

Succession Planning in Kern County

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Succession Planning – Are You Ready?

The baby boom generation is thinking about retirement! What does it mean when the largest generation in modern U.S. history wants to leave the workforce? Not much right now given current labor trends, but this group, (the oldest of whom turned 60 in 2006), is huge! The baby boom generation is approximately 78 million in number, and eventually the retirements will begin, much to the anxiety of human resource professionals who are concerned about replacing this valuable talent. When the baby boomers retire, institutional knowledge, skill and expertise has the potential to permanently leave. So, *succession planning* has become a critically important aspect of strategic personnel planning within forward thinking organizations.

The value of human capital cannot be underestimated and succession planning includes preparing for the future direction of the company and matching that direction with the right talent. Therefore, succession planning should be a prominent part of the overall business strategy of an organization.

Succession planning can include coaching and developing talent from current junior employees within the organization, while other succession plans include cultivating talent from external sources. Internal succession planning requires companies to identify high potential individuals already employed at the organization. Once identified, the organization must then offer meaningful professional development opportunities, challenging assignments and mentoring to groom employees for higher levels of responsibility and growth within the corporation.

External succession planning means that companies must devote energy to bringing in new hires using careful recruiting strategies to match the needs of the organization with available talent. Full-time hires bring fresh perspectives to organizations, but new hires typically require significant training before an organization can realize a return on the investment. Another possible path toward meeting succession goals is to consider internships and professional development programs as a means to test talent while providing professional growth experiences for students.

Succession Planning through CSUB

External succession planning can be facilitated by participating in internship and professional development programs offered through California State University, Bakersfield. The utilization of internships, part-time employment and volunteer programs allow companies to groom students and reap the rewards of bright, talented and motivated student energy while assessing the potential for possible full-time employment. CSUB is well positioned to help companies in Kern County with succession planning! The university offers over 30 academic programs within business, humanities, social science, education, and natural science. CSUB offers both academic

and paid internship programs through the Career Development Center. To support the growth of professional development programs, the CSUB Career Development Center assists companies identify potential candidates and manage programs by providing advertising, job postings, information sessions, on campus interview logistics and evaluation tools.

Succession Planning & Recruiting Opportunities at CSUB

CSUB offers a plethora of opportunities for companies to visit campus to recruit students! The 2009-2010 Recruiting Calendar includes a variety of events including a part-time job and internship fair, a natural sciences and mathematics virtual career fair, a business and public administration mixer, a helping profession and criminal justice career expo and a comprehensive career day event that includes all majors. The recruiting calendar is available at www.csub.edu/cdc.

Succession Planning & Year Round Connection with CSUB Students

In addition to specific recruiting events, several opportunities are available for companies to connect with students through the Career Development Center. Options include - Company Information Sessions, On Campus Interviews, Web Based Advertising to Attract Students, and our unique RunnerLink System - a free on-line job posting service for companies.

Succession Planning & Your Local CSU

Please contact the CSUB Career Development Center to discuss your succession planning needs! The center is available 24/7 through a user friendly website designed for students and employers at www.csub.edu/cdc. The center can also be accessed during traditional work week hours by calling 661-654-3033.