



2020 Annual Report

Recruitment and  
Professional Development

Presented by:

The Michigan Department of Agriculture  
and Rural Development



03

OVERVIEW

04

DIVERSITY, EQUITY, & INCLUSION

05

PROFESSIONAL DEVELOPMENT

10

RECRUITMENT

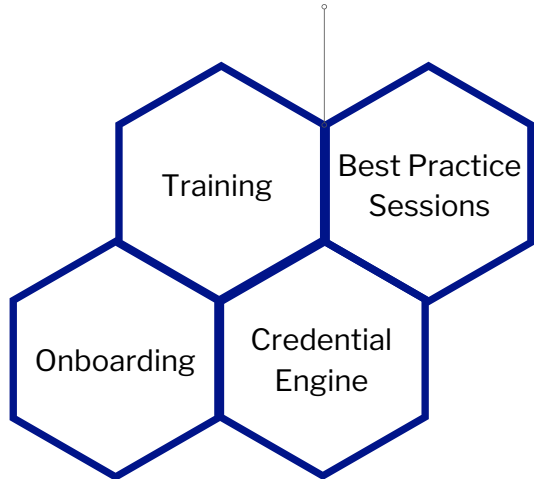
16

WORKFORCE SOLUTIONS

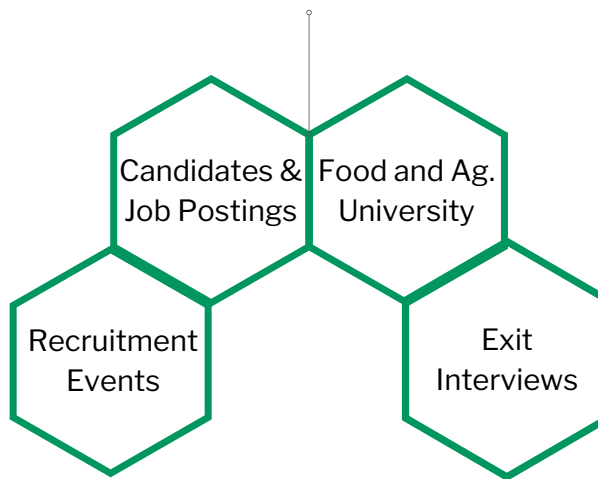
# Recruitment and Professional Development | Overview

Recruitment and professional development projects at the Michigan Department of Agriculture and Rural Development (MDARD) in 2020 have been successful in creating baseline activity for the department. Professional Development activity can be summarized into categories including, tracking training opportunities, providing best practice sessions, developing onboarding material, and publishing credentials to the public for additional awareness for the department. Recruitment activity can be summarized into categories including, implementation of wider candidate pools and tracking job posting data, providing the first Michigan Food and Agriculture Virtual University to Michigan high school students, participation in virtual job fairs/ events, and conducting exit interviews for further development in recruiting and retention best practices. Workforce solutions activity can be summarized into categories including, hosting virtual job fairs for Michigan employers and job seekers, development of workforce data collection, building partnerships for strong collaboration efforts, and developing career promotional materials for the food and agriculture industry. In addition, facilitation of the Diversity, Equity, and Inclusion strategic plan was implemented in 2020 in continue to embed DEI practices into MDARD culture.

## Professional Development



## Recruiting



## Workforce Solutions



Diversity, Equity, and Inclusion Strategic Plan

# Diversity, Equity, and Inclusion Strategic Plan



 <b>24</b> <b>Team Members</b>	 <b>Sponsor support established</b>	<b>Engagement Opportunities Developed</b>  SharePoint Refresh ThinkTank Sessions Onboarding Materials Video DEI Taskforce Recruitment Implicit Bias Sessions	 <b>10</b> <b>Sessions Facilitated in 2020</b>
<b>Expert Area Teams Developed</b>  Education for Awareness and Training  Communications  Internal/ External Outreach & Engagement  Continuous Improvement		 <b>Feedback session hosted for continued assessment</b>	

# Professional Development | Impact



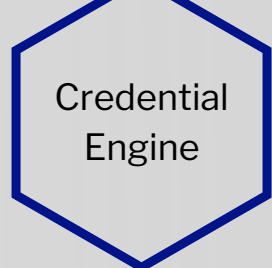
Tracked completed training data for all staff, providing a baseline for 10+ current trainings offered by MDARD.



Implemented five monthly Best Practice Sessions in professional development topics for staff to develop skills in each topic by learning from peers.



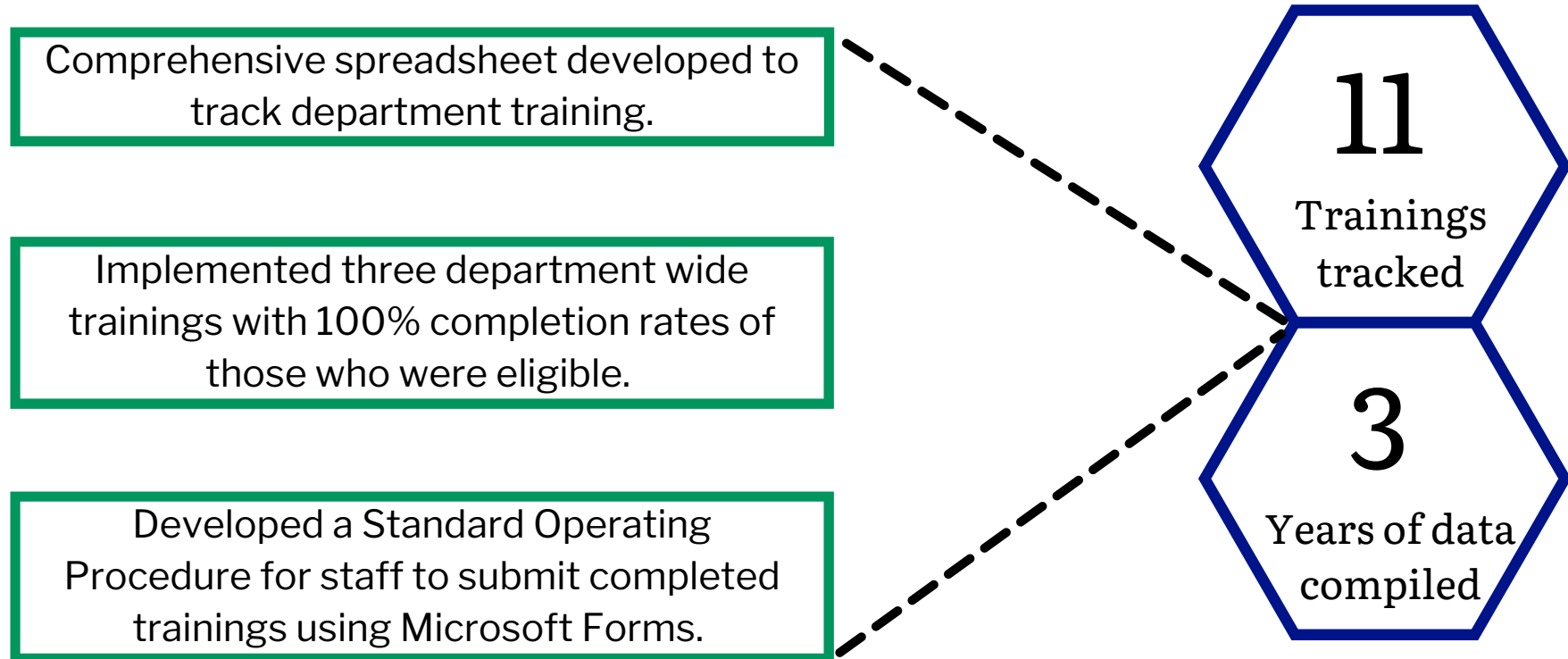
Developed materials for MDARD staff to include a holistic foundation of professional development including a staff success guide, onboarding materials, and job exploration materials.



Published three credentials housed in the Pesticide and Plant Pest Management Division to support the residents of Michigan in developing skills for marketability.

# Professional Development | Training

Tracked completed training data for all staff in 2020 providing a baseline on training offered by MDARD.



# Professional Development | Best Practices

Prioritized Best Practice Sessions for staff to develop skills in topics by learning from peers.



Hosted 5 monthly sessions for staff to learn best practices from peer interactions.

## Best Practice Session Topics

**Leadership Vs. Management**

**Balancing Work**

**Digital Storytelling**

**Your Value Matters!**

**Ready, Set, Prep! Preparation Techniques for 2021**



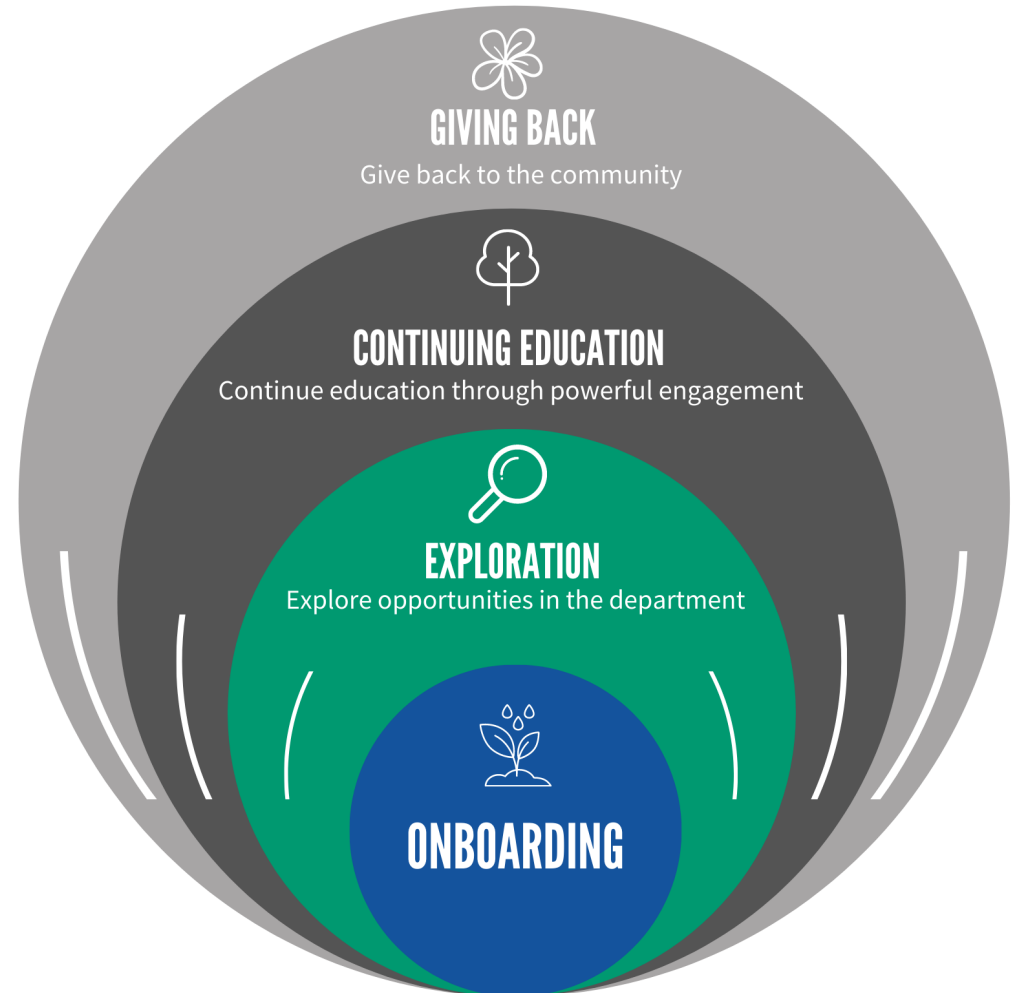
240 total staff participated across the 5 sessions.

# Professional Development | Content Development

Built materials for MDARD staff to include a holistic foundation of professional development to fit within the growth of an employee in the workplace.

## Professional Development Life Cycle Model

Developed content within a staff success planning model (right) to use for implementing and executing onboarding, job exploration, training materials, and giving back for staff to use support professional development activity in the department.





# Professional Development | Credential Engine

Published three credentials on the [Credential Engine site](#) housed in the Pesticide and Plant Pest Management Division to support the residents of Michigan in developing pesticide applicator skills and credentials for marketability in their industry.



**Commercial  
Pesticide  
Applicator  
Certification**

**Commercial  
Pesticide  
Applicator  
Registration**

**Private  
Pesticide  
Applicator  
Certification**

# Recruitment | Impact

Candidates &  
Job Postings



Implemented a system to increase promotion of job postings through a candidate list and other mediums.

Food and Ag  
Virtual  
University



Facilitated the first annual Michigan Food and Agriculture Virtual University in partnership with Capital Area Michigan Works! T3 Council.

Recruitment  
Events



Attended virtual job fairs around the state to develop relationships with potential candidates and promote MDARD as an employer of choice.

Exit  
Interviews



Implemented an exit interview program to collect information on retention feedback and methods.

# Recruitment | Candidates and Job Postings

Implemented a system to increase promotion of job postings through a candidate list, job posting sites, and Pure Michigan Talent Connect.

103,532

Views of MDARD job postings

38

Jobs posted at MDARD in 2020

1,981

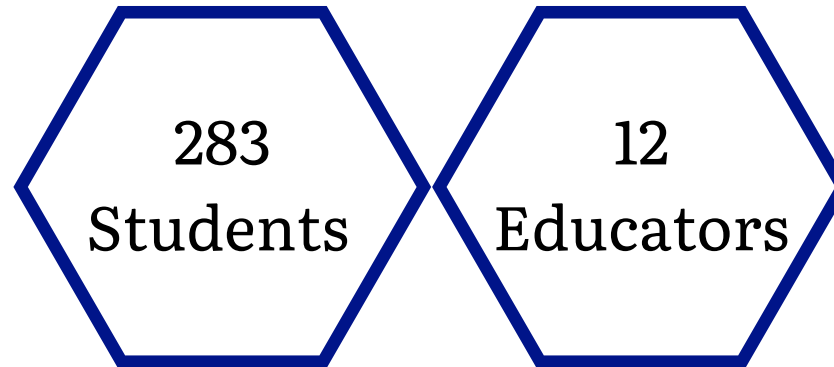
Applications submitted

91

Active candidate relationships

# Recruitment | MI. Food and Agriculture Virtual University

Facilitated the first annual Michigan Food and Agriculture Virtual University in partnership with Capital Area Michigan Works! T3 Council. This event provided content to Michigan area high school students and educators in exploring careers in the food and agriculture industry.



Received content  
through the event

# Recruitment | Recruitment Events

MDARD participated in external career events to pre-college and college students to enhance visibility and build relationships with potential candidates.

## Pre-College

1,883

Students explored MDARD

62

Educators received information

**MI CareerQuest: West Michigan**

**MSTA Conference**

**Michigan Food and Agriculture  
Virtual University**

## College



148

Active Student Relationships

Michigan State  
Notre Dame  
Albion  
Davenport  
Bowling Green

8

Career Fairs & Student Panels

# Recruitment | Exit Interviews

Developed and implemented the exit interview process for departing MDARD staff to better understand opportunities in recruiting and retaining employees.

## Exit Interviews 2020:

**Confidentiality prioritized**

**8 interviews conducted**

**10 surveys completed**

**Partnered with Civil Service for collection**

**Data analyzed and reported annually**



## Gathered feedback related to:

**Reason for leaving**

**Retention opportunities**

**Recruiting opportunities**

**State of Michigan employer experience**

**Supervisor satisfaction**

# Workforce Solutions | Impact

Workforce  
Solutions  
Team



Assembled a Workforce Solutions Team to address the hiring needs of the food and agriculture industry.

Virtual Job  
Fairs



Hosted Virtual Job Fairs to increase the Michigan food and agriculture industry's exposure to a wide candidate pool.

Workforce  
Data  
Collection



The Workforce Solutions Team developed and implemented a data collection form to build trends on hiring needs and recommend solutions.

Industry  
Career  
Promotion



Developed a plan to build promotional materials, which will provide consistent industry career resources to targeted Michigan audiences.

# Workforce Solutions | Workforce Solutions Team

Developed a workforce solutions team to address talent problems and recommend solutions for employers, job seekers, and educators in the food and agriculture industry.

## Team

18

Community  
Team  
members

Bi-monthly  
Meetings held

## Partners

Michigan State University Extension

Monroe Community College

Michigan Agri-Business Association

Michigan Works! Monroe American  
Job Center

Southeast Michigan Community Alliance

Michigan Economic Development  
Corporation

Michigan Farm Bureau

Michigan Department of Labor and Economic  
Opportunity

Michigan State University Center for  
Regional Food Systems

## Initiatives

Long -Term  
Needs

- Data Collection
- Workforce Training

Short-Term  
Needs

- Career Promotion
- Virtual Job Fairs



# Workforce Solutions | Workforce Data Collection

Collection of data from employers on hiring practices to determine trends on employer recruiting strategies and to drive solutions for the Workforce Solutions Team.

Employer  
Information Collected

Top Open Positions

Compensation &  
Benefits

Marketing Strategies

# Workforce Solutions | Virtual Job Fairs

Given the talent needs of the Michigan food and agriculture industry, MDARD hosted Virtual Job Fairs to increase employer exposure to a wide candidate pool.



# Workforce Solutions | Industry Career Promotion

Developed a plan to build promotional materials, which will provide consistent industry career resources and support to three different targeted audiences in Michigan.

## Promotional packages targeted toward:





@MIDeptofAgriculture



@MichDeptofAg



Michigan Department  
of Agriculture & Rural  
Development



@MichiganAgriculture



Michigan Department  
of Agriculture & Rural  
Development