among college campuses, job applications stemming mainly from word-of-mouth referrals, and a confusing job description which hindered the number of applicants. IUCG worked to address these problems by establishing a recruiting process targeted at colleges and universities.

### **IUCG's Solution**

The client previously did not have any presence at local colleges. IUCG saw the potential to establish an on-campus recruiting process to tap into local, young talent. The team developed a clear system of target universities and necessary steps to take in the recruiting process. Once a recruiting process was established, the team looked to improve

the client's previous job posting. IUCG worked with the client to better represent the necessary skills and characteristics required from the position. The team was able to create an applicant-friendly posting that would also provide the client with qualified candidates.

### **Business Impact**

IUCG provided the client with a modified job posting and an on-campus recruiting strategy that will be implemented in the Spring 2018 recruiting cycle. This solution enables the company to not only receive a greater number of clients, but will also increase company awareness among college-aged job seekers. With the implementation of these recommendations, the client will be able to fight the industry-wide issue of an aging workforce, and will ensure the ability to take on more clients in the future.