

South Dakota Department of Labor & Regulation
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Employer Webinar on Youth in the Workforce

PIERRE, S.D. – The Department of Labor and Regulation (DLR) and South Dakota Retailers Association (SDRA) are providing a free webinar Wednesday, Aug. 1, at 10 a.m. CDT.

“Youth in the Workforce: Fact or Fiction” will cover the state’s efforts to help engage youth with job shadowing and mentor opportunities, make informed career decisions, and demonstrate the importance of soft skills.

“South Dakota’s youth participation rate has declined 11 percent in the last decade,” said state Labor and Regulation Secretary Marcia Hultman. “In addition, one-third of high school graduates don’t go on to post-secondary education.”

As the presenter, Secretary Hultman will talk about the importance of engaging youth earlier. She will also challenge employers to think about recruitment and management strategies and if they meet the expectations of today’s millennials and Generation Z.

“Young people can bring new energy and fresh ideas to a business, and those jobs can also be a stepping stone toward a lifelong career path,” said SDRA Board President Gary Cammack. “This webinar will help give businesses ideas about how to meet the challenge of getting youth more engaged.”

Register online at <https://register.gotowebinar.com/register/735648433640179459>. If you have difficulty, email donna@sdra.org your first and last name, name of business or agency, city and state. Closed captioning is available if requested via email by noon (CDT) on Thursday, July 26.

The mission of DLR is to promote economic opportunity and financial security for individuals and businesses. Learn more at www.sdjobs.org.