

MILLENNIAL COMMUNICATION PROFESSIONALS IN THE WORKPLACE

BY DR. JUAN MENG & DR. BRUCE BERGER

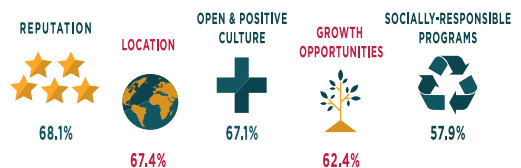
WORKPLACE VALUES AND CAPABILITIES FOR MCPs



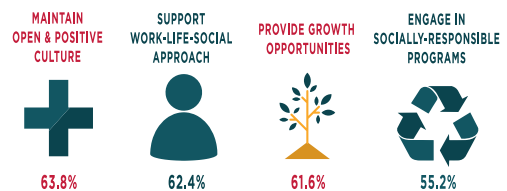
MCPs are digital natives with a passion to lead and have strong values for transparency, diversity, social responsibility, community and connectivity.

TOP RECRUITMENT AND RETENTION DRIVERS FOR MCPs:

RECRUITMENT



RETENTION



MCPs come to the job excited and enthusiastic, but those who leave in 1 to 3 years say it's due to:



Poor Cultural Fit



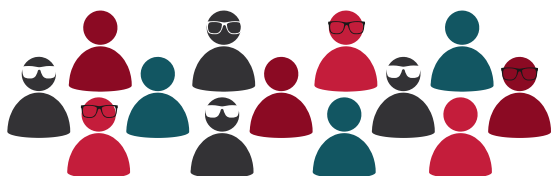
Better Pay & Benefits



Supervisor Issues



Managers of large teams of MCPs (16 or more) rate them significantly higher and more positively than do supervisors of smaller teams of MCPs. Larger groups of MCPs may create a more supportive unit culture due to stronger shared values, a greater sense of accomplishment, or simply working with others like themselves.



THE PLANK CENTER
FOR LEADERSHIP IN PUBLIC RELATIONS

