



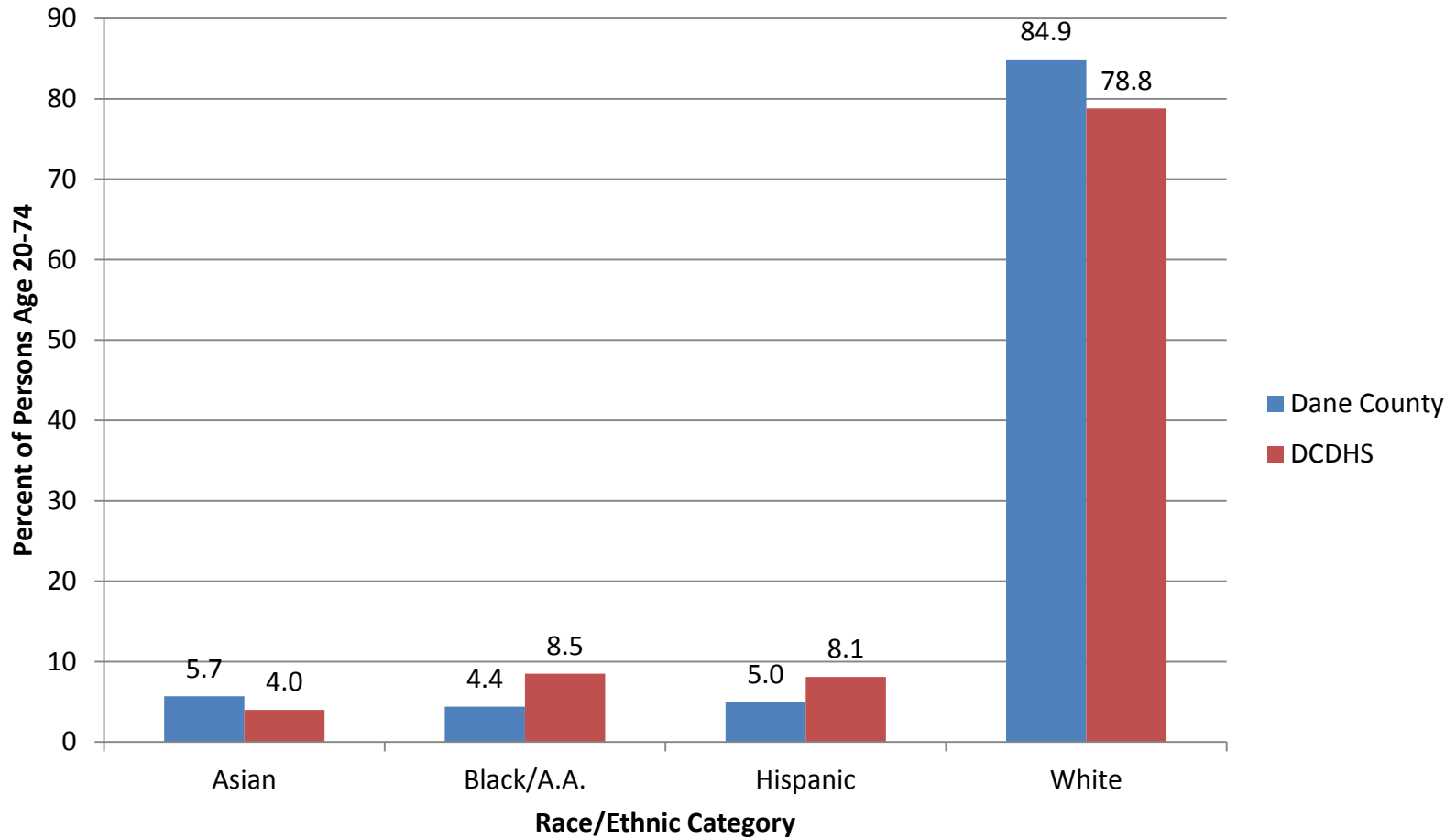
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Workforce



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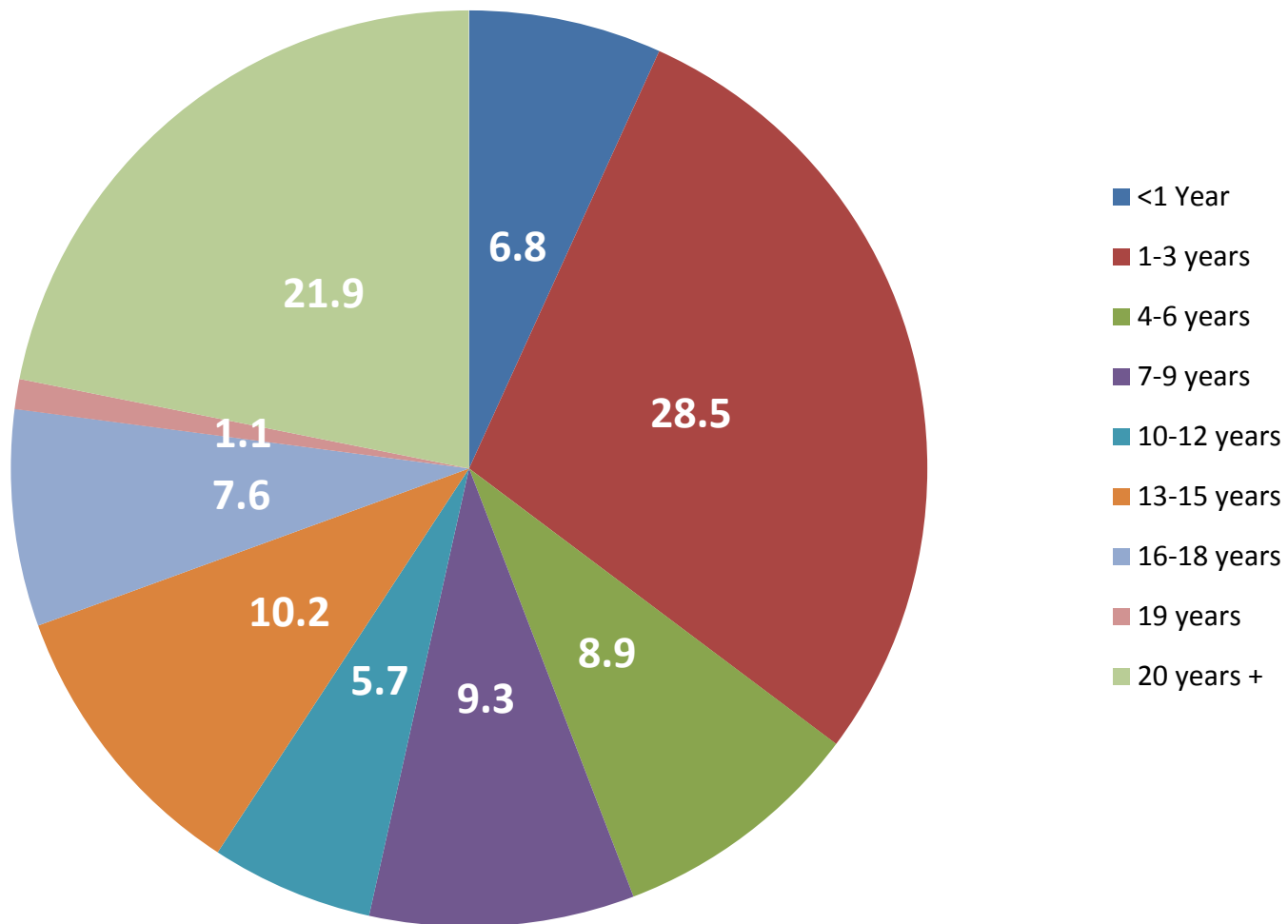
Comparison of Dane County Workforce Age 20-74 to DCDHS Active Employees by Race/Ethnic Status





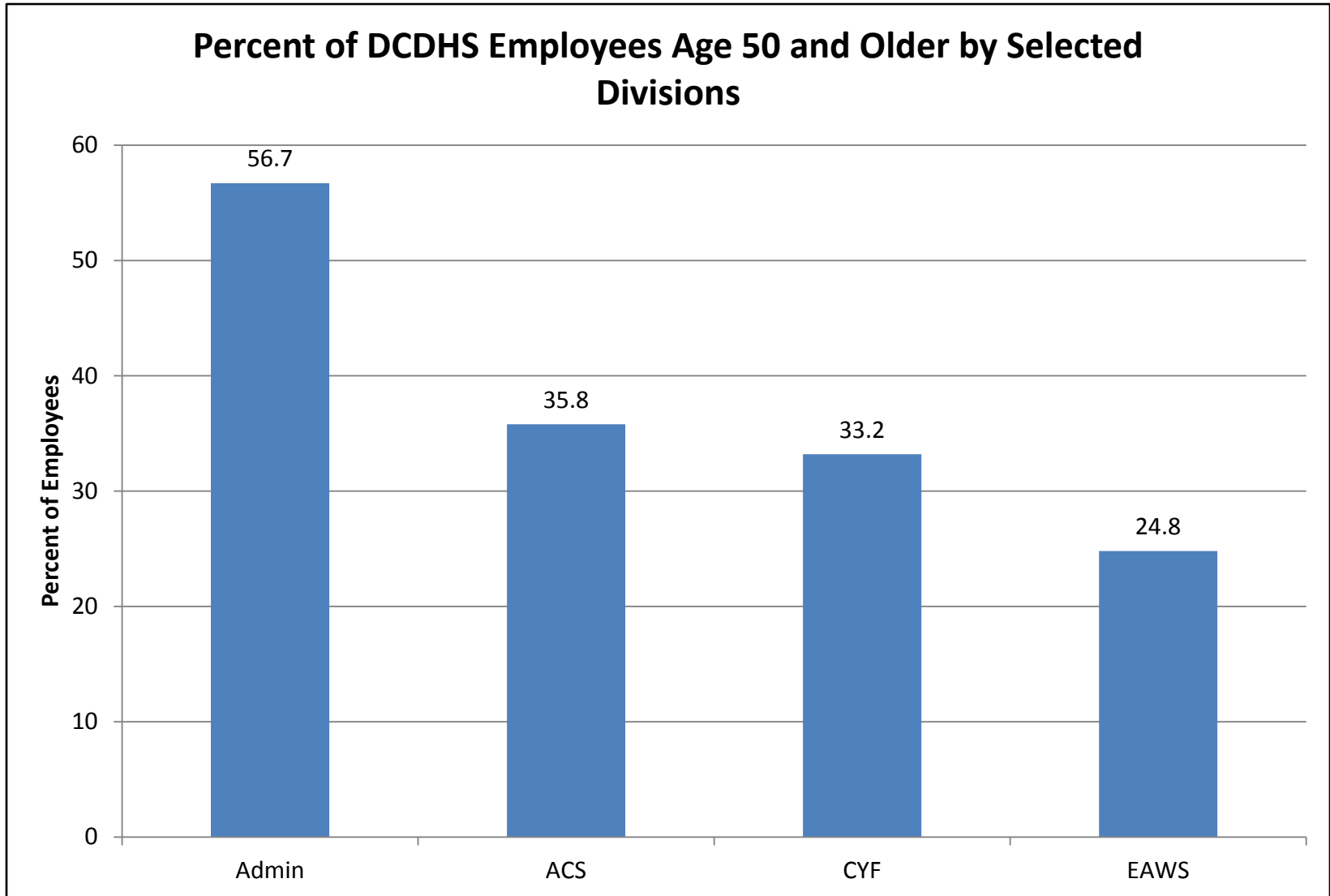
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DCDHS Active Employees - Length of Time Based on Hire Date





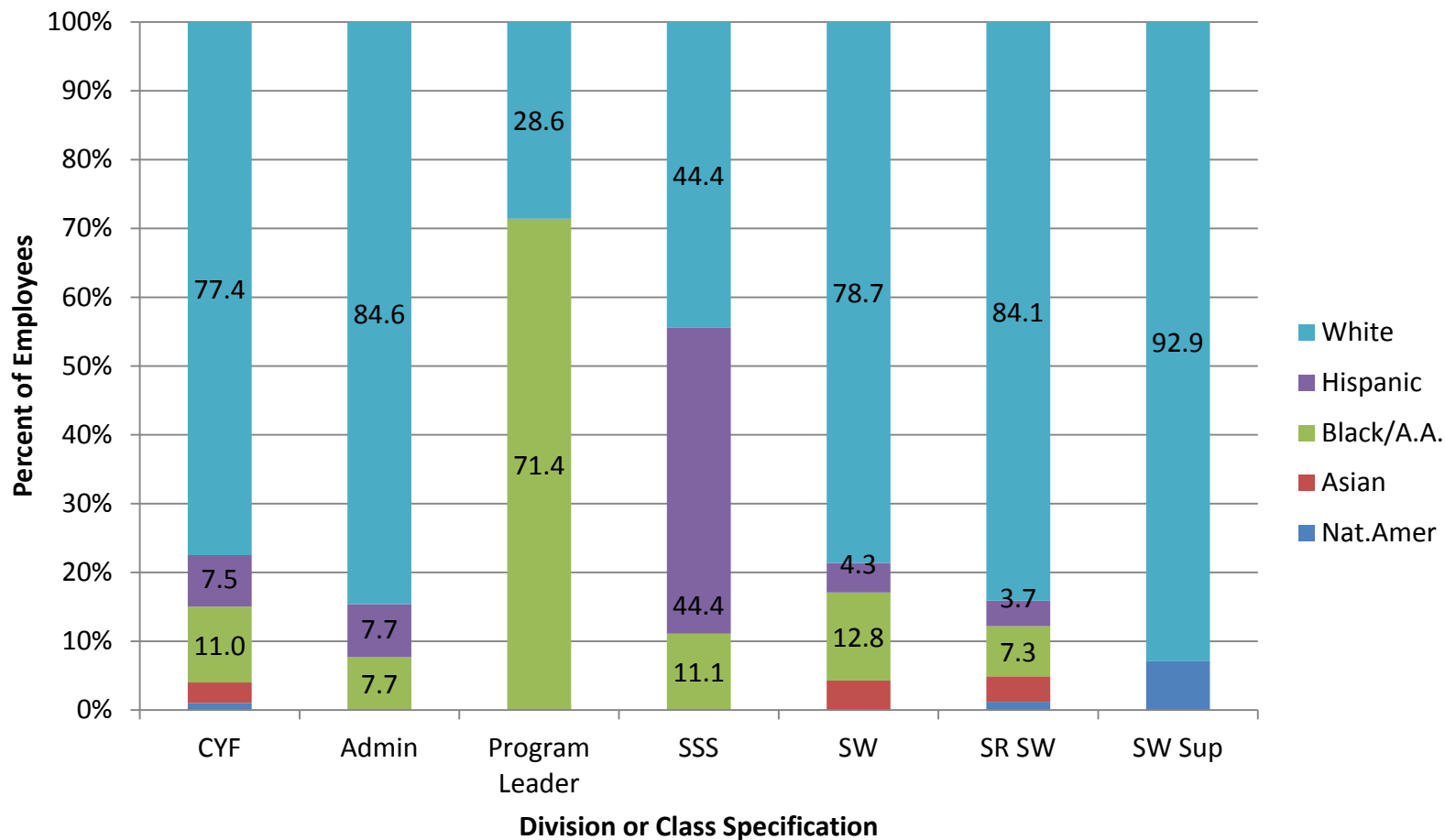
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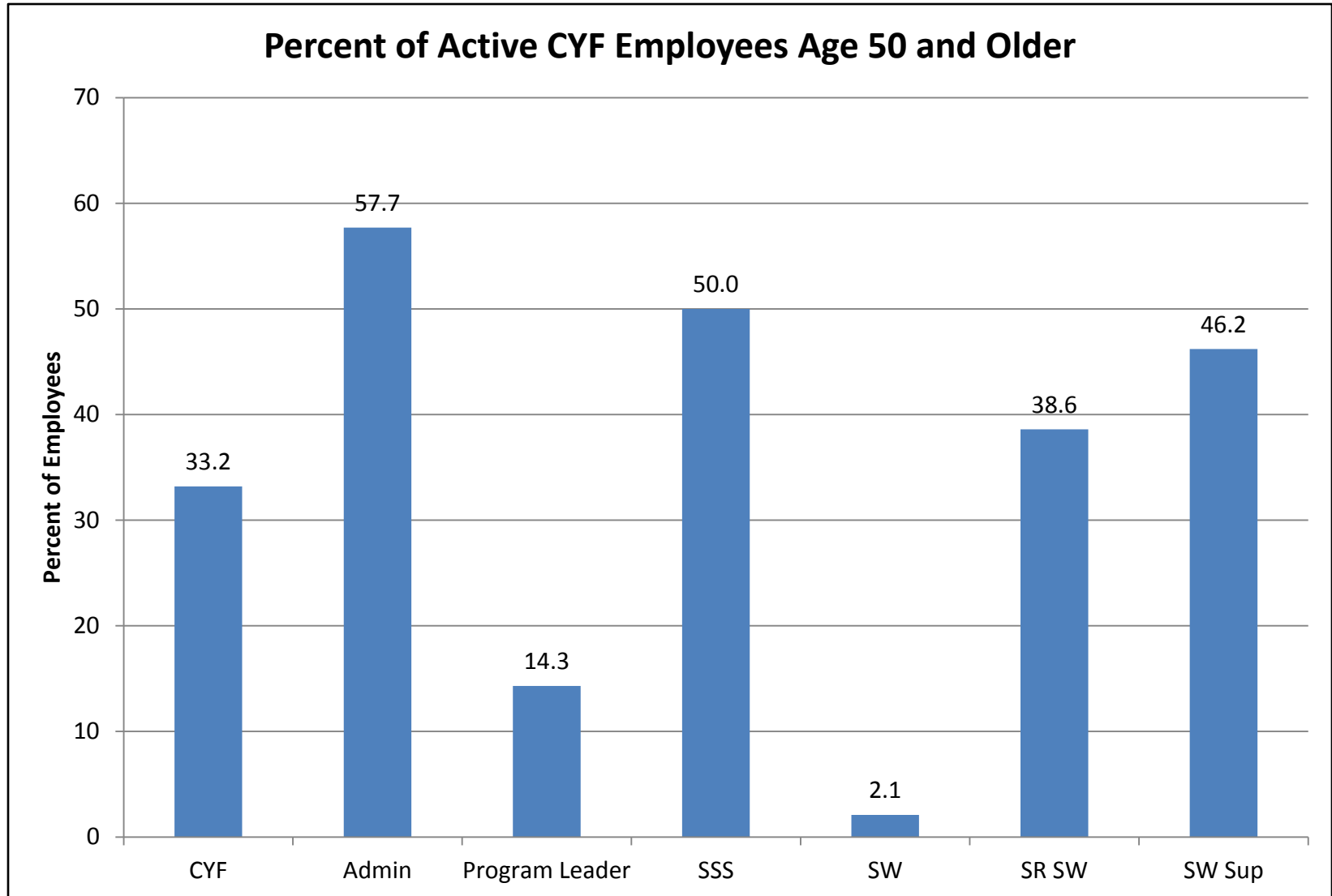
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Race/Ethnic Status of Active CYF Employees by Select Class Specifications as of 10.16.2015





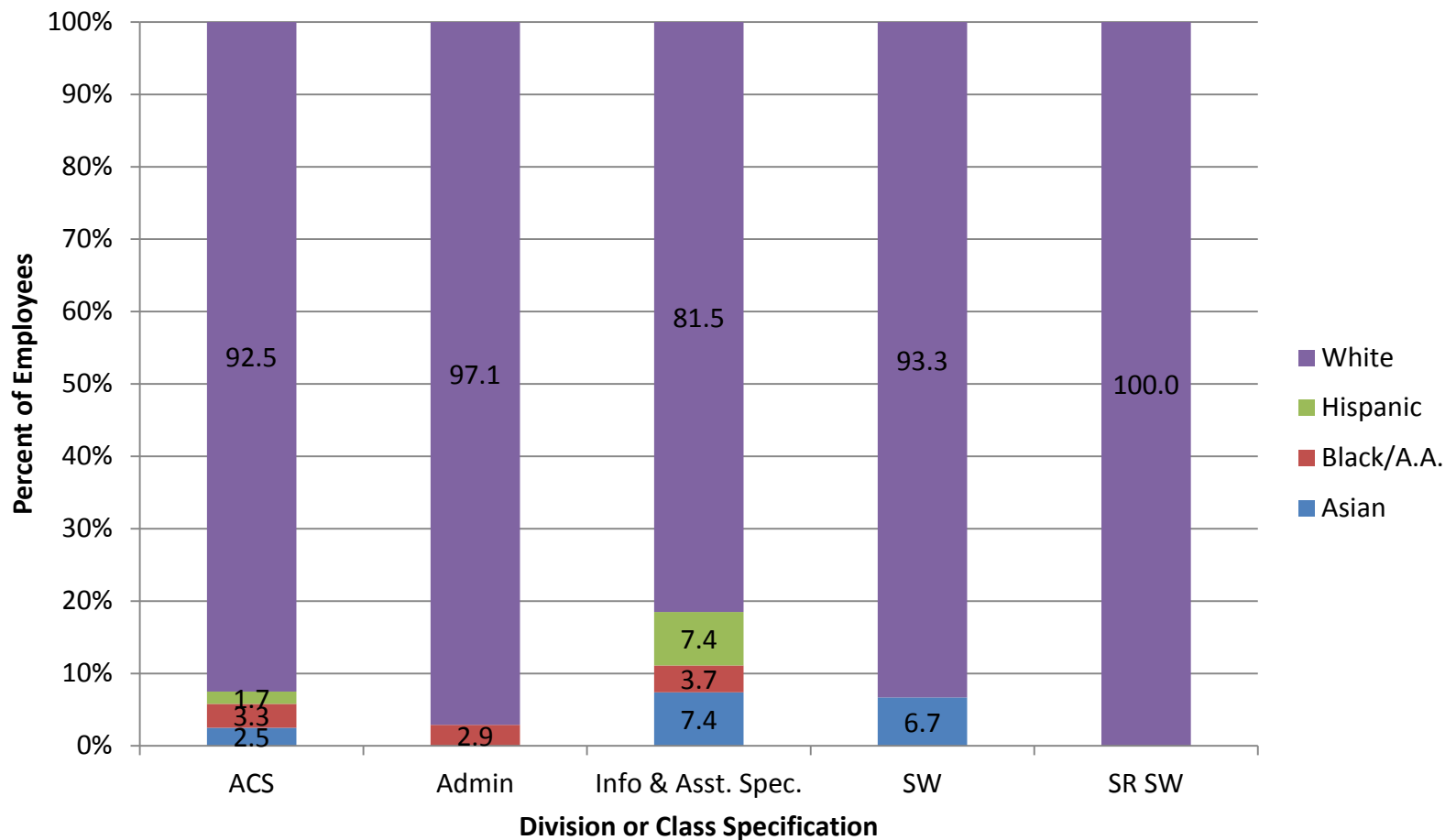
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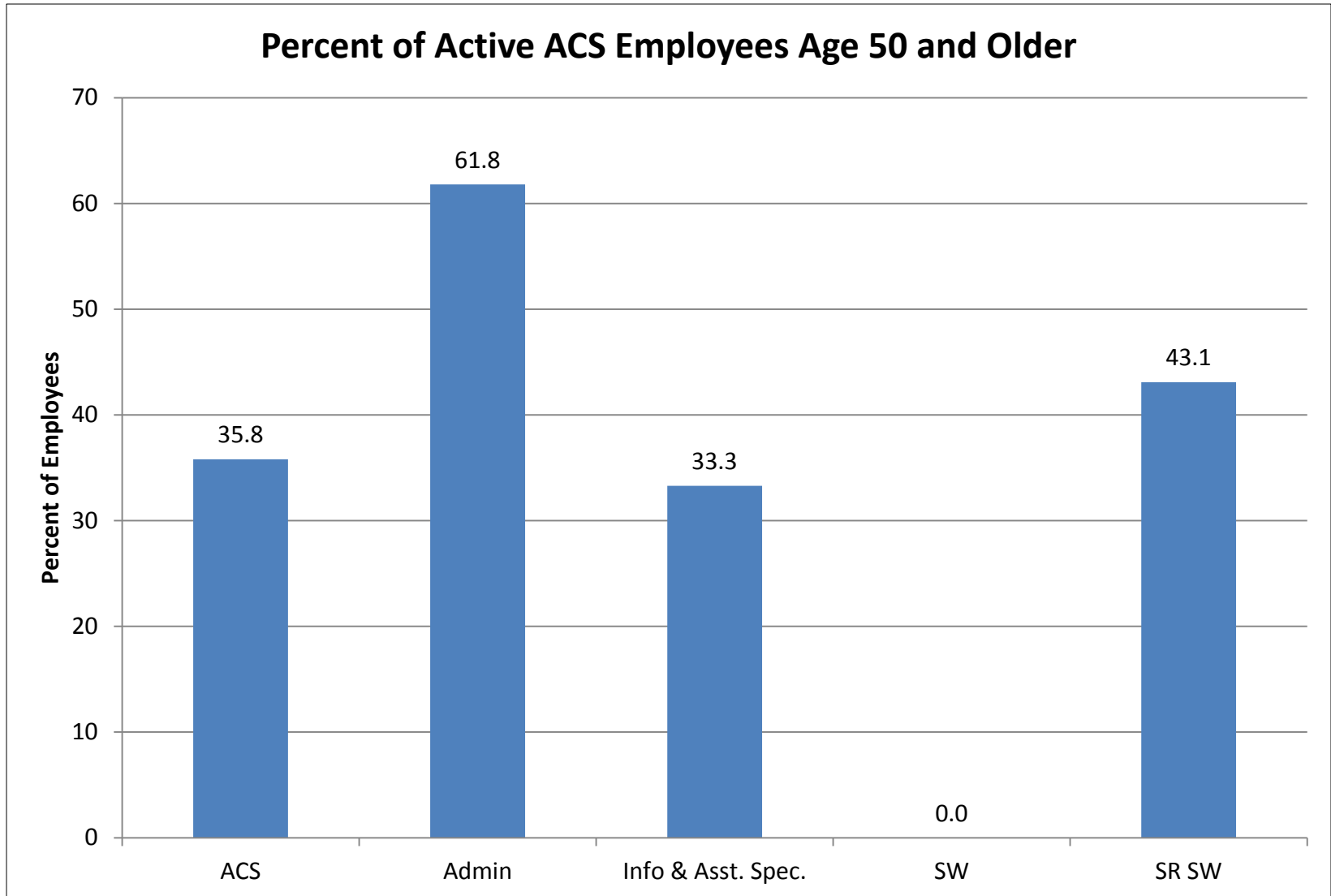
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Race/Ethnic Status of Active ACS Employees by Select Class Specifications as of 10.16.2015





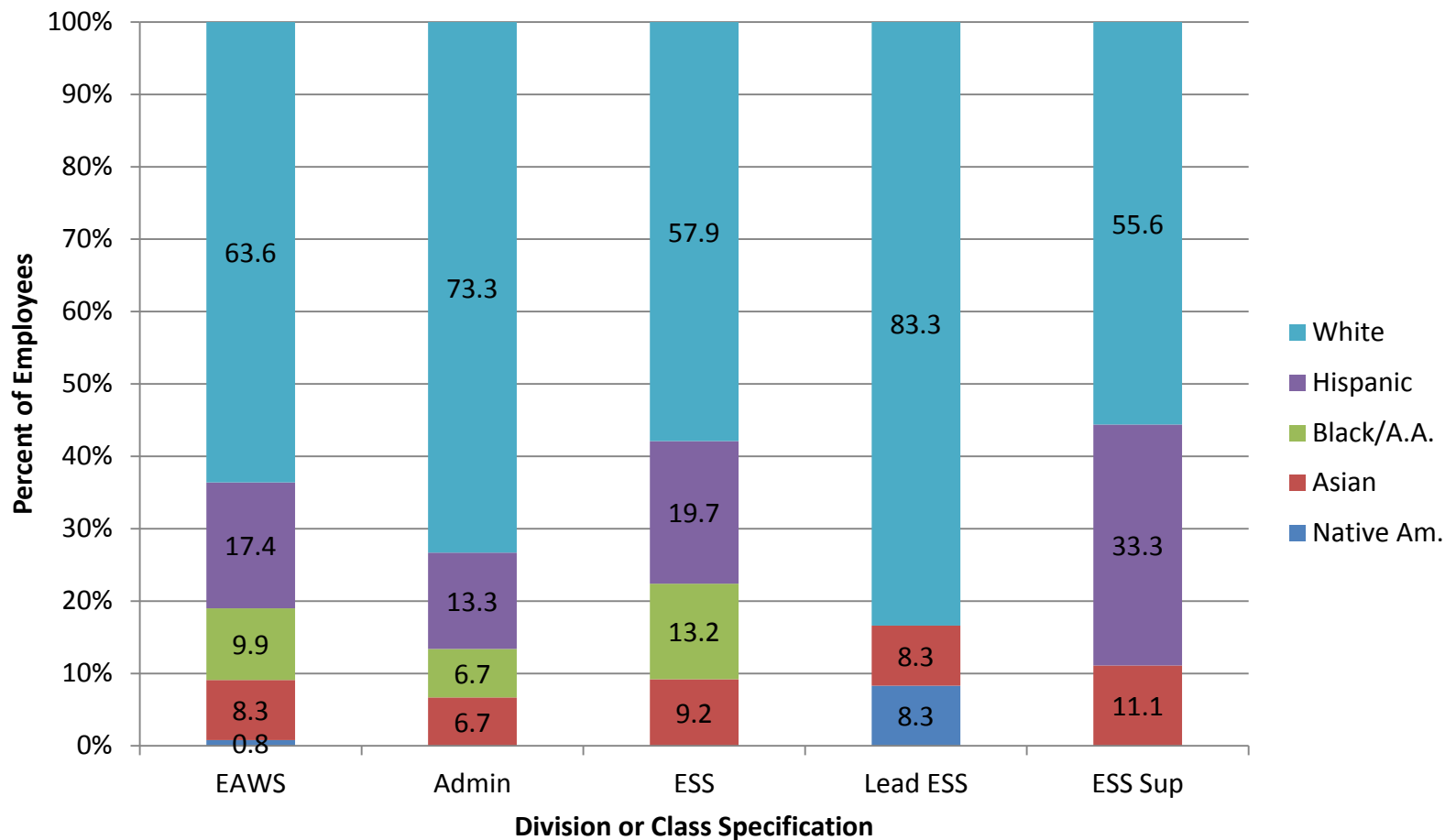
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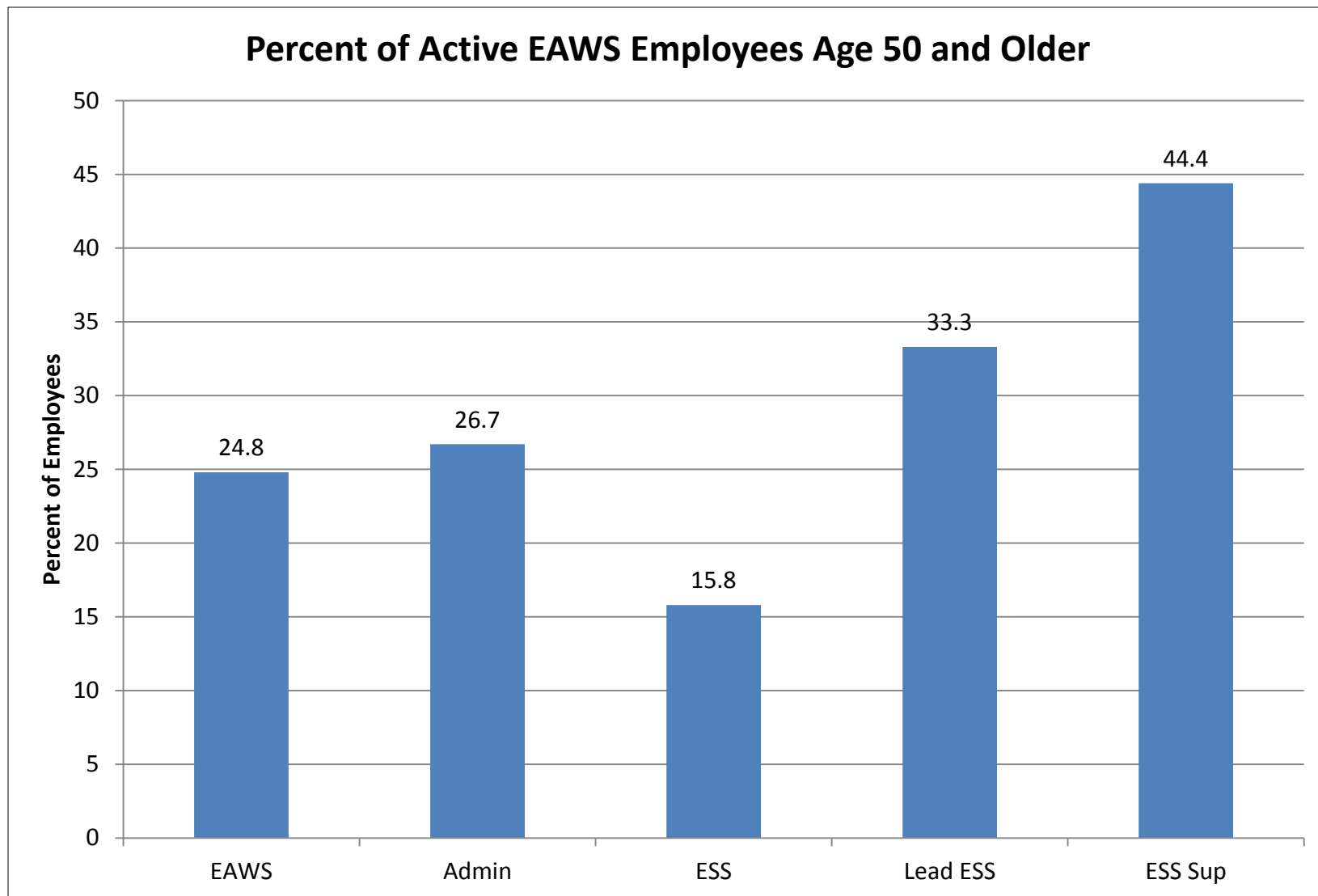
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Race/Ethnic Status of EAWS Active Employees by Select Class Specifications as of 10.16.2015



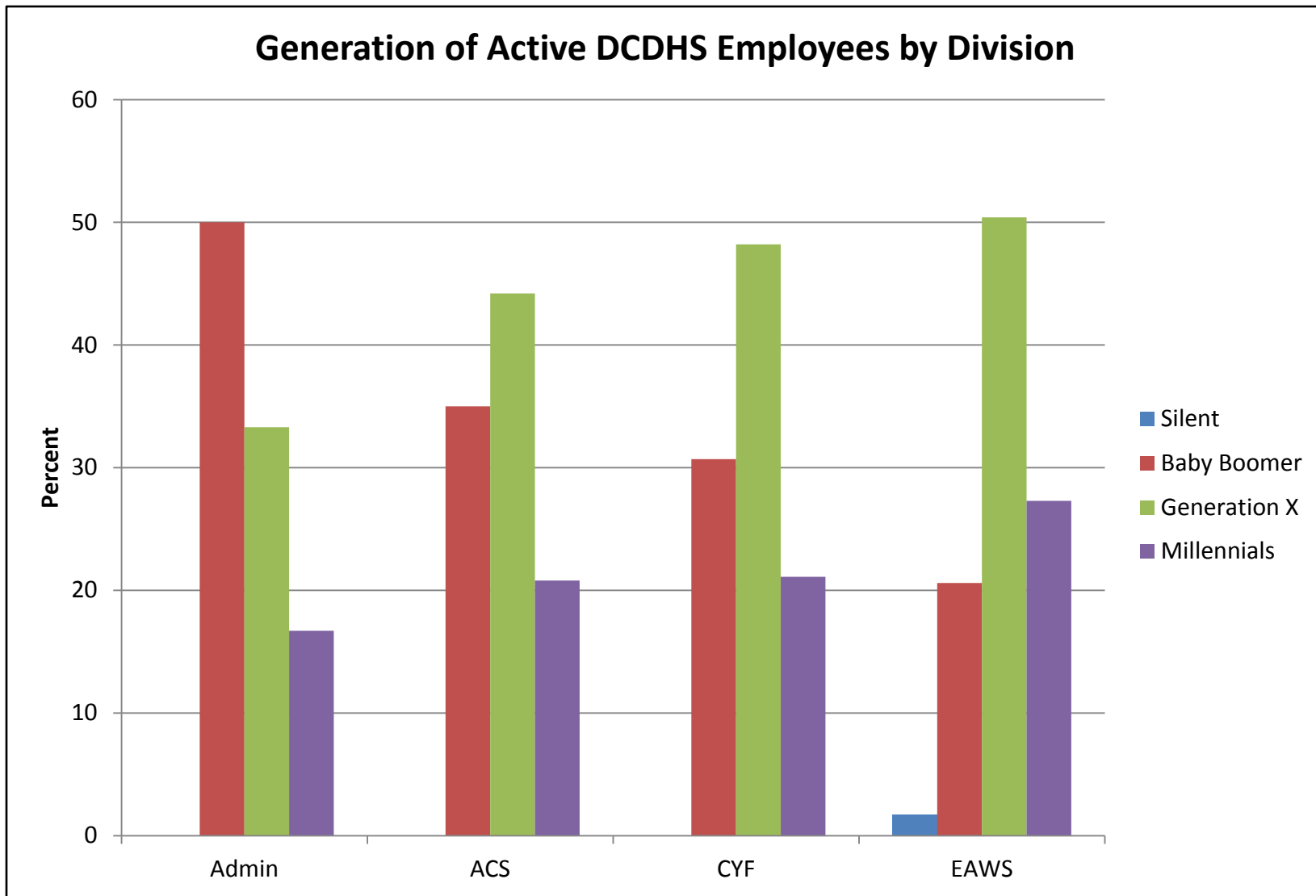


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Generation for Active DCDHS Employees in Select Job Classifications





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Characteristics of Millennials

- They are used to working in teams and want to make friends with people at work.
- They work well with diverse coworkers.
- They have a “can-do” attitude about work and look for feedback about how they are doing frequently – even daily.
- They are positive and confident, ready to take on the world.
- They seek a challenge and do not want to experience boredom.
- They are used to balancing many activities such as teams, friends, philanthropic activities and want flexibility in scheduling and a life away from work.
- Millennials need to see where their career is going and what they need to do to get there.
- Millennials are the most connected generation in history.



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Social worker shortage continues at Mecklenburg DSS

BY DAVID PERLMUTT
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Mecklenburg County's Social Services Department continues to grapple with a caseload backlog as the agency searches for ways to recruit and keep social workers.

In December, DSS and its Youth and Family Services struggled with a backlog of 305 cases, down from 538 the previous February. Two weeks ago, the backlog had dropped to about 170, DSS Director Peggy Egan said Tuesday.

The drop is partly because of extra state money to hire 18 of 24 new social workers, Egan said.

Yet, heavy caseloads persist among a rising number of reported cases and a social worker shortage. The average caseload for Mecklenburg's social workers investigating family intervention cases continues to hover above the state standard of 10 cases per social worker.

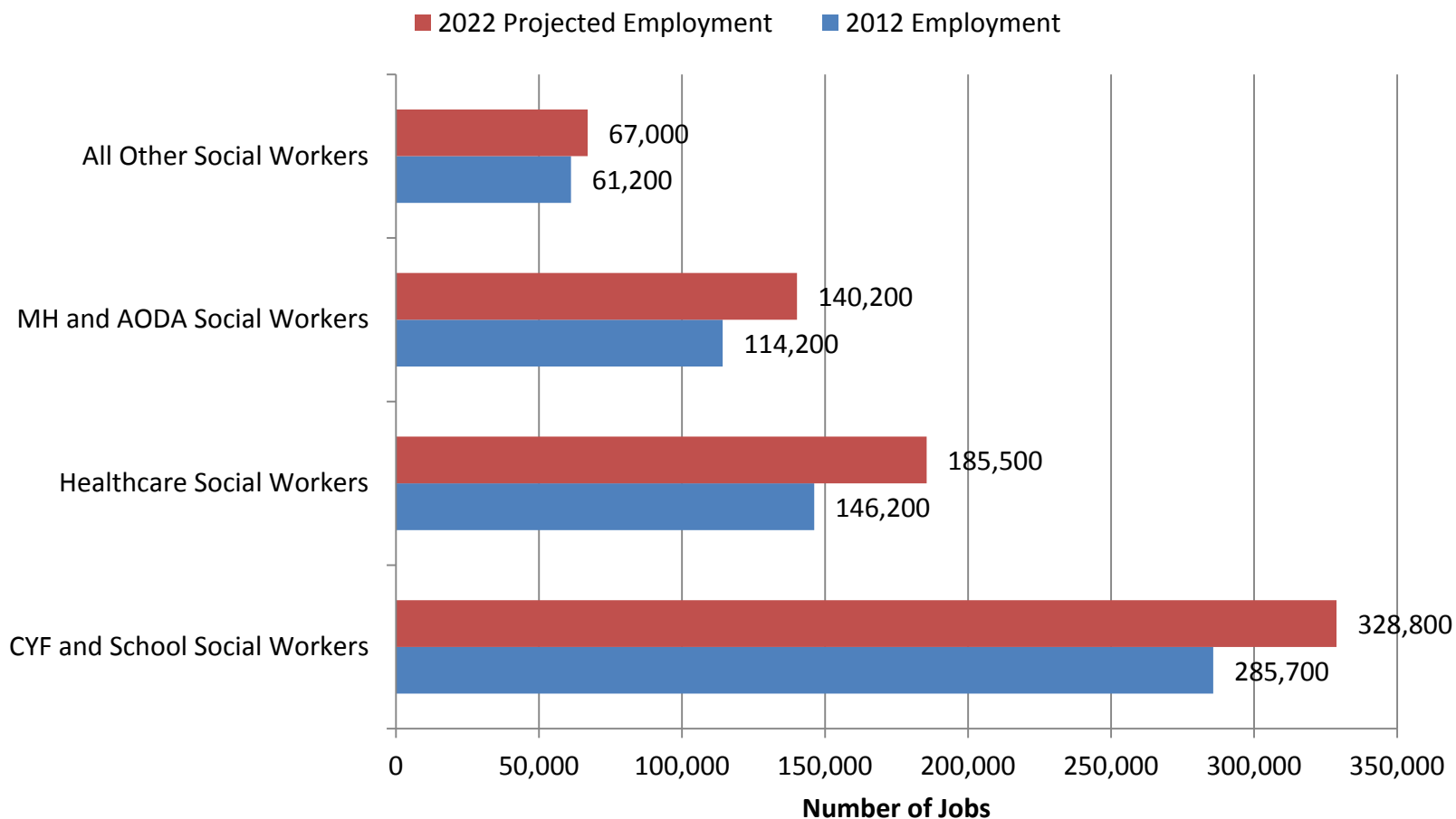
With calls about abused children up, Egan asked UNC





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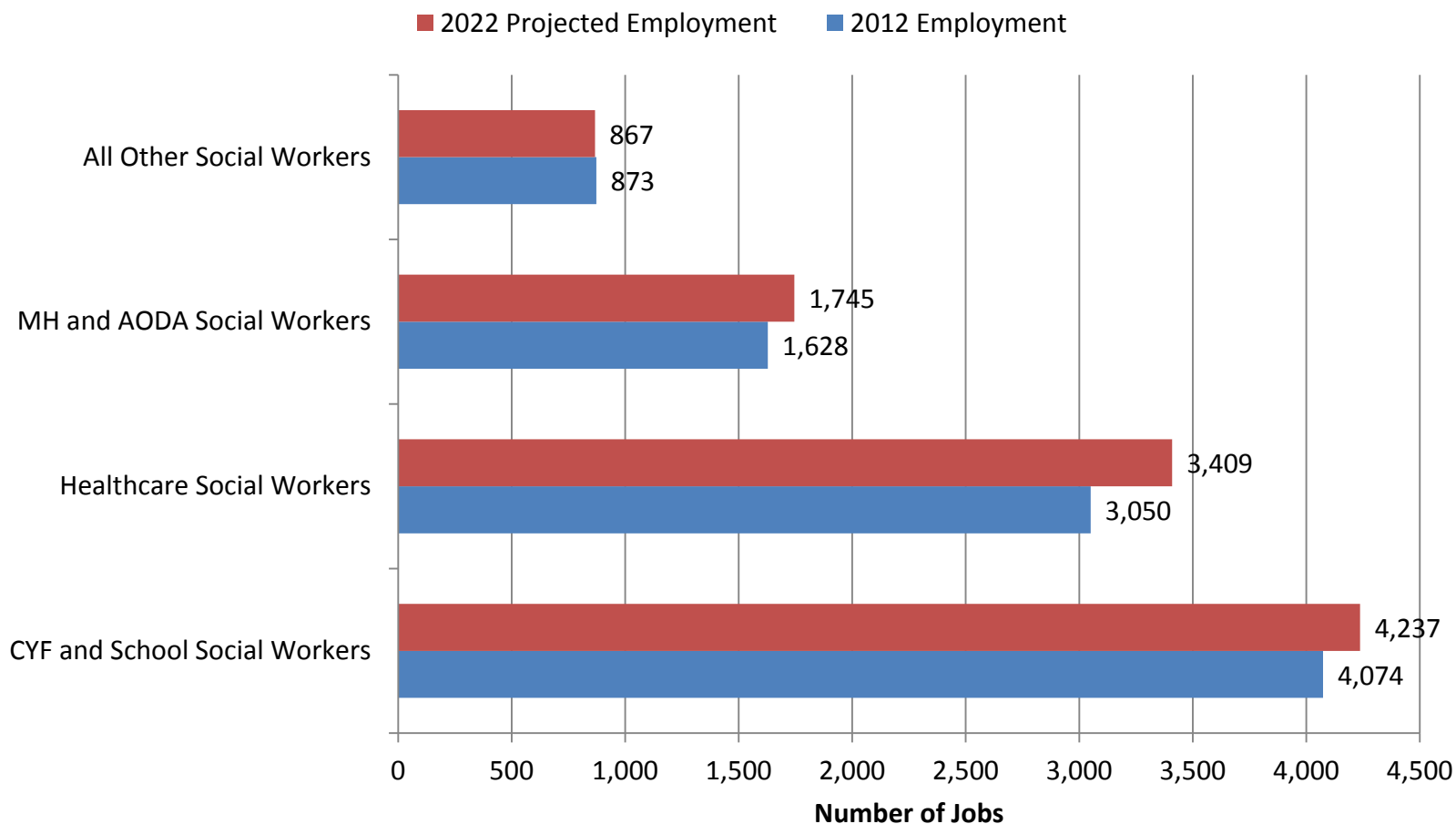
2012 National Employment of Social Workers by Occupational Title and Projected Employment 2022





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2012 Employment of Social Workers by Occupational Title and Projected Employment in 2022 for Wisconsin



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Recruitment Strategies for Child Welfare

- Increase presence at job and career fairs at universities, community colleges, middle and high schools and maintain connections with interested students over time;
- Provide fiscal incentives and benefits, i.e., housing, salary bonuses, flexible scheduling;
- Develop a scholarship program for BSW and MSW degrees;
- Conduct targeted recruitment (historically Black and Hispanic universities) and from non-traditional audiences (teachers, law enforcement);
- Develop career ladders in-house;
- Develop realistic job preview videos.

Recruitment Notice





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Recruiting Millennials

Social Networks – both on-line and off-line such as, LinkedIn, Twitter, Google+, and even blogs.

Employee Referrals.



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Key Points

- 1/3 of DCDHS Staff (excluding BPHCC) are currently age 50 and older – meaning they will be 55 or older in five years.
- Millennials are not just coming, they have arrived. They bring different expectations to the work place.
- There is a pending nation-wide shortage of social workers, CNAs, and nurses.



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Feedback from presentations

- EAWS - Developing social media strategy for hiring.
- EAWS – How do we better retain and train Millennials?
- CYF – Online application is a barrier to applicants.
- ACS & CYF – Need to home-grow staff and career ladders.
- ACS – Need to have a more ethnically diverse workforce within DCDHS and POS community.
- ACS – Retirement in DCDHS management.

The Social Media Recruiter

