

Winning the Race for
**AUTONOMOUS
VEHICLE TALENT**

Brought to you by **KFORCE**

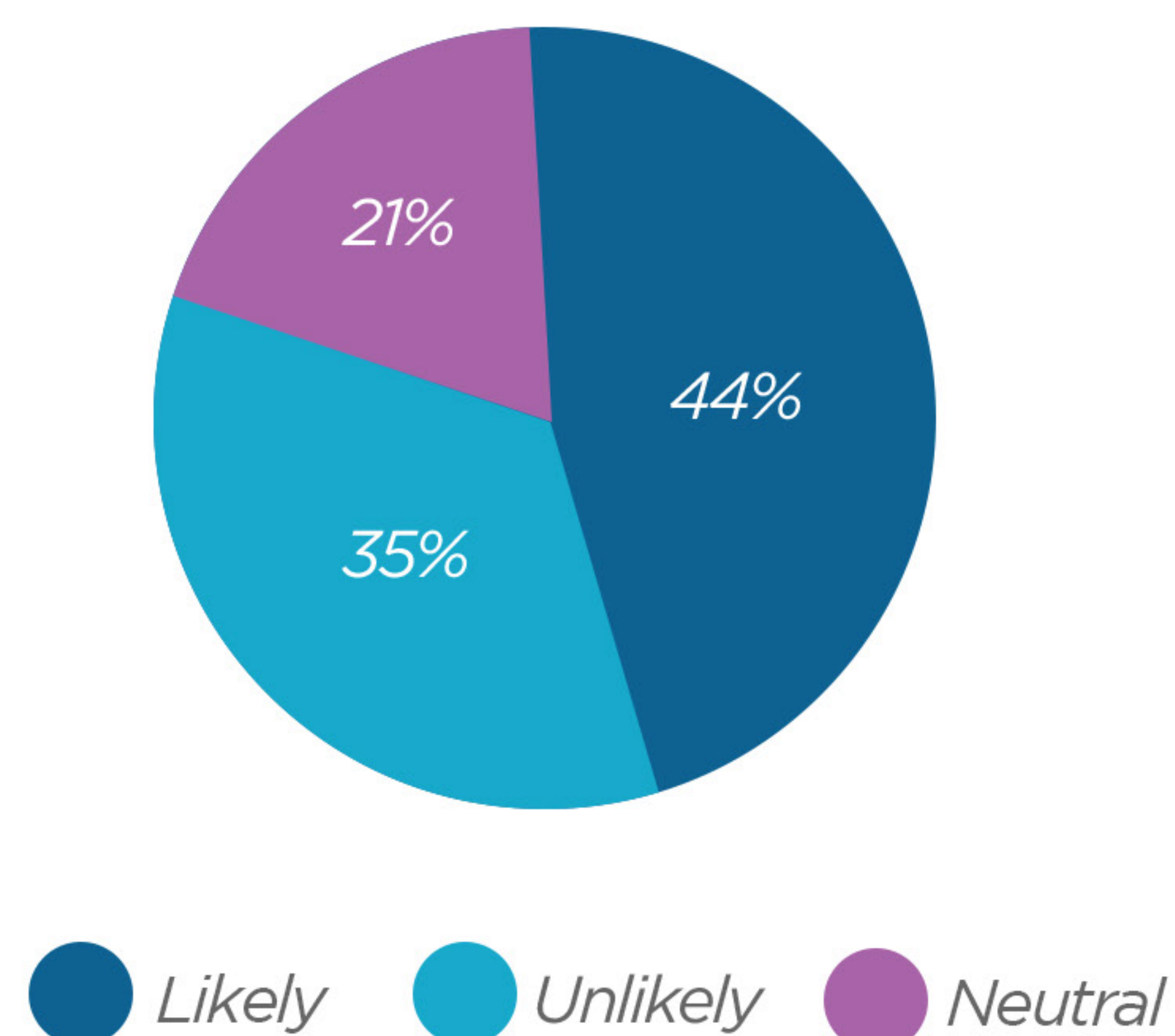
THE RISE OF SELF-DRIVING CARS

The autonomous car revolution is speeding toward mainstream reality – a movement within the transportation industry that will change our everyday lives. Self-driving cars represent one of the most exciting and promising transformative technologies of the century.

Arrival predictions speculate that fully autonomous vehicles will be here as early as 2020. Consumer interest for this product has created a technology race among many automotive and tech companies.

More than ever, organizations need highly-skilled professionals to make driverless cars a reality.

Consumer Interest in Buying Fully Autonomous Cars ^[1]



10 MILLION SELF-DRIVING CARS WILL BE ON THE ROAD BY 2020.^[2]

SELF-DRIVING TECHNOLOGY WILL CREATE 100,000 JOBS BY 2025.^[3]

THE STEM TALENT GAP

As the excitement for vehicular autonomy grows, **a widening STEM talent gap threatens the pace of innovation.**

The push for driverless cars is not only driving a digital transformation within the auto industry but also **a high-stakes competition for in-demand tech skills.**

Proficiencies in artificial intelligence, automotive engineering, statistics, machine learning and computer science are some of the many STEM disciplines in hot pursuit. **STEM jobs are predicted to increase by 12.5 percent from 2014 to 2024**, according to the Bureau of Labor and Statistics.^[4]

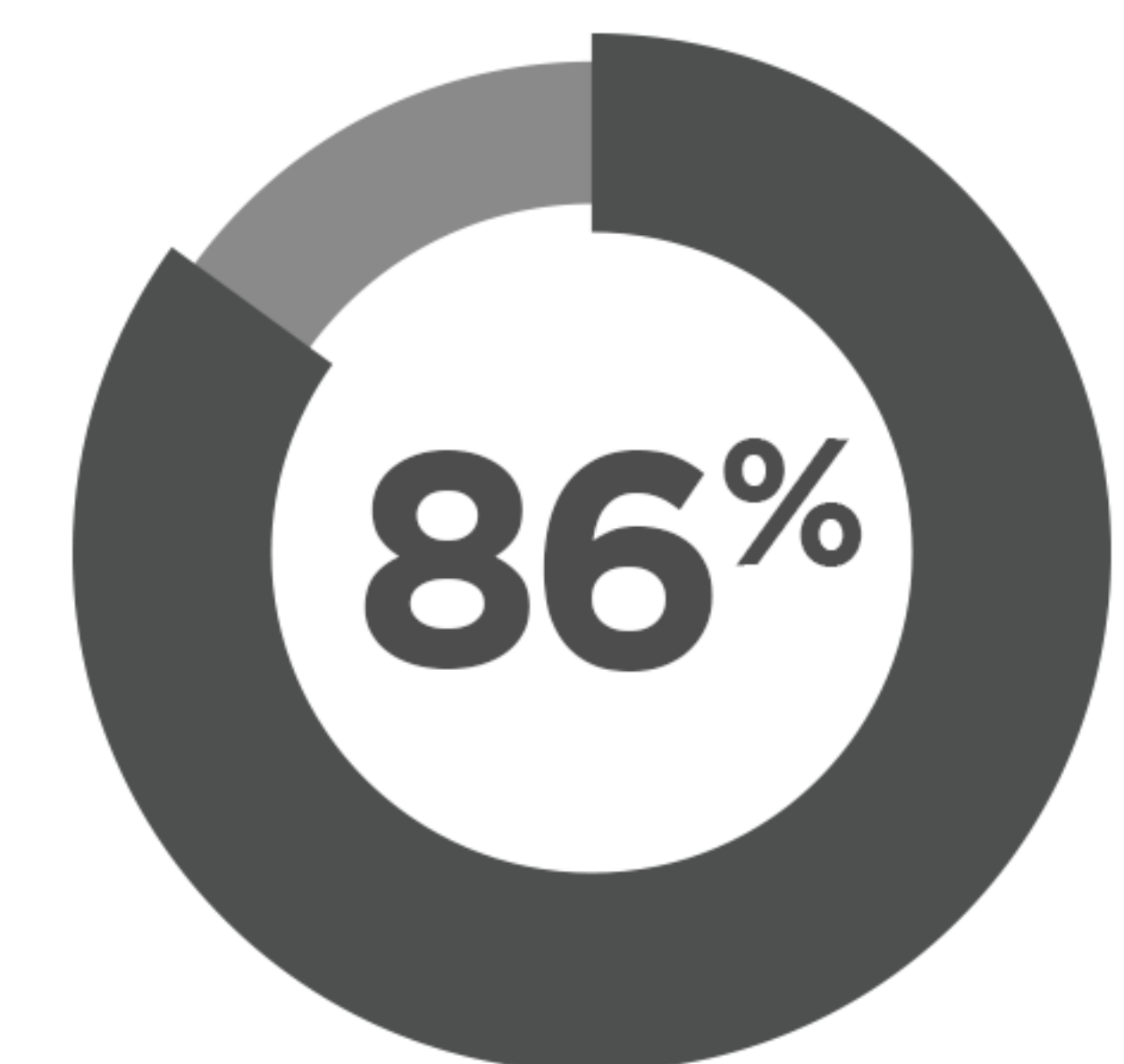
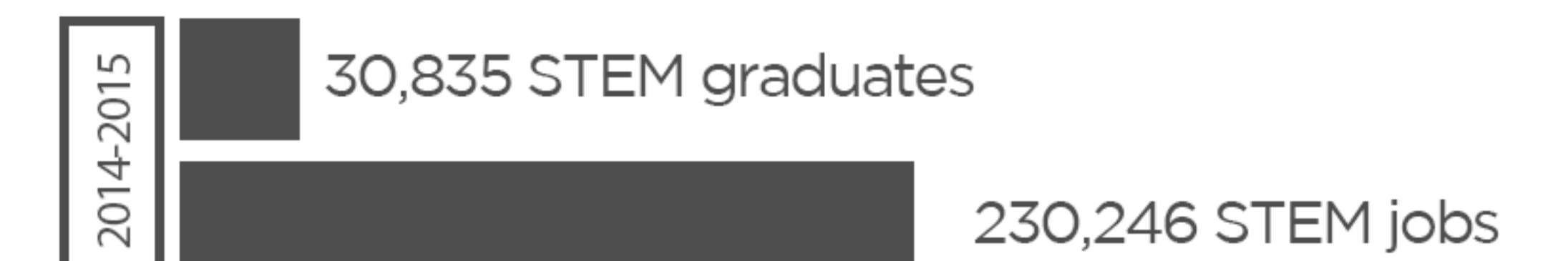
Amid a pervading STEM talent shortage, organizations battle innovation delays, product development and employee morale. **Innovative talent acquisition strategies are required for companies who desire to win the race for autonomous vehicle talent.**



of senior tech executives believe the talent shortage will *stay the same or get worse*^[5]



American schools are *struggling* to supply STEM graduates^[6]



of hiring managers find it challenging to hire technical talent^[7]

HOW TO WIN THE RACE

CREATIVE STRATEGIES



1 RECRUITMENT
MARKETING

2 INTERNATIONAL
TALENT

3 MILLENNIAL
WORKFORCE

RECRUITMENT MARKETING

Talent acquisition teams must implement innovative digital strategies to win the race for talent in the autonomous vehicle industry.

This includes strategies within email marketing, SEO, pay-per-click advertising, social media and employee advocacy.

“

WITH THE QUICKLY CHANGING
TALENT ACQUISITION
LANDSCAPE, IT'S VITAL
TO DIVERSIFY YOUR
RECRUITING TECHNIQUES.

***THE OLD STANDARDS OF
POSTING YOUR JOB ON A
COUPLE OF BOARDS DOESN'T
CUT IT ANYMORE.***



- REBECCA BROWN, MANAGER, DIGITAL STRATEGY

PAY-PER CLICK ADVERTISING

Ad Words

Pay-per-click advertising is a great way to make sure your ad is being served up to a relevant audience. Based off keywords that you choose, search engines like Google, Bing or Yahoo will show your ad to job seekers using those same keywords in their search query. Say you are looking for a Java Developer in Detroit, you can sponsor keywords like “Java jobs Detroit” so your ads show up higher in relevant search results and ensure you

are in front of an active job seeker audience.

Consider also sponsoring other keywords like the names of your competitors, characteristics of the ideal candidate, or certifications that a Java Developer may be searching for to reach a more passive audience.

Social Media Advertising

The world’s largest social network has changed its news feed algorithm to prioritize content from friends, family and Facebook groups. This change has caused a company’s organic reach to be limited to less than 2% of their audience

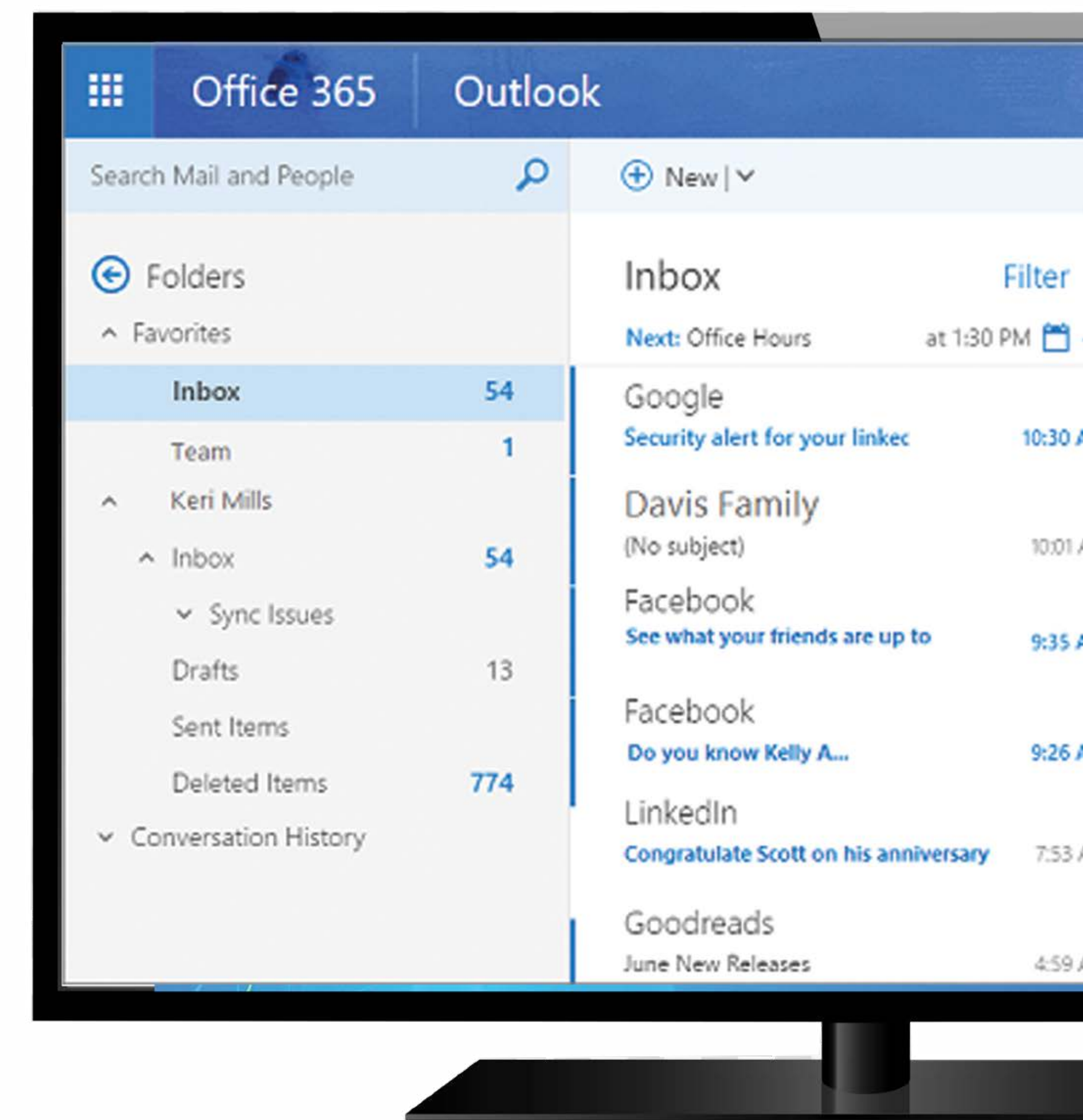
Facebook has become a “pay to play” space. Companies are increasing their advertising budget to reach audiences not only on Facebook, but other channels such as Twitter and LinkedIn.

ON AVERAGE, IT TAKES 6-8 INTERACTIONS TO GENERATE A VIABLE LEAD.

EMAIL

Email is a highly-targeted and personal approach to connecting with your audience, and a great tool for attracting qualified candidates for talent acquisition campaigns. It's important to have many touch-points with your target audience. On average, it takes 6 to 8 interactions to generate a viable lead.

Leverage email to promote original content pieces, promote events or awards, etc., which is more effective than only advertising your open jobs. Whether you are nurturing existing candidates or driving new leads, email enables you to share relevant, helpful information in a strategic way.




SEARCH ENGINE OPTIMIZATION (SEO)

Whether it's job postings, website content, blog articles, photos or social media – anything you post online should be search engine optimized.

Expect to see improved results in your search queries by implementing essential strategies, such as quality content, rich keywords, local SEO, internal linking, meta descriptions, title tags, responsive design and more.

For your job descriptions keep in mind the job titles and keywords your candidates use when searching for a job. Use normalized job titles, avoid internal jargon, repeat relevant keywords and similar job titles throughout your description, and include the location and compensation to help boost your ranking.



***The better rankings
you have in search
results, the more job
seekers will notice
your brand and jobs
online.***

SOCIAL MEDIA

Digitally savvy recruiters use social media to attract, search for and engage with talent.

Recruiters attract candidates by sharing meaningful content on social media and investing time in ensuring their digital footprint appeals to their target candidate persona. For example, a tech recruiter hiring software developers may share interesting articles related to application development or career advice.

Recruiters are also investing in their professional brand, as they often compete with numerous other recruiters for the same talent pool. Sourcing on social media identifies potential candidates on sites like Twitter, Facebook and GitHub – who may not have their resumes posted on traditional job boards. To engage with talent, recruiters are using information they find on social media to customize their approach, weaving in details to personalize their messaging to candidates.

70% of employers use social media to screen candidates before making a hiring decision.^[8]



“

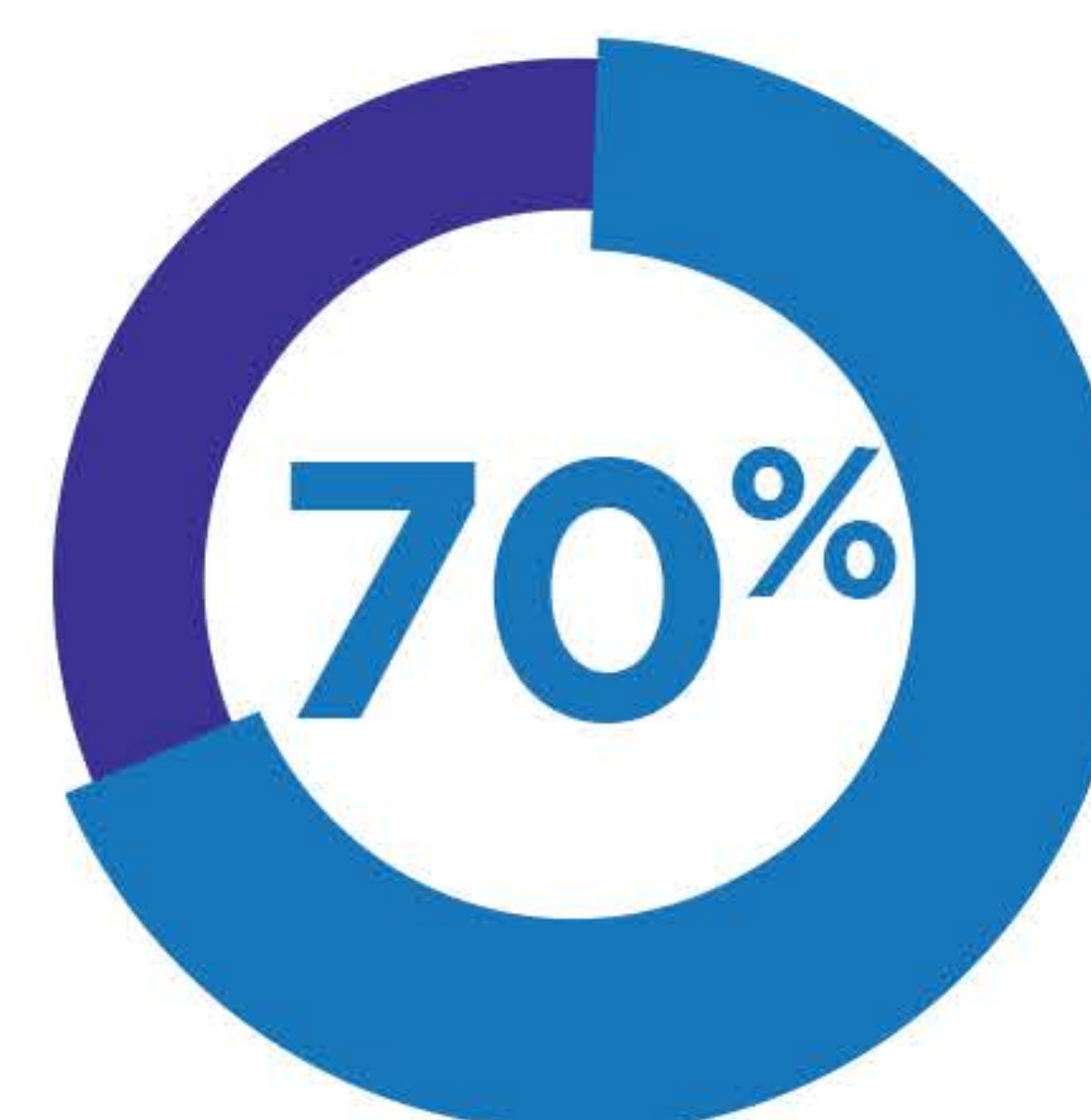
PEOPLE ARE BOMBARDED WITH INFORMATION ONLINE, AND IT IS INCREASINGLY CHALLENGING FOR AN EMPLOYER TO CUT THROUGH THE NOISE AND INITIATE A MEANINGFUL CONNECTION WITH A POTENTIAL JOB CANDIDATE.

IT'S IMPORTANT FOR YOUR BRAND TO MEET CANDIDATES WHERE THEY ARE, AND TO BE AUTHENTIC, TRANSPARENT AND HUMAN.

- ALLISON KRUSE, DIRECTOR OF SOCIAL MEDIA

EMPLOYER BRANDING

How candidates view you as an employer is critical to driving clicks to apply pages. Candidates today increasingly treat a job search like an online shopping experience, using an average of 18 sources before applying.



APPROXIMATE PERCENTAGE OF JOB SEEKERS WHO LOOK AT REVIEWS WHEN MAKING A CAREER DECISION^[9]

People trust what their peers say over brands which is why candidates are reading employee reviews on sites like Glassdoor and Google. They want to know what it is like to work at your company – a significant factor in their decision to apply and/or to accept your offer.



18 SOURCES

THE AVERAGE NUMBER CANDIDATES USE WHEN PERFORMING A JOB SEARCH^[10]

EMPLOYEE ADVOCACY

Gone are the days when companies can solely rely on their marketing and PR teams to build brand awareness, generate leads and attract and engage with candidates. To expand your social footprint and get your employer brand in front of autonomous vehicle talent, you need to mobilize your employees into an army of brand ambassadors.

Through an employee advocacy program, companies can reach its employees immediately through mobile push notifications to get high-priority content in their hands. Employees can then share that content with their own social networks, giving each person a voice and empowering them to become a “recruiter” as they share their stories about working at your company.

Companies can expand their talent pool

10X

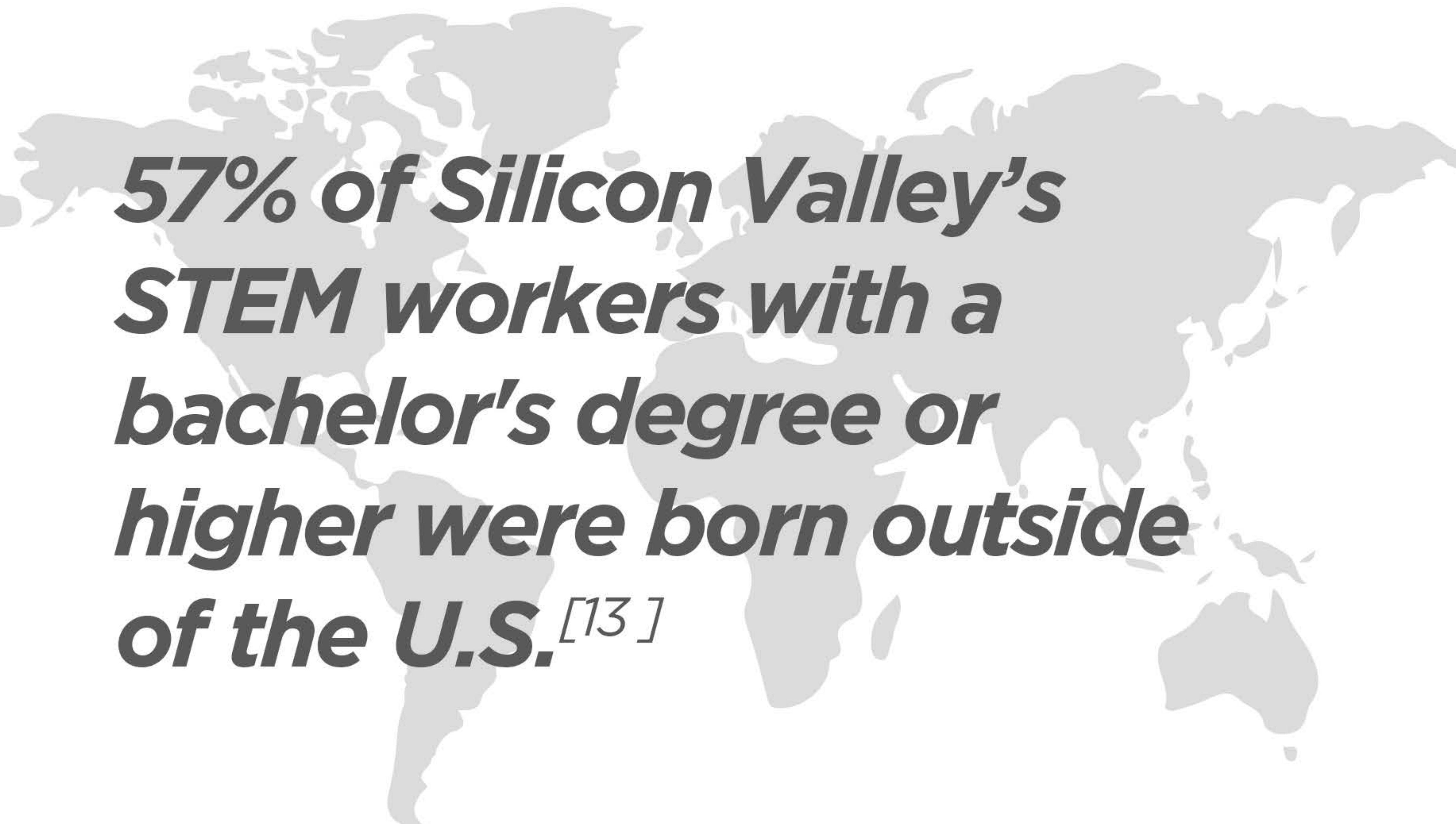
by recruiting through their employees' networks^[11]

Employee advocacy is an “always on” marketing channel that results in **5X more web traffic + 25% more leads**^[12]

$$\begin{array}{ccccccc} 100,000 & + & 1,000 & \times & 500 & = & 600,000 \\ \text{COMPANY FOLLOWERS} & & \text{EMPLOYEES} & & \text{SOCIAL CONNECTIONS}^{(EA)} & & \text{POTENTIAL REACH} \end{array}$$

INTERNATIONAL TALENT

Amid the growing competition for talent in the autonomous vehicle industry and a pervading STEM talent shortage, more and more organizations leverage domestic international talent to help solve their workforce challenges.



57% of Silicon Valley's STEM workers with a bachelor's degree or higher were born outside of the U.S.^[13]

VISA COMPLIANCE

Employers looking to hire international talent should be knowledgeable about visas and sponsorships. Risk mitigation and compliance expertise is critical to navigate rigorous immigration processes.



DID YOU KNOW?

Kforce has a 97% visa approval rating vs. the industry average of 70%.

“THE AUTOMOBILE INDUSTRY IS COMPETING WITH FANG COMPANIES AND THE SILICON VALLEY STARTUPS FOR THE SAME HI-TECH WORKERS THAT SPECIALIZE IN MACHINE LEARNING AND DATA ANALYTICS.

THE AUTO INDUSTRY CAN SUPPLEMENT THIS GAP BY ATTRACTING INTERNATIONAL TALENT. THEY CAN LEVERAGE THE AUTO INDUSTRY'S TYPICAL **LONG-TERM ASSIGNMENTS** AND SILICON VALLEY'S **FAVORABLE VISA POLICIES** TO BECOME THE EMPLOYER OF CHOICE FOR THIS POPULATION.

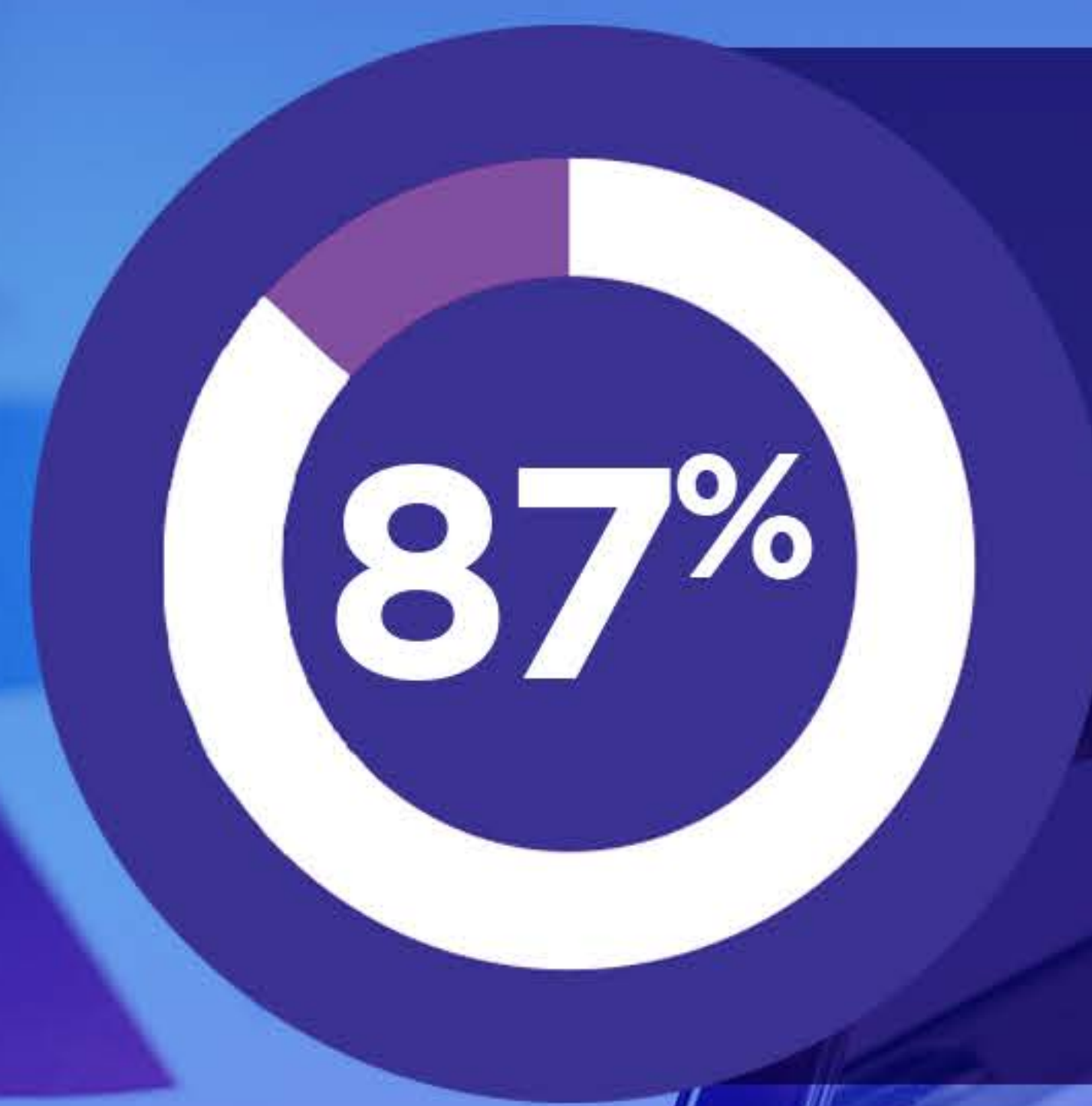


MANISH MOHAN, CHIEF GLOBAL TALENT OFFICER

MILLENNIAL WORKFORCE

Comprising nearly 35 percent of the current workforce, millennials are redefining the workplace. Born primarily between 1980 and 1997, this generation has surpassed baby boomers and generation x.

To remain competitive in the automotive industry, it's critical that employers understand



of millennials say professional and career growth opportunities are very important to them in a job.^[14]

MILLENNIALS WANT

- to understand how they fit in with their jobs, teams and companies
- a job that fuels their sense of purpose
- a manager who shows them how their efforts advance the company's mission

71%

of millennials who understand their organization's mission say they plan to stay with their company for at least another year.^[15]

“WE’RE A FEW YEARS AWAY FROM NEARLY HALF OF OUR WORKFORCE FALLING INTO THE MILLENNIAL DEMOGRAPHIC. THIS YOUNGER GENERATION HAS GROWN UP WITH TECHNOLOGY AND HAS THE KNOW-HOW AND EXPERIENCE THAT TECHNOLOGY COMPANIES NEED TO MOVE FORWARD.

- BRANDON PRIDEAUX, VICE PRESIDENT,
CLIENT DEVELOPMENT



MILLENNIAL MOTIVATORS^[16]

COLLABORATION

88%

Prefer collaborative work-environments

FLEXIBILITY

74%

Prefer flexible work options

MENTORSHIP

79%

Prefer a mentor, not a boss

KFORCE, YOUR STRATEGIC PARTNER IN THE RACE FOR TALENT.

CONTACT US

[1] "BCG: Autonomous car market to hit 42 billion by 2025." Consultancy.uk, June 2015, www.consultancy.uk/news/2065/bcg-autonomous-car-market-to-hit-42-billion-by-2025.

[2] Intelligence, BI. "10 million self-Driving cars will be on the road by 2020." Business Insider, Business Insider, 15 June 2016, www.businessinsider.com/report-10-million-self-driving-cars-will-be-on-the-road-by-2020-2015-5-6.

[3] Katie, Burke. "Get a "degree" in self-Driving cars at Udacity." Autoweek, Crain Communications, Inc, 31 Oct. 2016, autoweek.com/article/autonomous-cars/get-your-degree-autonomous-driving-udacity/.

[4] Fayer, Stella, et al. "STEM Occupations: Past, Present, And Future." Bls.gov, U.S. Bureau of Labor Statistics, Jan. 2017, www.bls.gov/spotlight/2017/science-technology-engineering-and-mathematics-stem-occupations-past-present-and-future/pdf/science-technology-engineering-and-mathematics-stem-occupations-past-present-and-future.pdf.

[5] "OESA KPMG 2016.5 AutoPulse Survey." KPMG Institutes, KPMG LLP, 26 Jan. 2017, www.kpmg-institutes.com/institutes/manufacturing-institute/articles/2017/01/auto-pulse-survey.html.

[6] "The U.S. News/Raytheon STEM Index Shows America Will Have to Depend on Foreign Workers to Fill STEM Jobs." U.S. News, U.S. News & World Report LLP, 17 May 2016, www.usnews.com/info/blogs/press-room/articles/2016-05-17/the-us-news-raytheon-stem-index-shows-america-will-have-to-depend-on-foreign-workers-to-fill-stem-jobs.

[7] "Is the Tech Talent War Hurting Innovation? Hiring Managers and Tech Recruiters Respond." Indeed Blog, Indeed, 5 Dec. 2016, blog.indeed.com/2016/12/05/impact-of-tech-talent-shortage/.

[8] "Number of Employers Using Social Media to Screen Candidates at All-Time High, Finds Latest CareerBuilder Study." CareerBuilder, <http://press.careerbuilder.com/2017-06-15-Number-of-Employers-Using-Social-Media-to-Screen-Candidates-at-All-Time-High-Finds-Latest-CareerBuilder-Study>.

[9] "How Job Seekers are Using Glassdoor." Glassdoor Blog, Glassdoor, 22 July 2016, <https://www.glassdoor.com/employers/blog/how-candidates-use-glassdoor/>.

[10] "How Job Seekers are Using Glassdoor." Glassdoor Blog, Glassdoor, 22 July 2016, <https://www.glassdoor.com/employers/blog/how-candidates-use-glassdoor/>.

[11] "The Ultimate List of Hiring Statistics: For Hiring Managers, HR Professionals, and Recruiters." LinkedIn Talent Solutions, https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/Ultimate-List-of-Hiring-Stats-v02.04.pdf.

[12] "How Great Companies Engage in Employee Advocacy Beyond Simply Sharing Content." Inc.com, <https://www.inc.com/travis-wright/how-great-companies-engage-in-employee-advocacy-beyond-simply-sharing-content.html>.

[13] Silicon Valley Competitiveness and Innovation Project - 2017 Report. Silicon Valley Leadership Group, Feb. 2017, svcip.com/files/SVCIP_2017.pdf#page=4.

[14] Rigoni, Brandon, and Bailey Nelson. "For Millennials, Is Job-Hopping Inevitable?" Gallup.com, Gallup Inc, 8 Nov. 2016, news.gallup.com/businessjournal/197234/millennials-job-hopping-inevitable.aspx?.

[15] Rigoni, Brandon, and Bailey Nelson. "For Millennials, Is Job-Hopping Inevitable?" Gallup.com, Gallup Inc, 8 Nov. 2016, news.gallup.com/businessjournal/197234/millennials-job-hopping-inevitable.aspx?.

[16] Asghar, Rob. "What Millennials Want In The Workplace (And Why You Should Start Giving It To Them)." Forbes, Forbes Magazine, 14 Jan. 2014, www.forbes.com/sites/robasghar/2014/01/13/what-millenni-