University of New Hampshire

University of New Hampshire Scholars' Repository

M.S. in Leadership

College of Professional Studies Granite Division

Fall 2021

Recruiting and Retaining Millennials In Today's Higher Education Workplace

Mark Geuther

Granite State College

Follow this and additional works at: https://scholars.unh.edu/ms_leadership

Recommended Citation

Geuther, Mark, "Recruiting and Retaining Millennials In Today's Higher Education Workplace" (2021). *M.S. in Leadership*. 17.

https://scholars.unh.edu/ms_leadership/17

This Capstone is brought to you for free and open access by the College of Professional Studies Granite Division at University of New Hampshire Scholars' Repository. It has been accepted for inclusion in M.S. in Leadership by an authorized administrator of University of New Hampshire Scholars' Repository. For more information, please contact Scholarly.Communication@unh.edu.

Recruiting and Retaining Millennials In Today's Higher Education Workplace

Mark E. Geuther

M.S. in Leadership Fall 2021

ACKNOWLEDGEMENTS

- To my Mother, and late Father, who, among other things, instilled in me a strong work ethic and the importance of family.
- To my siblings, Ron, Karen, and Debbie who have been there for me throughout the various chapters of my life to provide immeasurable encouragement and support.
- To the two crowning achievements in my life, daughter Jennifer and son Stephen of whom I couldn't be prouder. My hope is that you will never stop learning, be it formally in the classroom or informally in other ways.
- To my professors and fellow students whose insights and feedback have taught me a great deal and have left a lasting impression on me as I continue to grow as a leader.
- To UNH for providing the tuition benefit that made this achievement financially viable.

MILLENNIALS

By 2025 Millennials will comprise 75% of the workforce.

Who Are They?

- Born between 1981 and 1994 (Ages 27 -40)
- Started their careers during the great recession
- Grew up during the Internet explosion
- The most culturally and racially diverse cohort in US history
- Switch jobs often
- Look for flexibility, skills enhancement, and immediate feedback on their performance

RECRUITING AND RETAINING MILLENNIALS

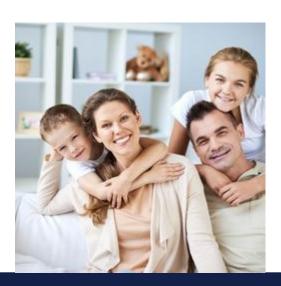


CONCLUSIONS

Colleges and Universities Have a lot to Offer Millennials as an Employer

- Work Life Balance
- Flexible Benefits
- Be Honest and Transparent in the Hiring Process
- Educating a Readymade Workforce







REFERENCES

Dimock, M. (2019, January 17). Defining generations: Where millennials end and generation Z begins. Pew Research Center. Retrieved October 17, 2021, from https://www.pewresearch.org/fact tank/2019/01/17/where-millennials-end-and-generation-z-begins/.

Morrell, D. L., & Abston, K. A. (2018). Millennial Motivation Issues Related to Compensation and Benefits: Suggestions for Improved Retention. *Compensation & Benefits Review*, 50(2), 107–113.

https://doi.org/10.1177/0886368718822053

Questions?