MSU’s CLASSIFIED RECRUITMENT & RETENTION ISSUES
Within the Context of a Community Problem
A summary of on-going CEPAC research

- Declining labor force volume is being experienced nationally
- Gallatin County’s unemployment rate is 1.9% (4th year of year round full employment)
Demand for workers is expanding:

- **Short term:** 6 large stores • 4 motels • 2 banks
- **Long term:** local businesses expect significant workforce growth within 5 years

Area employment markets are highly competitive:

- Employers must consider:
  - preserving corporate knowledge • limiting turnover expenses • local housing costs

Local Average Advertised Monthly Rents as a Percentage of Classified Monthly Salaries

Average advertised rent calculated from ads appearing in local newspapers, in a time period corresponding to CEPAC research on employment advertising, 10/2006.

MSU’s image in the local employment market includes:

- A reputable employer whose administration has a strong connection with local business
- However MSU is not competitive in these areas:
  - Salary • projecting an open, flexible attitude • Applications process • Ease/cost of parking

To improve this perception MSU might initially consider:

- Expanding the current community connection
- Adjusting salaries and/or job description requirements
- Assessing what MSU offers, and how to better market, the following:
  - flexibility • management style • employee recognition • working environment • hiring processes • parking

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