LG2030:GROW

A path towards making Local Government a choice employer
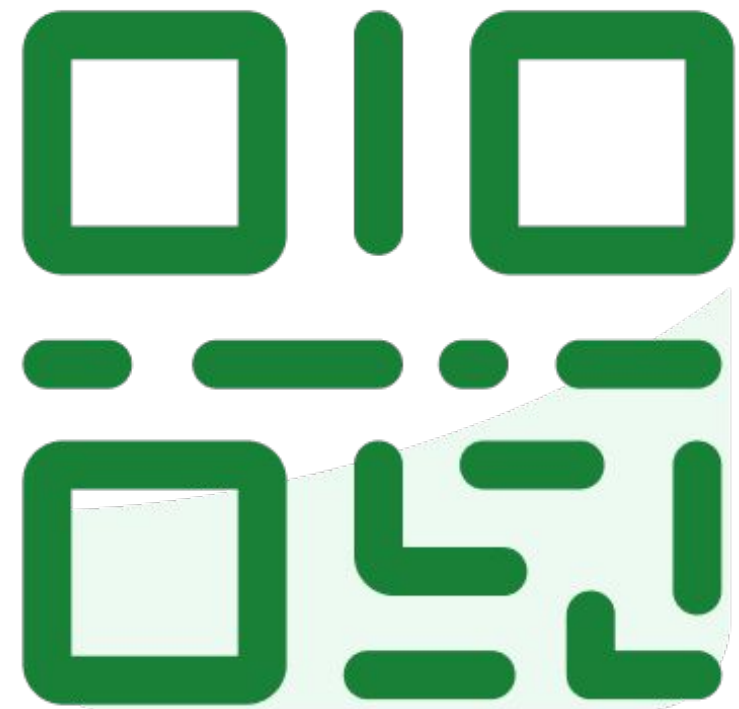
Why Are We Here?

02   Modernize and Reinvigorate the Public Service
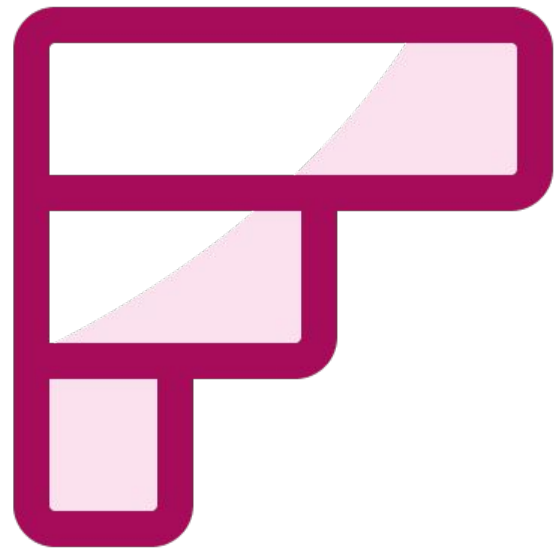
06   Connecting Individuals to Meaningful Work

slido

Join at slido.com
#9918117

slido

Rank your top 4 factors that initially attracted you to work in the public sector

Top Factors Entering the Public Sector

Job Security

Work/Life Balance

Health Insurance/ Personal Satisfaction (tied)

Salary

Source: *35 and Under in the Public Sector: Why Younger Workers Enter and Why They Stay (or Don't),* MissionSquare Research Institute, 2023.

slido

Choose your top 4 most important characteristics of your place of work
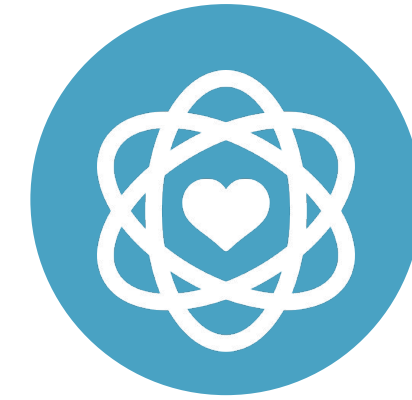
Importance of Workplace Characteristics

Improves Communities

Strong Team Dynamics

Culture of Intellectual Engagement

Aligns with Personal Values

Source: *35 and Under in the Public Sector: Why Younger Workers Enter and Why They Stay (or Don't),* MissionSquare Research Institute, 2023.

Today's
Workforce

Morale

☑ Feel that they have strong, supportive colleagues.

☑ Report that their job is relatively secure and appreciate the dependability.

☑ Believe that the work they are doing is making a difference.

☑ Report a favorable work/life balance.

Source: *35 and Under in the Public Sector: Why Younger Workers Enter and Why They Stay (or Don't),* MissionSquare Research Institute, 2023.

(X) **Financial Stress**

Particularly their wages vs. their carried debt.

- Inflation and rising interest rates make it difficult to keep up with the cost of living.

(X) **Limited Advancement Opportunities**

Seeking:

- Increased role and responsibilities
- Higher salary

(X) **Potential Turnover**

Large number are considering leaving government work entirely in the near future.

Source: *35 and Under in the Public Sector: Why Younger Workers Enter and Why They Stay (or Don't),* MissionSquare Research Institute, 2023.

Our
Proposal

The Initiative: GROW Certification Program

The Certification:

- Thorough evaluation of organizational culture.

- Set benchmarks for continuous growth and improvement as it pertains to each local government.

- Reimagines local government employment.

GOAL: GROW Certified ™ Local Governments:

- Implement best practices to recruit, develop, and retain top talent.

- Embrace a culture of continuous evaluation and improvement to reflect their employees' wants and needs.

- Become choice employers.

Guiding Principles

G ive exposure to public service

R elentless commitment to inclusion

O pportunities for mentorship and development

W age equity

-

Why Become GROW Certified ™ ?

- GROW certified ™ local government agencies will immediately join their peers in the GROW Certification community, where they can **network and share best practices and solutions.**

- Agencies will be **recognized nationally for their dedication to their workforce**.

- Certified local governments will be provided with **streamlined access to resources, training, tools and expert guidance from partnering organizations.**

- Agencies will also have access to the **GROW Certification brand for marketing and recruiting top public sector talent.**

Steps to Become GROW Certified ™

01   Self-Assessment Tool

02   GROW Recommendation based on current employment trends

03   Review

04   Certification

05   Recertification

Self-Assessment Tool

What is it?

- Web-based application

- Benchmark that measures progress on issues related to building and maintaining a resilient workforce

- Questionnaire based on employment practices and organizational culture

- Demonstrate commitment to GROW principles through achieving questionnaire threshold

- Submit follow-up documentation to support answers

Our Asks

- We are asking local governments to reimagine how they approach hiring, retention, and advancement.

  - *We are seeking partnerships to sponsor and implement the GROW Certification Program.*

- One of our goals is to make this an equitable program for local governments at all steps of certification eligibility.

  - *We are seeking [at least] five local governments to be early participants in the program.*

- We want to encourage local governments to participate in the certification program.