



## Recruiting Strategies – 2025: *Part 2* How to Attract and Retain Your Workforce

**Presented by Marcia Zaruba O'Connor**

It's only four years away – but 2025 is right around the corner! What does the recruiting landscape look like? Well...you're in luck - Recruiting 2025 – Part 2 is back!

Recruiting strategies, digital media, virtual reality, and now the normal hybrid work model -- What will offices look like? Where will the people come from? Will robots take the place of employees? What will change and what will stay the same? This session will discuss all of these areas and more around recruiting and its ever changing landscape.

Join us for a fascinating interactive presentation on the current and future state of recruiting, and how to attract and retain your workforce. We'll start with today's landscape and demographics, and explore the future with social media in the HR areas of recruiting and new trends.

**By attending this session, participants will learn the three-step Executive Presence process:**

- How today's landscape and demographics impact the recruiting scene.
- How technology affects recruiting strategies.
- What trends to be aware of in the continually changing recruiting environment.

### **About the Speaker:**

Marcia Zaruba O'Connor obtained her B.S. in Accounting from Widener University and her M.S. in Human Organizational Development from Villanova University. Currently, Marcia is the President and CEO of [The O'Connor Group](#) where she provides talent acquisition consulting and human resource outsourcing services to her clients. The O'Connor Group airs a semi-monthly [Top 3 Podcast](#) where entrepreneurs share their secrets and mistakes. Their monthly [Signature Events](#) include [Talent Talk](#) where recruiting experts address some of the critical issues facing the workplace.

The O'Connor Group is recognized by Inc. 5000 as one of America's Fastest Growing Private Companies. Marcia brings more than 25 years experience in all aspects of talent acquisition, professional search, and human resource outsourcing. Marcia is past president of the Philadelphia Chapter of SHRM, and Philadelphia Society of People and Strategy. Marcia has spoken at local SHRM chapters, including The Garden State Council Annual Conference.

Marcia is also a member of Chief. Chief is the only organization specifically designed for senior women leaders to strengthen their leadership journey, cross-pollinate ideas across industries, and effect change from the top down.



**Thursday, October 14, 2021**  
8:15 a.m. – 10:00 a.m.

**R.S.V.P. by 9:00 a.m. on**  
**Wednesday, October 13, 2021**  
online at:

<http://jsahr.shrm.org/events>  
or [admin@jsahr.org](mailto:admin@jsahr.org)  
or call JSAHR at 732-701-7155

### **Registration Fees**

Members - \$10  
Non-Members - \$20  
Student/In-transition - Free

### **Special Notice**

*This program is pending approval for 1.0 SHRM PDC recertification credit and 1.0 HRCI General recertification credit.*

*JSAHR is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP or SHRM-SCP.*

### **Sponsored by:**

***If you would like to sponsor this meeting, please call 732-701-7155.***

This session may be recorded. Video, images and voice recordings may be taken during the session and shown at this and other JSAHR Chapter meetings. By entering the meeting, you are consenting to such use. If you object to the use of your image or voice, do not enter the meeting; please contact Christine Higgins @ 732-701-7155.