

December 2015: Young Professionals Council

Letter from the Chair:

Bret Ludlow, Liquid Interactive

Engaging and Retaining a Millennial Workforce

In October, the YPC partnered with the Manufacturing Council for their 8th Manufacturing Summit. The focus was on the Millennials - engaging, recruiting and retaining the largest generation in today's workforce.

During the event, many attendees wanted the answer to a common question - once we hire Millennials, how do we keep them engaged and retain them?

It's a great question without a cut and dry answer. There are many factors that play into the job satisfaction and engagement of anyone within an organization - responsibility, growth potential, salary and much more.

There is, however, one recommendation I have for any organization that is focusing on Millennial retention. Encourage your employees to participate in the YPC and other Chamber Councils.

These councils are platforms that help professionals become engrained in the Lehigh Valley community outside of their 9-5 jobs which can lead to a higher overall satisfaction level and a sense of accomplishment.

At its core, the YPC helps build networks. Many YPC members have formed friendships that go well beyond our 1 or 2 events per month. Your latest hires may be recent college graduates from out of the area. The YPC can help them connect with people of similar interests and backgrounds and begin to form a social and professional network in area.

Getting involved in the YPC is also a rewarding experience. Whether helping in fundraising, community service, planning events, or marketing the organization, our committee members all take ownership and work together on impactful projects and initiatives.

If you or anyone at your organization are interested in learning more about the YPC and all of the opportunities we provide, there is no better place to start than our December 16th Meet & Greet at Hotel Bethlehem. We hope to see you there!