

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: April 22, 2022

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Guy Smith, Executive Director, Milwaukee County Parks

Subject: Seasonal Park Worker and Lifeguard Recruitment

File Type: Informational Report

REQUEST

This report is for informational purposes, there is no request at this time.

POLICY

Wisconsin State Statutes:	
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

BACKGROUND

Throughout 2021 there were several actions taken by the County Board of Supervisors to increase the pay of seasonal lifeguards and seasonal park workers, allocate funding for enhanced recruitment of seasonal staff, and new recruitment and retention bonuses were created. In 2019 and 2021 informational reports were provided to the County Board in the May cycles to provide information on trends in seasonal hiring.

Related File No's:	21-1040, 21-992, 21-937, 21-556, 21-415, 19-347
Associated File No's (Including Transfer Packets):	
Previous Action Date(s):	

Seasonal Recruitment

The recruitment and hiring of Parks' seasonal workforce is one of the greatest challenges facing our managers. The ability to meet hiring goals has a direct impact on which facilities and services are able to open, seasonal positions are essential to fill in order to meet the service level expectations of the community. While the peak season for outdoor activities is late Spring, Summer, and early Fall, seasonal staff recruitment

occurs continuously throughout the year. Our staff regularly meet with local schools and directly with principals, teachers, and guidance counselors to help recruit high school aged youth to work for Parks. Parks has the support of Human Resources recruiting team and held a job fair on April 18th at the Mitchell Park Domes. That job fair was successful in recruiting and interviewing over 170 candidates for all parks seasonal positions. Managers recruit through all available means – through online job boards, print media, radio and podcast advertisement, outreach to neighborhood and community groups, and word of mouth.

Parks was also fortunate to have the support from the County Board of Supervisors (File #21-992) to supplement our seasonal recruitment campaign with additional funding to recruit lifeguards and other critical seasonal positions. Throughout the first quarter of 2022, Parks has worked with a marketing vendor to produce a marketing campaign in support of this which has included the following:

- **Digital Ads**
 - Platforms: Facebook, Instagram, TikTok, Website Display Ads, and Spotify Ads
 - Impressions: Over 2 million
- **Billboard Ads**
 - 14 billboards
 - Impressions: 800,000
- **Radio Ads**
 - 2 separate ads - one for lifeguards and one for seasonal park workers
 - Impressions: 450,000
- **Total Impressions**
 - 3,250,000
- **Additional Assets**
 - Recruitment Posters
 - Recruitment Stickers
 - Recruitment T-shirts
 - Recruitment Landing Page



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Actual Seasonal Hires (as of 4/19/22)

Every year the number of returning and new recruits for seasonal positions is less than the year before and the effort is continually more challenging. This is a trend that has been occurring for the last few years and is likely the result of multiple factors. The chart below shows the hiring goals of Parks' areas that most heavily rely on seasonal labor and the progress towards meeting those goals as of the date this report was submitted.

Position Title	Positions Hired (not FTE)	Hiring Goal (not FTE)	% of Goal
Operations Seasonal Park Worker	66	180	37%
Golf Seasonal Park Worker	60	80	75%
Golf Pro Shop Seasonal	62	71	87%
Horticulture Seasonal Park Worker	12	19	63%
Food and Beverage Seasonal Park Worker	111	208	53%
Marina Seasonal Park Worker	2	12	16%
Head Lifeguard Seasonal	3	7	42%
Lifeguard Seasonal	26	80	32%
Aquatics Seasonal Park Worker	2	30	6%
Recreation Seasonal Park Worker	26	48	54%
TOTAL (non-FTE)	370	735	50%

Based upon the shortfall of people hired to fill vacant seasonal positions, certain services will need to be prioritized above others. Parks will use the Park equity index and racial equity analysis when determining service level reductions that may be necessary if labor shortages persist and we are unable to hire an adequate number of seasonal park workers this summer.

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the objectives in the [strategic plan](#):

1A: Reflect the full diversity of the County at every level of County government – Parks strives to recruit a diverse seasonal workforce that reflects the community that we serve.

2A: Determine what, where, and how we deliver services to advance health equity – Parks will prioritize health equity and those activities that further the County's mission in determining service delivery if labor shortages result in service reductions.

2C: Apply a racial equity lens to all decisions - If the full scope of Parks services cannot be offered due to labor shortages, then the Park equity index and racial equity analysis will be used to inform the decisions on which services will be provided.

FISCAL EFFECT

This report is for informational purposes only. The inability to fully staff Parks facilities in 2022 may result in a reduction in earned revenue as certain sites may not be able to open and thereby generate earned revenue.

TERMS

None

VIRTUAL MEETING INVITES

None

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APPROVED BY:

Guy Smith, Parks Executive Director *Guy Smith*

ATTACHMENTS:

None

cc:

David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, County Executive's Office
Parks, Energy and Environment Committee Members
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Mgr, Office of the County Clerk
Aaron Hertzberg, Director, Department of Administrative Services
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