



HOMETOWN CAREERS

FIND YOUR FUTURE IN MAINE'S TOWNS AND CITIES

Maine has a problem...

We have plenty of these.



And enough of these.



Way too many of these.



What we don't have is enough of these.



Maine's Challenges

- Oldest state in the nation with a median age of 44.4.
- Deaths now out number births.
- Population has plateaued and will decline over the next decade.
- Increasingly reliant on net in-migration to offset natural decrease in population and sustain the size of population and workforce.
- Through 2024, seniors will increase significantly while prime working-age population will decline. The 24 to 54 age group is shrinking.
- Not enough young workers to maintain or certainly grow workforce.
- Least racial diversity of any state.

Municipal Challenges

- Local government jobs peaked in the early to mid 2000s.
- Trending lower since recession. Slow declines expected through 2024.
- Certain municipal positions present unique challenges to fill – police, assessors, code enforcement officers, finance directors, IT staff, etc.
- Pressure on municipal wages and benefits in the face of declining state revenue sharing, school funding and costly mandates since recession.
- Millennials see needed services but don't necessarily connect them to something government does for them. They don't know about good municipal jobs and career opportunities.
- 3.3% state unemployment rate.

MMA's Strategies

1. Work with other organizations addressing Maine's statewide workforce development issues.
2. Promote and develop municipal internships.
3. Market the good jobs and career opportunities in Maine's municipalities. Target younger people/increase awareness.
4. Provide members with resources and information to help them attract and retain employees.

Maine Workforce and Education Coalition



mainespark is a 10-year commitment from Maine's most influential education and business leaders to work together to ensure that Maine's workforce is productive and competitive. mainespark organizations connect people with the education, training, jobs, programs and resources needed to thrive in Maine's robust and changing economy. mainespark is powered by a coalition of organizations—schools and universities, nonprofits and foundations, government agencies and businesses—with a common goal: **by 2025, 60% of Mainers will hold education and workforce credentials that position Maine and its families for success.**

Municipal Internship Promotion and Support

- MMA partnered with the University of Maine Margaret Chase Smith Policy Center (MCSPC) Governmental Intern Program to promote municipal summer internships.
- MMA Executive Committee established a MMA Summer Intern Grant Program.
- Awarded grants to three municipal members (\$1500) each who committed to hire summer interns through the MCSPC program in 2018. In 2019, awarded four summer intern grants.



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- MMA Executive Committee committed staff resources and funding in 2017 and 2018 to develop a statewide digital and social media campaign to promote municipal jobs and career opportunities.
- Hired Maine marketing firm to develop campaign brand identity, website landing page, municipal employee videos, social media posts and digital advertisements.
- Purchased two twelve-week flights of digital ads to access hundreds of sites from Amazon to Zillow which ran in the spring and fall 2018.
- Prepared municipal tool kit which includes job descriptions for members' use and HoMEtown Careers promotional materials.

Results

- 2.5 million digital “impressions” of HoMEtown Careers appeared at hundreds of internet sites. Positive “click-thru rates” to MMA landing page.
- Several MMA members linking HoMEtown Careers landing page and videos to their social media sites – Facebook pages.
- Measureable increase in visits to MMA’s website municipal job bank.
- HoMEtown Careers campaign featured in statewide publications, at statewide conferences and MMA events.
- Positive, supportive feedback from MMA Affiliate Groups.
- Applications to MCSPC intern program increased dramatically and summer intern placement in municipal government doubled in 2018 and 2019.

Next Steps

- Continue serving on mainespark Steering Committee and working on New Opportunities track – promoting Maine jobs.
- Continue funding summer internship grant awards.
- Develop and introduce new materials for HoMEtown Careers member tool kit.
- Offer additional resources and training programs to assist municipal members with attracting and retaining employees.
- Consider additional HoMEtown Careers digital media ads



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