



THE NOW AND NEXT OF HIRING



THE NOW

DID YOU KNOW:

Employers are facing challenges today in recruiting, hiring, and retaining employees

Placer County unemployment rate is almost at pre-pandemic levels:
February 2020 - 3.1% | December 2021 - 3.3%

While unemployment rates are low, certain industries are still experiencing significant gaps in staffing and/or skilled laborers

Specific demographics, mainly women and those at retirement age are less likely to return to the workforce in its present state

Policymakers at the local, state and federal levels are making economic recovery a priority

Staffing shortages present hiring challenges for small businesses in particular

Employers in Placer County have access to no-cost resources through Golden Sierra



WORKFORCE FLEXIBILITY SURVEY

3 key findings:

1. It takes trust for Flexible workforces to thrive
2. Flexible work should be standard practice, not a benefit
3. Prioritize productivity and engagement, no matter where employees work

TRUST REMOTE WORK

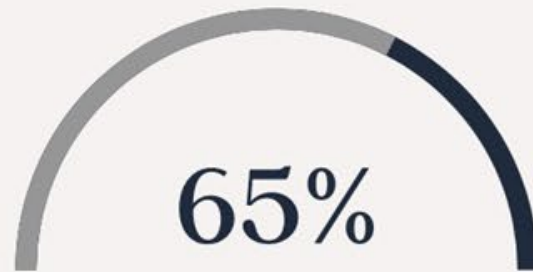
WOULD CHANGE JOBS

WORK IN AN OFFICE

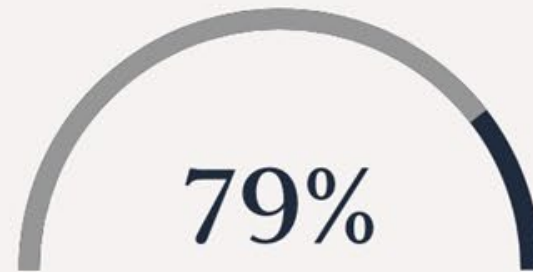
FEEL PRODUCTIVE



63%



65%



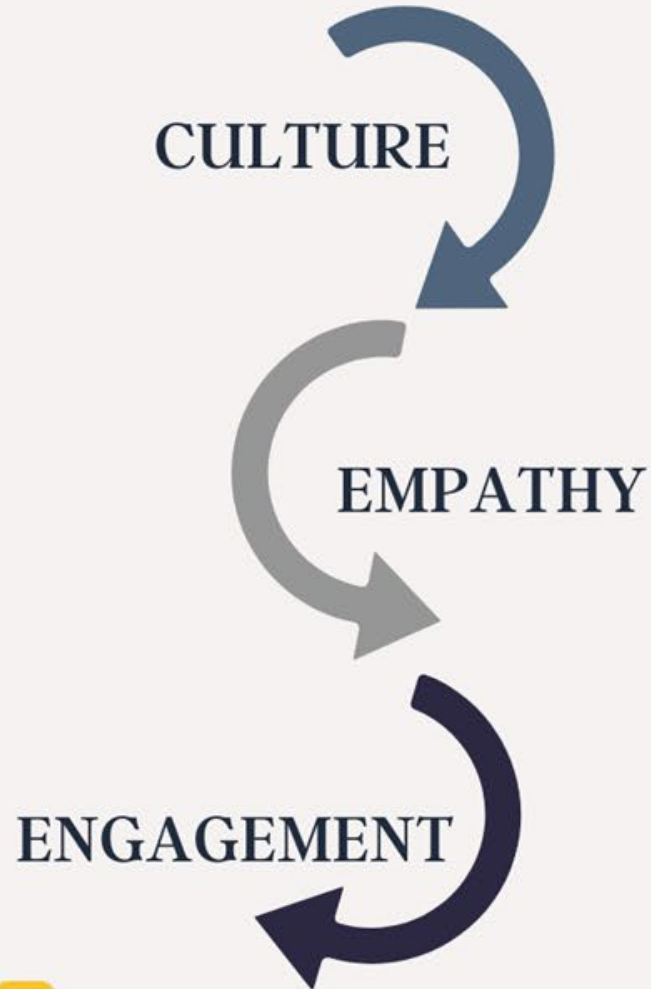
79%



86%

Employee Retention

DID YOU KNOW:



34% of employees say corporate culture is their reason for starting a job search

Healthy Culture includes:

- Core values & beliefs
- Trust
- Order & structure
- Leadership

92% of employees say they would stay if their managers showed more empathy

Teaching Empathy In The Workplace

- Be encouraging
- Be a good listener
- Lead from within the team
- Show genuine interest

59% of employees are less likely to seek out a new job if they feel engaged at work

Employee Engagement Strategies

- Learning & development
- Encouragement & recognition
- Wellness programs
- Leading with strengths



HIRING TODAY

EMPLOYER PAIN POINTS

- Difficulty standing out from other openings
- Timely process & staffing shortages
- Candidate unsuitable, declining offer or "ghosting"
- Expense of hiring

RECRUITMENT TRENDS

- Virtual recruiting
- Candidate focused job postings
- Paying the wage
- Active recruiting
- Using all your resources

WHAT CANDIDATES WANT

- People first culture
- Workplace flexibility
- Empathy & a commitment to well-being
- Diversity & inclusion
- Professional growth & engagement



REMEMBER: YOU'VE GOT THIS



BE RESILIENT AND ADAPTABLE USING NEW TECHNOLOGY

BE AN EDUCATOR

BE SUPPORTIVE WITH CHALLENGES

IMPROVE YOUR COMPANY CULTURE

EMBRACE WORKPLACE FLEXIBILITY

LEAD WITH HUMANITY

WE'RE HERE TO HELP



BE A PART OF WHAT'S NEXT



GOLDEN SIERRA IS YOUR WORKFORCE RESOURCE

NEXT is Golden Sierra's suite of **no-cost**, easy-to-use business services. We're here to help you find resources that save time and money.

HOW CAN WE HELP?



HIRING EVENTS

Valuable virtual hiring events help introduce you to qualified candidates.



CUSTOMIZED RECRUITMENT

Have marketing materials created or share yours with our local network of job seekers



CANDIDATE SCREENING

We will review resumes and refer only those candidates that meet the job qualifications



JOB SKILLS TRAINING

Upskill your team by connecting to over 5000 no-cost courses available through Metrix



ON-THE-JOB TRAINING

Receive wage reimbursements for hiring and training eligible employees



NO-COST VIRTUAL HIRING

VIRTUALLY CONNECTING JOB SEEKERS WITH EMPLOYERS

VIRTUAL JOB CONNECTIONS

Employers share information about current job openings, hiring process and company culture in a short presentation and connect with local job seekers.

- **March 9**
- **April 13**
- **May 11**
- **June 8**
- **July 13**
- **August 10**
- **September 14**
- **October 12**
- **November 9**

**If you would like to present on one of these dates let us know and we can save your spot today

VIRTUAL JOB FAIRS

Take advantage of these virtual hiring events and chat with job seekers, schedule interviews or use the hiring room to invite candidates to do a live on the spot interview.

PRESENTED BY:





Golden Sierra

TRAINING REIMBURSEMENT

Golden Sierra's **On-the-Job Training** Program provides wage reimbursement to employers to help offset the costs associated with training newly hired employees.

- You may receive **up to 75%** of an employee's gross wages during their training period.
- Hiring assistance is available. Just give us a job description and we will refer qualified candidates.
- We place individuals in all capacities from entry-level to professional. We can even assist with upgrading the skills of a current employee.

EVER WISH
HIRING
COULD PAY
FOR ITSELF?
WE HAVE **GOOD NEWS!**

Golden Sierra's **Work Experience** Program allows young adults an opportunity to gain valuable world-of-work exposure from passionate industry leaders.

- We assume all liability for **wages and worker's compensation insurance**.
- Your responsibilities include oversight, training, and performance evaluations.
- Help grow your future by introducing today's youth to the industries and occupations vital to our region's economic growth.

WWW.GOLDENSIERRA.COM/NEXT



Golden Sierra

UPGRADE YOUR SKILLS



Plan Catalog Career Search

Account Help Admin

Hi Sara Page

You have 76 days left on your license.
It will expire on Wednesday, January, 5 2022.

Your Progress

	Started	Finished	Hours
This Year	4	1	0.0
All Time	4	1	1.0

Your Courses

[View Your Plan](#)

[Add Courses](#)



Career Pathways

Research and choose the path to success

[Get Moving](#)

[Pathways](#)

[Catalog](#)

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Get access to over 5000 courses in popular industries like IT, Business, Healthcare, and more all from the comfort of home.

Golden Sierra has partnered with Metrix Learning to offer job skills trainings for employers, employees and job seekers alike.

It's completely self-paced and on your own and at your convenience from any computer or tablet with internet access.

POPULAR CUSTOM TRACKS

- CUSTOMER SERVICE
- WORKING FROM HOME
- CAREER BUILDING
- WORKPLACE SKILLS

GOLDENSIERRA.METRIXLEARNING.COM

OR SCAN THE QR CODE WITH THE CAMERA APP ON YOUR PHONE





Golden Sierra

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