



WORKFORCE DEVELOPMENT PLAYBOOK: **Recruitment of Young Professionals**

Recruitment of Young Professionals: What do you offer today's new engineer?

In today's competitive job market, leveraging various recruitment channels and maintaining a strong company brand are crucial for attracting and retaining top talent.

Young professionals are particularly inspired by companies with strong values and a clear commitment to their goals. More than ever, firms must meet their future workforce “where they are” with a message and brand that resonates with the aspirations of young talent.

- Utilize job boards like Indeed and LinkedIn alongside industry-specific platforms such as ASCE Career Connections or the ACEC Career Center. These platforms provide access to a broad and targeted audience, enhancing your chances of finding qualified candidates from a broad yet targeted audience.
- Use social media platforms like Instagram to reach a broader audience or encourage a “social media take over” day where emerging professionals customize the day’s content that resonates with their generation. Share engaging content that highlights your company culture, current projects, and career opportunities to attract potential candidates who may not be actively searching on traditional job boards.
- Leverage your current employees to identify potential candidates. Implement a structured referral program with incentives to capitalize on your employees’ existing networks, which can lead to high-quality hires who are a good cultural fit. Publicly recognize employees who refer successful candidates help promote a culture of teamwork and collaboration for potential new hires.
- Highlight your strong and positive company culture through your website, social media, and employee testimonials. Emphasize initiatives that support work-life balance, professional development, and employee well-being to attract candidates who value these aspects in their workplace.
- Create content that demonstrates your company’s thought leadership in the civil engineering field. Blog posts, white papers, and case studies can attract top talent by showcasing your company’s expertise and innovative projects. Share stories of current employees, their career paths, and their achievements within the company. In doing so, be sure to highlight diversity and diverse talent. These efforts humanize your company and provides prospective candidates with relatable examples of career progression, making your company more attractive to top talent.

- Develop a one-pager on Why [your state] -make the argument that staying in your state at one of your firms is a win! (see Indiana's "Why Indiana is the place for Civil Engineering")
- What's Your Why? Create all the reasons why your state is the place for engineers to practice their trade. (See Indiana sample below)

WHY INDIANA IS THE PLACE FOR CIVIL ENGINEERING

Growing Job Market | Indiana's economy is robust, with a growing demand for civil engineers. Indiana has seen significant investments in infrastructure projects, creating ample job opportunities in sectors such as transportation, utilities, and construction. **INDOT alone delivered 1,200+ new construction projects in 2023**, investing more than \$2.5 billion in infrastructure improvements and preventative maintenance activities).

Affordable Cost of Living | Indiana boasts a lower cost of living compared to many other states, making it easier for civil engineers to maintain a comfortable lifestyle. Housing costs, in particular, are significantly lower than the national average. **Housing in Indiana's capital city is 7% lower than the national average**,

Proximity to Major Cities | Indiana's central location in the Midwest provides easy access to major markets across the United States. Accessibility to major cities such as Chicago and Louisville provides Indiana residents with access to world-class attractions while enjoying the benefits of lower cost of living.

Educational Opportunities | Indiana is home to several esteemed universities offering strong engineering programs, such as Purdue University, Rose-Hulman Institute of Technology and the University of Notre Dame. These institutions provide excellent resources for both education and networking. **Indiana is 1st in the Midwest, 5th in the nation, for offering need-based financial aid to full-time students**. Firms should consider financial aid a recruitment tool, especially when speaking with Indiana high school students.

Quality of Life | **Indiana offers a balanced lifestyle with a mix of urban amenities and natural beauty**. Cities like Indianapolis provide cultural attractions, while rural areas offer outdoor activities and a quieter pace of life. Unlike many regions, Indiana experiences the full spectrum of four distinct seasons, each offering its unique charm.

Strong Professional Networks | Professional organizations focused on engineering, like ACEC Indiana and the American Society of Civil Engineers (ASCE), have active chapters in Indiana, offering networking events, seminars, and career development resources.

Infrastructure Development | The state continually invests in infrastructure, including highways, roads, bridges, and utilities. **Civil engineers contribute to these projects, gaining valuable experience and professional growth while maintaining strong job security**.

Work-Life Balance | Many employers in Indiana promote a healthy work-life balance, with reasonable working hours and supportive workplace cultures, allowing Hoosiers to thrive both personally and professionally.

Industry Diversity and Collaboration | **Indiana's rich agricultural communities allow for farmers' markets and farm-to-table experiences in abundance, providing fresh and wholesome options for food**. Indiana's engineering firms collaborate closely with industries like agriculture and manufacturing, creating diverse opportunities for civil engineers to apply their skills across different sectors.

Community Engagement | Indiana communities value civic engagement and sustainable development practices. Civil engineers can play a vital role in shaping these initiatives, contributing to the state's overall growth and well-being.