

Workforce Development: How to Recruit and Retain High Performing Employees

Bangor, ME

Wednesday, November 30, 2016

- 8:30 am** **Registration**
- 9:00 am** **Introductions**
Current challenges in water/wastewater workforce development
Introduction Exercise – *Workforce Planning Self-Test*
- 9:45 am** **Telling the Water Story—Messaging**
Messaging basics, creating interest in water careers
Messaging Exercise #1 – *Local Water Stories*
Benefits of working in the water industry
Messaging Exercise #2 – *Workforce Development Campaign*
- 11:00 am** **Recruitment**
Outreach opportunities - how to find talent, where to look
Recruitment Exercise – *Hot Topics & Cool Ideas Brainstorm*
- 12:00 pm** **Lunch On Your Own**
- 1:30 pm** Job Description Exercise – *Spiff-Up Your Job Descriptions*
- 1:45 pm** **Retention**
Assessing the work environment; evaluate, train, reward, relationships
Retention Exercise – *If I Knew Then... What I Know Now...*
- 2:15 pm** **Break**
- 2:45 pm** **Knowledge Transfer**
What do you transfer? How do you transfer?
- 3:00 pm** **Succession Planning**
Effective communication with your board; planning for change
- 3:45 pm** **Reflection & Questions**
- 4:00 pm** **Adjourn**