

HR Insights

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Summer Attraction and Retention Tips

With seasonal employment, internships and graduations, summer presents a strategic recruitment opportunity for employers. What's more, summer is the peak season for many businesses, potentially driving them to hire more workers to keep up with increased demand.

Summer is an ideal time for employers to review their efforts to attract and retain quality talent for seasonal or long-term employment.

This article provides tips for employers to attract and retain employees this summer.

Attraction and Retention Tips

Many individuals' schedules open up during the summer due to school or college breaks or vacation time from work. This allows people to frequent more businesses, which may, in turn, require employers to increase their staff to meet demand. Additionally, many college students are graduating or looking for internships during this season, while others may be looking for seasonal employment, bringing an influx of potential employees.

Employers should consider the following attraction and retention tips.

Plan Ahead

Employers often find themselves scrambling to hire workers without a proactive strategy, which can lead to high turnover, poorly trained employees and increased costs due to rushed staffing and overtime.

Employers should anticipate seasonal demand by analyzing past years' hiring data and current market trends to avoid the last-minute summer hiring rush. The results from this data can allow employers to develop a

forecast for staffing needs and potential worker retention.

These strategies can also transfer to yearlong workforce planning, keeping employers prepared for potential staffing needs in the future.

Prepare for Seasonal Employment

Many people may be looking for temporary employment during the summer. Seasonal employees can help fill gaps in a business's workforce without the employer having to hire full-time workers who may not be needed once the busy season ends. To prepare for seasonal employment, employers should consider the following strategies:

- Start the hiring process early and aim to attract candidates who are looking specifically for seasonal work.
- Use multiple hiring channels to find candidates and screen them thoroughly to ensure they are quality talent.
- Maintain a relationship with seasonal employees so employers can reach out if needed in future years.

Focus on Generation Z

Generation Z (Gen Z) refers to individuals born between 1997 and 2012. According to the U.S. Bureau of Labor Statistics, this group will constitute 30% of the U.S. workforce. Gen Z can also offer organizations new talent, in-demand skills and creativity, driving innovation and efficiency. Additionally, many Gen Zers are high school or college students who may be looking for summer work. Therefore, employers must tailor their attraction and retention efforts toward this generation of workers.

Gen Z workers generally expect modern communication methods, meaningful work, and inclusive workplaces, and they value employer transparency and job flexibility. Therefore, to attract these employees, employers should emphasize the purpose and impact of their work, offer flexibility, use updated technology, provide feedback and recognition, and create an engaging and inclusive culture. Offering career development opportunities can contribute to these employees' longevity at a business, potentially turning a summer job into a career path and cultivating the future workforce.

Recruit From Colleges and Universities

In 2024, over a million people in their 20s earned a bachelor's degree and 352,000 completed an associate's degree, according to the U.S. Bureau of Labor Statistics. Data for 2025 is likely to record similar figures. Considering these numbers and the fact that many of these students graduate in the summer, employers have an abundant talent pool to choose from. College and university graduates can introduce new perspectives and skills into a business, making them valuable employees.

To appeal to graduates and soon-to-be graduates, employers should establish a presence on campuses to strengthen the business's brand. This visibility can generate interest in an organization and lead to employment opportunities in the summer or long term.

Employers can leverage several recruitment methods to attract as many graduates as possible. These methods include attending career fairs (both virtual and in-person), using career platforms to connect with students, and developing relationships with faculty and

career centers to get referrals and insights into potential candidates.

Consider an Internship Program

Internships can be attractive opportunities for undergraduate students, recent graduates and graduate students to learn from on-the-job training and experience in their chosen field. These programs can last several weeks, a semester, a summer or a whole year, offering a unique opportunity for both the intern and an employer looking to meet staffing demands. For example, a summer internship allows an employer to gain additional workers when they might need more staff to meet business demands.

Internship programs can help meet immediate staffing needs and build an organization's talent pipeline. With internships, employers can attract, screen and test potential full-time employees while interns receive valuable experience and decide whether the organization is a good fit.

Conclusion

Summer brings a surge in business and available talent. Whether looking for seasonal workers or full-time employees, attracting and retaining employees in the summer requires a strategic approach. Every workplace may vary regarding which efforts will work for them, but the right strategies may enable organizations to meet their immediate staffing needs and build a strong foundation for their future workforce.

Contact us today for more attraction and retention resources.