



# ALASKA SHRM STATE COUNCIL



## TALENT ACQUISITION AND THE ALASKA WORKFORCE

PRESENTED BY  
**CHRISTOPHER ST. JOHN**  
**COMPETENTIA**

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# Talent Acquisition and the Alaska Workforce

Christopher St. John,  
Business Manager - Competentia, Inc.



Your future, in safe hands.

## Who am I?

- Competentia is a global workforce solution company that focuses on the energy and resource industry
- 15 years of experience in recruiting and Talent Acquisition
- Experience:
  - Military, external temp and contract staffing, internal resource development, oil and gas and non-profits – strong marketing and advertising background.
- 7-year Alaska resident
- Served on the Anchorage SHRM board in 2018

## Key learning objectives:

- You will be able to understand the unique workforce environment Alaska regarding talent availability, industry trends and market fluctuations.
- You will be able to understand the difference between a Talent Acquisition Strategy versus a recruiting only business model.
- You will have a better grasp of Talent Acquisition strategies (short-term, and long-term) that will allow you to better serve their companies and stakeholders.



# Workforce Environment – Alaska Market

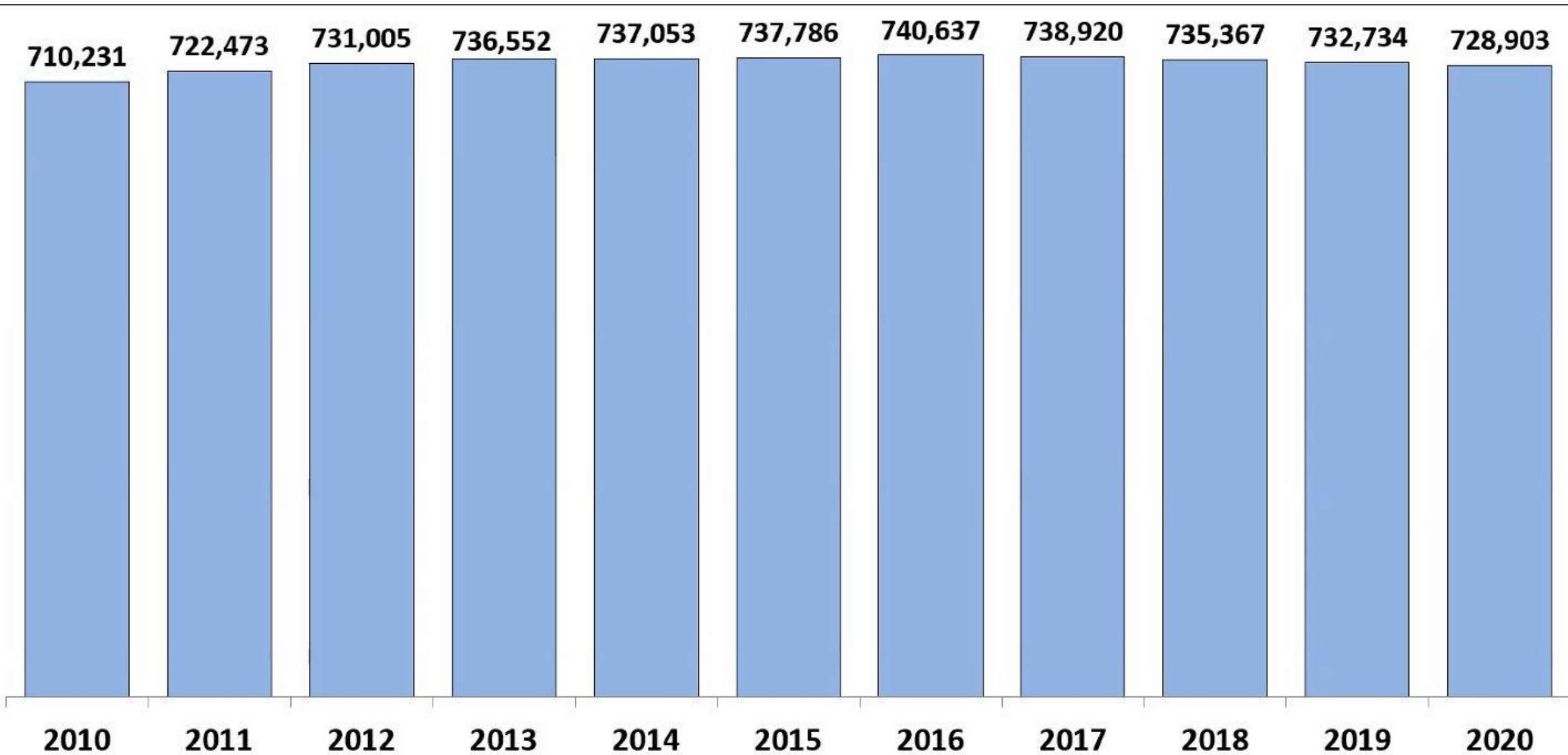
# What's changed?

## Takeaways from Neil Fried's - Alaska Economic Outlook Panel Discussion in March 2021

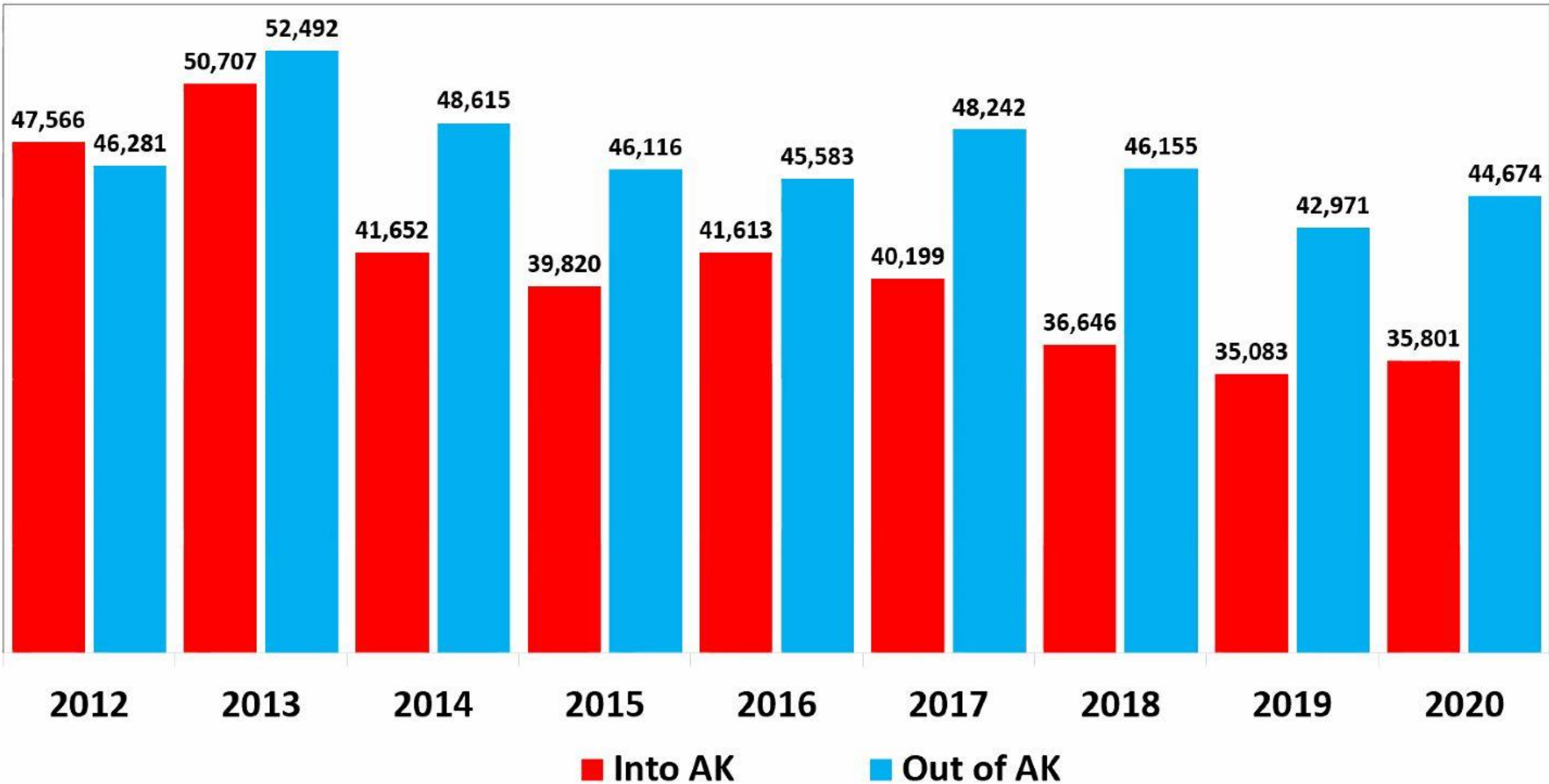
- Population shift
- Recession measurement
- Employment forecasting

Source: Alaska Department of Labor and Workforce Development and Neil Fried

## Alaska's Population Fell Slightly In 2017, 2018, 2019 and 2020— Combined A Loss of 12,00 Residents-Back To The Future



# Lots of People Move Into and Out of Alaska Each Year





# Alaska's Recessions

1976-1977

1985-1988

2008-2009

2015-2018

2020\*

-8,900

-20,600

-1,100

-11,400

-27,200

-5%

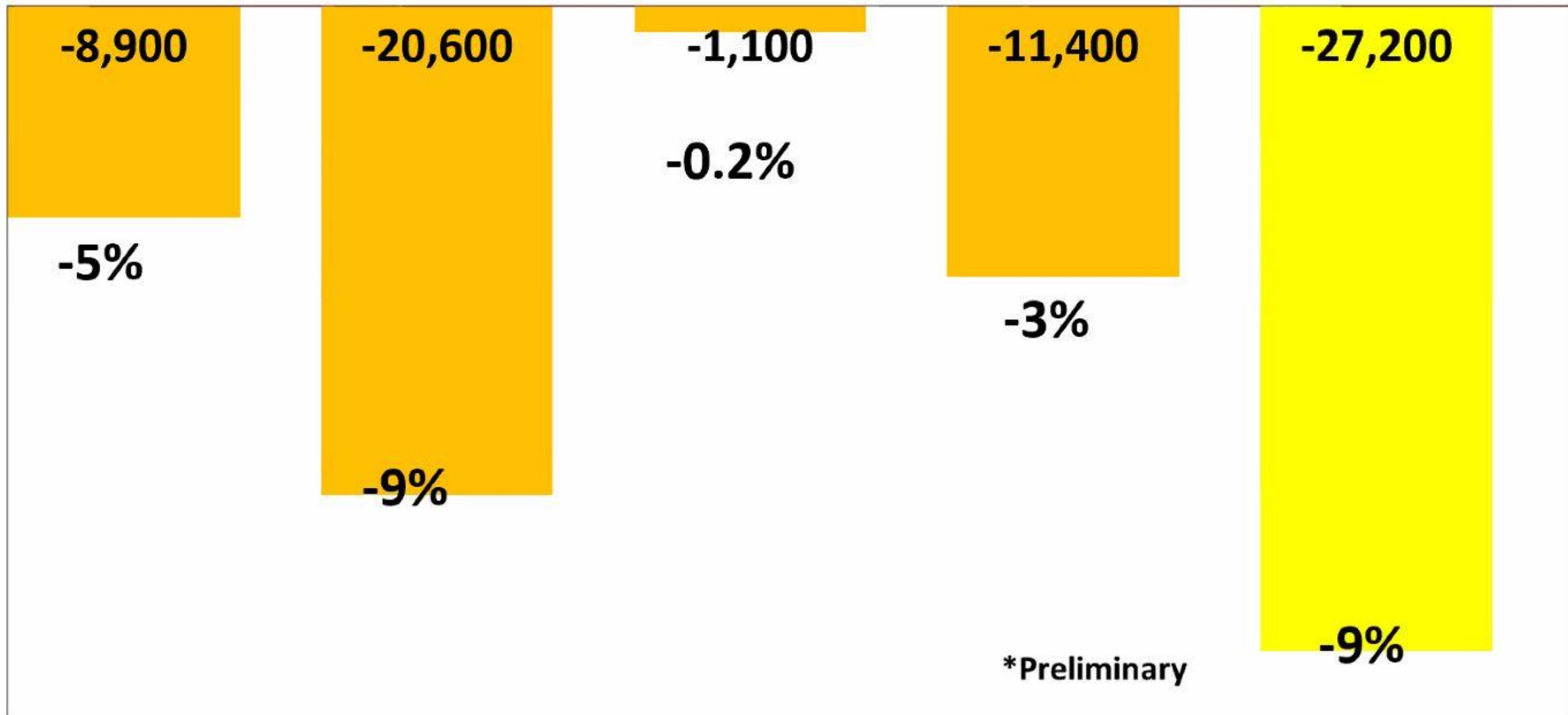
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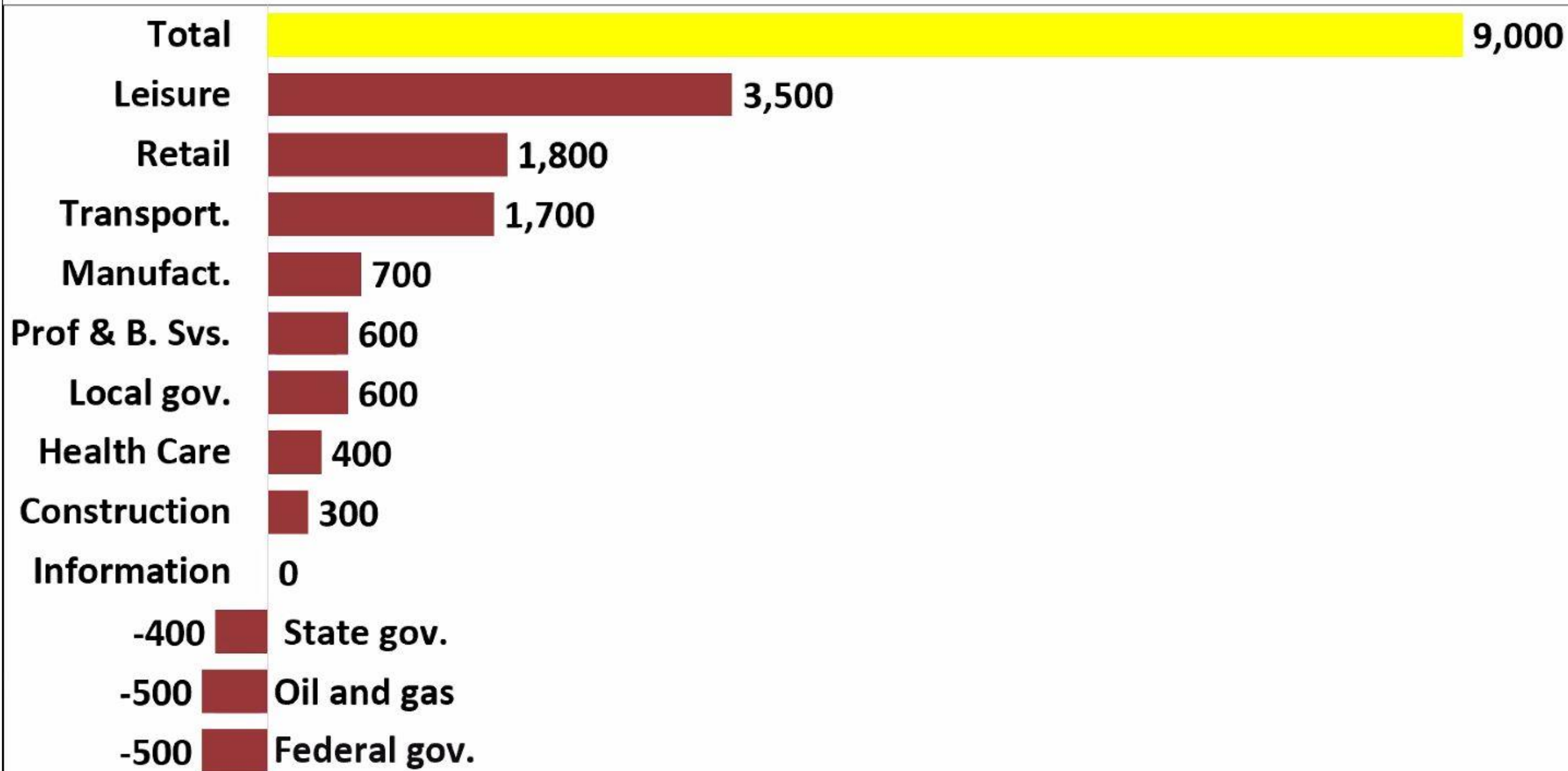
-9%

-9%

\*Preliminary



# The Detailed Employment Forecast For AK For 2021




# Market assumptions

- Talent pool is shrinking
- Jobs seem to be falling suit but for how long?
- A “talent” wave is coming
- Be prepared for changing candidate expectations

A woman with dark hair, wearing a light grey blazer, is smiling and looking towards the left. She is holding a document with a blue logo. The background is a blurred office setting with other people's heads visible in the foreground and background.

# Recruiting VS Talent Acquisition



“Forget the words ‘Talent Acquisition’, forget employer branding and forget employee engagement. We need to talk about experiences.”

Zvi Goldfarb, Head of Talent Acquisition Digital Lab,  
L’Oreal

## Optimized Talent Acquisition

Strategic Enabler of the Business / Ability to Predict External Forces & Remain Agile / Investment in New TA Products & Services / Recruiter Training Builds Strategic Skills



4

## Integrated Talent Acquisition

Full Integration with HR & Talent Mgt. / Strong Employment Brand / Successful Social Media Campaign / Active Pipeline of Candidates / Robust TA Programs (e.g., Diversity, Alumni, Employee Referral)



3

## Standardized Operational Recruiting

Processes & Technology Standardized Across the Organization / Beginning to Establish Strong Relationships with Hiring Managers / Effective Assessment of Candidates against Job Requirements



2

## Reactive Tactical Recruiting

Recruiting is Done Locally by HR Generalists Who Are "Order-Takers" for Hiring Managers / Positions Are Posted on an As-Needed Basis / Minimal Hiring Compliance Standards Met; No Real Process Defined



1

# Recruitment

- Linear process – vacancies worked as needed
- Reactive - all about filling vacancies
- Should be a small part of a larger TA strategy – not the only strategy
- Short term metrics include cost-per-hire and time-to-hire
- Not bad – depends on maturity of business

# Talent Acquisition

- Long term strategy – with future business needs in mind
- Use projections and historic data to plan accordingly
- Hire for talent over CVs – attract multi-faceted candidates
- Focuses on overall experience through entire process - recruited or internally sourced




# Change

Do one. Do all. Do something.



# Talent Acquisition roll out strategies

- Baby steps are easy to sell to leadership
- Do your research
- Identify measurable data to enforce strategy change
- Add value to the business
- Be honest with yourself

A photograph of three business professionals—two men and one woman—gathered around a table, looking at a document. The woman on the left is wearing a white blouse. The man in the middle is older, with grey hair, wearing a light blue patterned shirt. The man on the right is younger, wearing a blue button-down shirt, and is leaning forward with his hand on his chin, appearing thoughtful. The image has a dark, semi-transparent overlay.

33% of our entire  
workforce are, or will  
shortly be, eligible  
for retirement

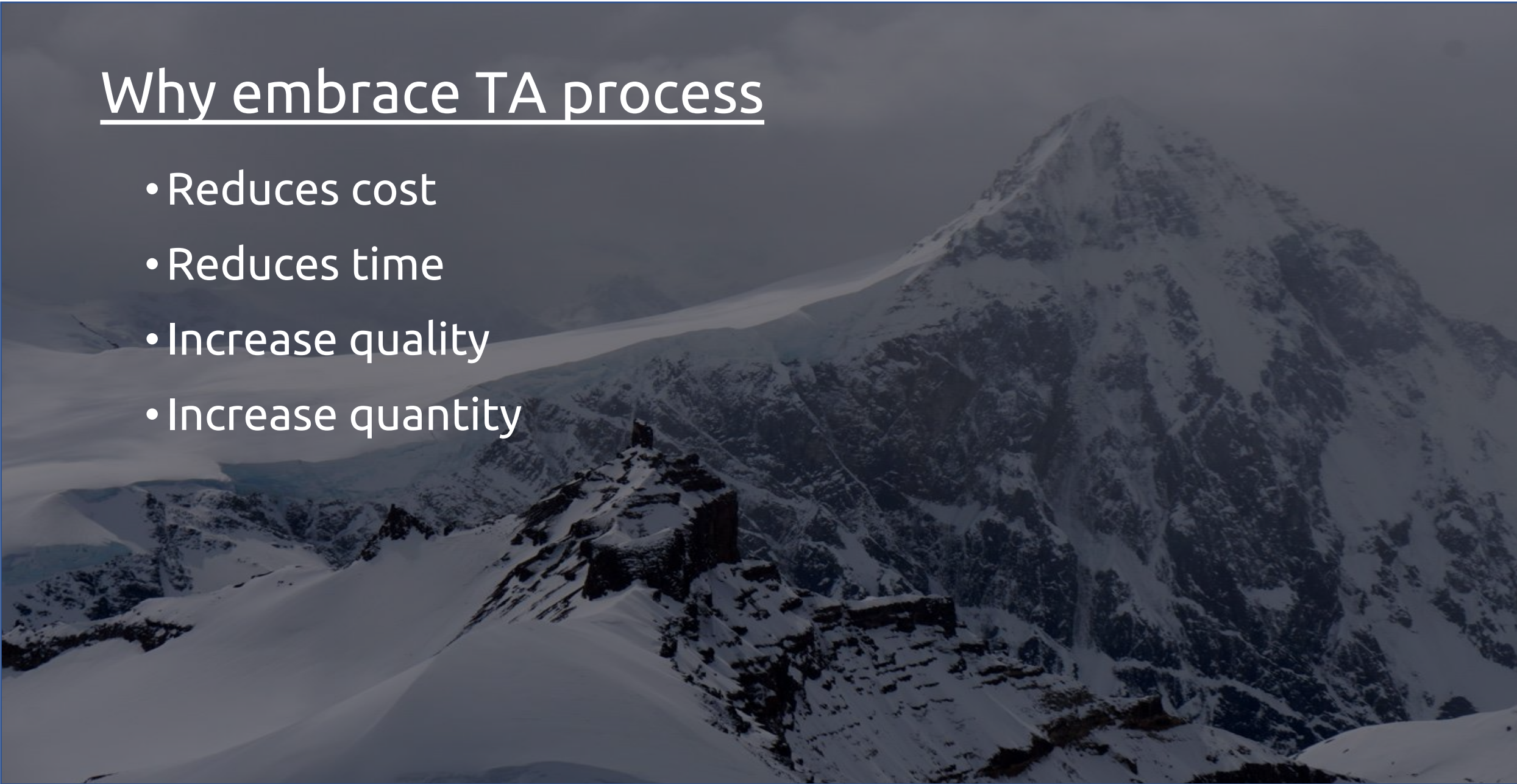
48% are supervisor level +

## What make sense?

- Niche markets – Financial, tech/IT, healthcare, law – industries that require high quality skill sets
- Highly competitive industries and markets
- Fast-growing, forward-thinking companies need top notch TA strategies
- Executive and leadership roles

# Why embrace TA process

- Reduces cost
- Reduces time
- Increase quality
- Increase quantity



# How to build an effective TA strategy

## COLLECT DATA



- Assess current hiring process
- Conduct supply analysis
- Demand Analysis
- GAP Analysis
- Solution Analysis

**Involve every department head for ideas!**

# How to build an effective TA strategy

## 2

### BRANDING

- Be unique – what's your differentiation?
- Be true – people talk
- How you are seen throughout the community drives TA outcomes
- Target the right market
- Survey your current employers and look in the mirror



# How to build an effective TA strategy

## ALL ABOUT THE EXPERIENCE

- Communication every step of the way
- Treat it as a sales process – sense of urgency
- Be easy
- Use resources
- Invest in employees





A group of diverse people in a professional setting, all giving thumbs up. The image is dimmed to serve as a background for the text.

# Do one. Do all. Do Something.

Your workforce drives growth

Your workforce drives culture

Your workforce drives success

Your business is only as good as your people!

Get buy in from leadership!

# Questions?

[www.competentia.com](http://www.competentia.com)

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