

Millennial Job Seekers in West Virginia

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Abstract

The purpose of this study is to identify what millennial (born 1982-2000) job seekers in WV value in their careers and potential job opportunities. Using published research and survey data will allow us to understand areas that employers need to focus on when looking to fill positions in their organizations. The findings will help provide implications for employers in WV and recommendations which will help them to better accommodate millennial workers in hopes of retaining them to work within the state.

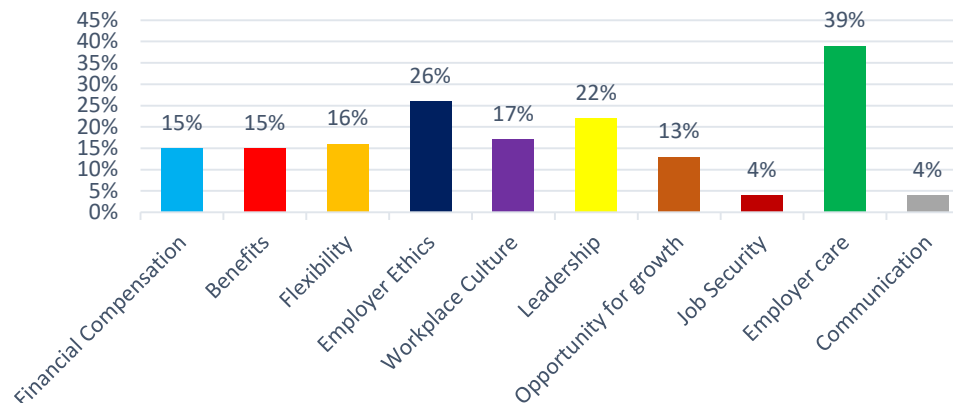
Introduction

WV's workforce is aging and shrinking as the next generation of employers and employees leave for opportunities in other states across the US. Millennials make up the largest age group in current workforce and they have different workplace needs and demands than previous generations. The WV government must work with employers to understand how they can accommodate and retain millennial workers. WV's future depends on its ability to attract and retain young talent and make it an ideal destination for a professional career.

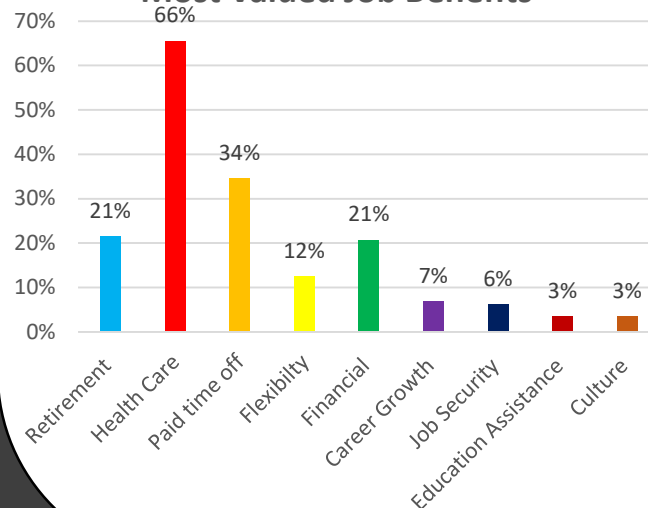
Method

The methodology for this study was conducted through a survey distributed to MU students and social media (Facebook and Twitter). Electronic databases and government websites were used for gathering statistical information to verify accuracy when comparing results.

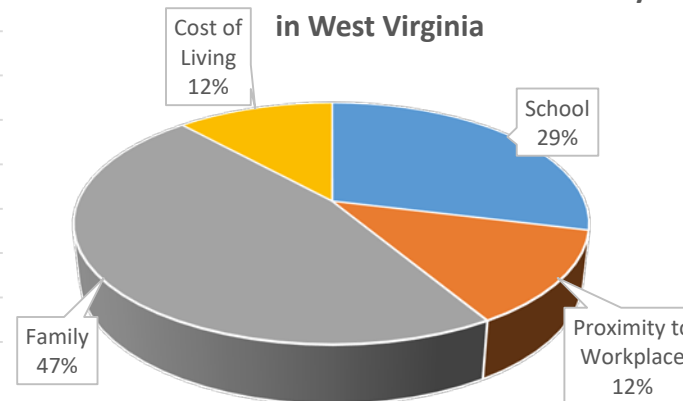
Most Valuable Aspects of a Potential Employer



Most Valued Job Benefits



Factors that influence Millennials to stay in West Virginia



Implications

Based on survey results, the data shows that Millennials value employers that prioritize their employees' overall well-being, as well as their ability to show a high level of morality. An additional factor of importance is effective organizational leadership, whereas career training and development and work-life balance are the most two crucial factors for Millennials on national survey (SHRM, 2017). Millennials want to work for organizations that emphasize ethical practices throughout the entire business process and care for the environment and the economy as a whole. They want organizations to have leaders in management positions that communicate well and help them to reach their potential and achieve professional success. The national survey reveals that almost 75 % of participants in an online survey answered over 4,000 graduates support that customizing benefits attracts Millennials (PricewaterCoopers, 2011). Based on the survey results and national survey results, it is beneficial to provide benefit package options to attract Millennials job seekers in WV.

References

The Society for Human Resource Management. (2017). 2017 employee benefits. Retrieved from <https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/Documents/2017%20Employee%20Benefits%20Report.pdf>

PricewaterhouseCoopers. (2011). Millennials at work reshaping the workplace. Retrieved from <https://www.pwc.com/ml/en/services/consulting/documents/millennials-at-work.pdf>