

Priority: Accountability **Lead Agency:** County Management
Program Offer Type: Innovative/New Program **Program Contact:** Travis Graves
Related Programs:
Program Characteristics: Joint Offer, One-Time-Only Request

Executive Summary

This offer funds a research project focused on increasing County effectiveness to engage citizens and to attract and retain employees in the 35 years and younger age group. The research project will include a best practice analysis; data collection on perspectives of local community members on their evolving communication, technological and work environment needs; a compilation of findings; and recommended strategies to improve organizational performance. This younger group of the population is identified by various names, such as Generation X, Generation Y, Nexters and Digital Natives. This offer is jointly sponsored by Central Human Resources, Information Technology Division, Library Department and the Commission on Children, Families and Community (especially the Multnomah Youth Commission.)

Program Description

Persons 35 years and younger have been strongly influenced and shaped by a constant and pervasive access to digital technologies, and therefore often process information, communicate ideas and engage with others differently than previous generations of workers/community members. The short-term goals of this research project include the increased organizational knowledge of the beliefs, behaviors and needs of this age group to: strengthen County's ability to communicate effectively within the changing demographics of the community, bridge competing values and expectations of different generations in the workforce, use the survey process itself as an engagement tool and way to communicate about the County and ideally build a research project team comprised of Digital Natives. Knowledge gained from this research project establishes a foundation for potential future implementation strategies. Future longer-term outcomes this project may support are:

- Improve citizen engagement strategies with community members 35 years and younger (measured by # on community advisory groups).
- Improve County recruitment processes to attract highly-qualified potential employees 35 years and younger for positions at all levels and areas of the organization (measured by # of applicants, # of hires).
- Improve County effectiveness to retain (coach, motivate and develop) employees 35 years and younger (measured by % of turnover for age group).

Program Justification

US Census info indicates metro regions nationally experienced an average 8% decline in their 25-34 year old populations and our region experienced a 12% increase, the 5th largest increase in the country. Additionally, while 26% of county residents are 35 or younger, only 14.5% of the County workforce is in this age range. Conversely, 18.3% of County residents are 51-64 years old but 18% of our workforce is age 55 and older. Additionally, the Worksystems Inc. 2004 report indicates an increase from 11% to 16% in non-white workers and an increase from 7% to 17% for workers with English as a second language. This project supports the Accountability factors of Leadership and Resource Management. The final research report will identify strategies to increase clear and transparent ways citizens can engage with the County; recommend new and innovative methods of communicating with the community; and suggest improvements to County processes to attract and retain a highly qualified workforce reflective of the community.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY05-06)	Current Year Purchased (FY06-07)	Current Year Estimate (FY06-07)	Next Year Offer (FY07-08)
Output	Number of citizens engaged in research process.	0	0	0	2,000
Outcome	Response rate of targeted population 18-34 years old.	0.0%	0.0%	0.0%	1.0%
Outcome	Percent of nonwhite research participants.	0.0%	0.0%	0.0%	20.0%

Performance Measure - Description

New offer-no previous/current year data exists.

1,850 participants = 1% of total age cohort 18-34 years.

Legal/Contractual Obligation

None

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2007	2007	2008	2008
Personnel	\$0	\$0	\$138,305	\$0
Contracts	\$0	\$0	\$30,000	\$0
Materials & Supplies	\$0	\$0	\$6,500	\$0
Subtotal: Direct Exps:	\$0	\$0	\$174,805	\$0
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$0	\$0	\$0	\$0
Total GF/non-GF:	\$0	\$0	\$174,805	\$0
Program Total:	\$0		\$174,805	
Program FTE	0.00	0.00	1.50	0.00
Program Revenues				
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$0	\$0	\$0	\$0

Explanation of Revenues

None

Significant Program Changes**Last year this program was:**

This offer will purchase:

- 1.0 FTE limited duration Research Project Lead
- 0.5 FTE HR Manager 1 to manage contracted services, ensure project accountability and handle confidential human resources record search and data.
- Approximately 4 part-time, temporary data collection coordinators.
- Materials and supplies.