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Mark E. Geuther
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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



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Questions?

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