

# RECRUITING AND RETAINING TALENT

A Best Practices and Insights Document

Data from the ECIA Recruitment Committee Focus Groups.

August 2023

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# FOCUS GROUP SUMMARY

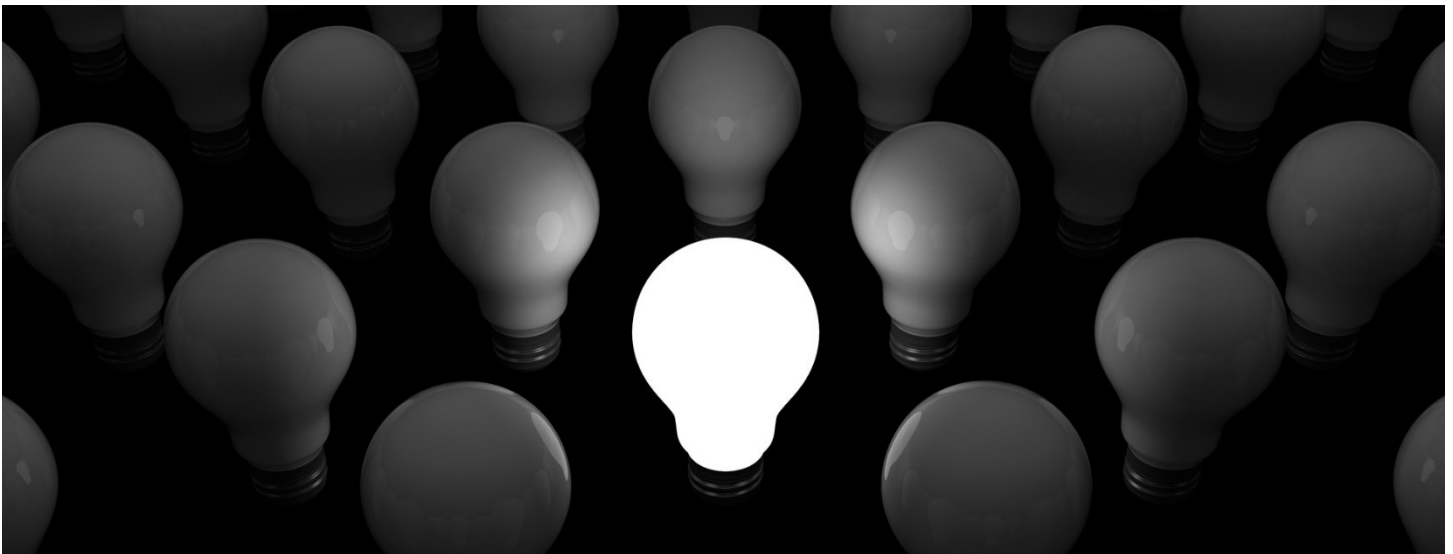
In May and June of 2023, two focus groups were conducted by the ECIA (Electronic Components Industry Association) and the Association's newly established Industry Recruiting Committee. The objective of this research was to gain insights into what motivates individuals to enter the electronic components industry and how to attract and retain talent in the industry. The focus groups provided valuable information for the committee to create strategic marketing collateral for ECIA members to use in recruitment efforts as well as collect research to inform members on recruitment tactics.

The focus groups consisted of 25 participants and a committee of 6 ECIA members. The participants had less than 5 years in the electronic components industry. Some participants were brand new, and others had just a few years of experience.

Age was not a determining factor. While many participants were considered the "next generation," seasoned individuals that were new to the industry were able to participate as well.

*The ECIA committee members working on this project: Jordan Yates of Knowles, Renée Dill from Molex, Jeannine Zenobi of ebm-papst, Sannah Vinding of Micro Commercial Components, Maddie Eaves of Sager Electronics and Tyler Lagnese of Kyocera AVX*

*ECIA Staff: Victor Meijers and Stephanie Tierney*



*The following data points reveal findings and best practices as a result of the focus groups conducted by the ECIA Industry Recruiting Committee.*

## **Resources for Recruitment**

The focus group participants shared the following avenues for finding positions in our industry:

- Career fairs
- Indeed
- LinkedIn
- Handshake (recruiting program specifically for universities)
- Word of mouth/friend



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## Qualities Candidates Find Attractive About the Industry

### Career Growth and Opportunities:

- A broad scope offering diverse job opportunities and potential for career growth. Various job functions and not just technical roles.
- Longevity – many people in the industry are staying for years, even decades with little job hopping.
- Personal development and training opportunities are available to many within the industry.
- The electronic components industry is large, and still growing. It is also responsible for the creation of many products that we use daily.

*“My friends and the people I know ...  
they don’t stay at their company or role for too long.  
That’s a nice feature in this industry.  
There’s so much you can do.”*

*– Zac Nowak Guard, Kyocera AVX*



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## Qualities That Help Retain Employees

### Networking and Learning Opportunities:

- Opportunities for networking and/or to expand professional connections.
- Chance to learn about different roles.
- Travel opportunities that provide personal and professional growth.
- Educational programs, training platforms, classes, conferences, and memberships are all important for retaining talent in this industry.

***“I’ve been able to attend many expos and I’ve been learning a lot. It’s really nice being able to speak face to face to the engineers.”***

***- JJ Garcia, Spectrum***



# Qualities That Help Retain Employees Continued ...

## Company Culture:

- Inclusivity and diversity
- Collaborative culture vs hierarchical
- Bonding and networking opportunities for entry level positions
- Flexible work options
- Mental health and fitness opportunities
- A people organization ... meaning the human side of business
- Plenty of PTO time
- Embracing fresh perspectives, bringing unique insights from different backgrounds



***“I wanted to be a part of a ‘family’ that valued me from being ‘outside.’ There’s value in that. There’s value in being different and looking different and knowing a different language. It’s important to keep bringing in different people.”***

***– Denisse Sullivan, Sager Electronics***

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# Keeping Employees Motivated

The participants expressed they were motivated in their careers by:

- Compensation
- Recognition
- Opportunities to do things outside of their job description
- Unexpected validation on a job well done
- Feeling valued
- Investments in personal and professional development
- Being able to recharge and offering plenty of PTO (and in some cases unlimited PTO)



***“Motivation and feeling valued are hand in hand.  
If I’m feeling motivated, I’m feeling valued.  
If I’m not feeling motivated, I’m probably not feeling valued.”***

***– Keith Fler, L2 Reps***

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## Summary of Findings

- The focus groups of 25 individuals with less than 5 years in the electronic components industry yielded comprehensive information and insights about what appeals to those new to the industry.
- Candidates found their positions in a variety of ways, including Indeed, LinkedIn, Handshake, Career Fairs, and word of mouth.

### Key Takeaways - Retaining Talent is the Next Step.

- The focus groups revealed information that new employees strive for personal development and longevity in their positions as long as the company culture is open and accepting.
- A culture that embraces diversity, networking, growth, mental health, and personal days is appealing to new employees and will help the retention of employees long term.
- Employees seek validation; they need to feel valued by management and in turn will be motivated in their roles and beyond.



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