

# Recruiting Ideas for a New Generation (and a growing city on the Bay!)

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Human Resources Director  
City of Daphne



# Where is Daphne Alabama?





Let me tell you about  
my city...

**Parks and Recreation**

**Water sports**



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*Natural Beauty*



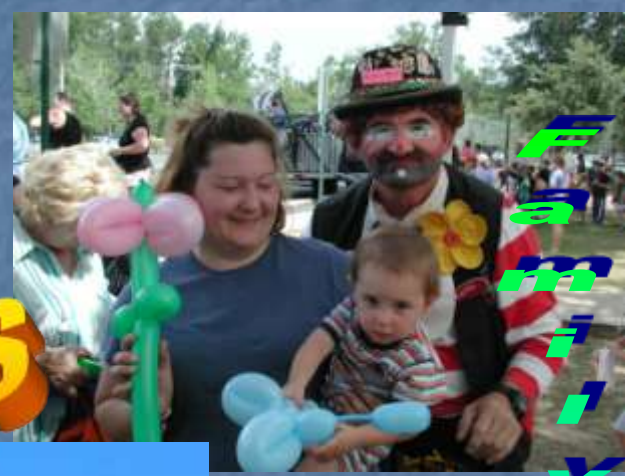




WE LOVE TO PARADE!

- Mardi Gras
- Christmas
- Flounder
- Homecoming

# Parades



Family

# History and Trails



# Sports



Events



# We are renovating and expanding!



## and NEW!

## OLD



# Daphne Employees 275 and GROWING!





# History of Daphne's HR Department

- Ethics Charges
- 8 months
- ME!
- Paper apps only
- Newspaper ads only
- No website
- Boring  
Announcements

Then the storms came...

**Costs and Reimbursements**



**Hurricanes**

**Debris Cleanup**





# Hurricanes and Storms



- **Ivan**

Sept 16, 2004

Gulf Shores, AL

- **Cindy**

July 5, 2005

Grand Isle, LA

- **Dennis**

July 10, 2005

Santa Rosa Island  
Pensacola, FL

- **Katrina**

August 29, 2005

New Orleans, LA



**Flooded streets**

**Destroyed Piers and  
Parks**





**Downed Trees**

**Debris and stalled vehicles**











# How did this impact Daphne initially?

- When to evacuate
- Which employees to stay and where to house them
- Responding to crisis situations during storm
- Getting employees to return to work after the storm
- Setting up emergency centers, shelters, food and water distribution
- Tracking time worked, projects worked on
- FEMA reimbursement discussions
- Payment of overtime, administrative time
- Exempt vs. non-exempt



# Longer Term Issues for HR

- How to stand out among higher paying sister cities





# Long Term Issues for HR

- RECRUITING entry level employees





# Old ways of Thinking

- “Post a job and they will come”
- “We have great benefits”
- “Our retirement plan will bring them in”
- “Everyone wants to live here”



# *Recruiting New Generations*

## ■ Generations in the Workplace

- Silent Generation 1926-1945
- Baby Boomers 1946-1964
- Generation X 1965-1982
- Generation Y (Millennials) 1983-2002

How will government occupations attract  
Generation X and Y?



# One Size No **Longer** Fits ALL!

- Fine tune your recruiting message for the different audiences!
- Don't just "post the job", try multiple strategies to reach applicants
- Ask your own employees (in different generations) what would work

# *Our Strategy*

- Try everything!
- If it is affordable...

Hey, we are a small town  
municipality! Money is  
scarce...



# 5-7-08 City of Daphne JOB ANNOUNCEMENT Fire Fighter



...and the OPPORTUNITIES you never want to miss.

**Daphne**  
The Jubilee City

OPPORTUNITY FOR COMMUNITY

City of Daphne, Alabama  
1705 Main Street, P.O. Box 400  
Daphne, AL 36526  
(251) 447-0154  
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**1-sided version**

**We like your STYLE**

Looking for a new opportunity?

The City of Daphne offers:

- A diverse and vibrant culture
- A strong sense of community
- A commitment to excellence in service and customer satisfaction
- A commitment to the environment
- A commitment to the future

**Daphne**  
Alabama

Call us today! (251) 447-0154  
or visit our website at www.daphneal.com

**2-sided version**

**We like your STYLE**

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**Daphne**  
Alabama

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# Job Announcements Today

- *Pictures*
- **Bright Colors**
- DIFFERENT FONTS
- *Careful Word Choice*



# Website

- [City of Daphne Human Resources Dept.](#)
- Job postings, apply online
- Benefits, training
- Forms, powerpoints, trng, procedure manuals for download
- Pictures
- Coming soon...video clips  
and info-mercials

# **Get the word out!**

- Magnetic Vehicle signs
- “We are hiring” Board
- Expanded Recruiting Mailing List
- Recruiting Business Cards
- Recruiting Fairs
- New business cards
- Recruiting Banner



# If I can do it, so can you!

- Low tech ideas
- Use your creativity
- Ask for help
- Don't give up!

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