



SWANA

YOUNG PROFESSIONALS

YPs - Engage, Recruit, and Retain

Presented by:

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Today's Topics:

Building the workforce of the future

ENGAGE

Creating awareness, interest, and connection to the industry



RECRUIT

Turning interest into qualified candidates and new hires



RETAIN

Supporting growth, culture, and long-term career paths



NEXT STEPS

Practical actions organizations and individuals can take now



Why This Matters

Staffing gaps
across operations,
engineering, and
management

Growing industry
and workforce
demands

Experienced
professionals
approaching
retirement

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Are you a Young Professional or Student (35 or Under)?

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- I am a Student
- I am 35 or Under
- I am Over 35
- Prefer Not to Say



Choose a slide to present



0 / 130



ENGAGE

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What led **YOU** into the solid waste field?

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FLORIDA

Responses are hidden

0 / 1 responded

→ Show responses

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Perceptions of the Industry

- Often viewed as dirty or low-skill
- Environmental mission is misunderstood
- Career paths are not well-known



Engagement Starts Before the Job

- Engagement is not the same as recruitment
- Starts with education and exposure
- Facility tours, highschool/university partnerships, internships & co-ops, and community outreach matter



Reframing the Industry Narrative

- Shift language where appropriate:
 - From “solid waste” → “materials management / resource recovery”
- Emphasize technology and climate solutions
- Show innovation and systems thinking



RECRUIT

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At your company/organization, what are the biggest barriers to recruiting young professionals?

- 0 A. Lack of awareness of career options
- 0 B. Misconceptions about the industry
- 0 C. Competition from other sectors (tech, utilities, etc...)
- 0 D. Environmental mission not clearly communicated
- 0 E. Limited visibility or career pathways
- 0 F. Pay/Benefits understood

Responses are hidden
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Show responses



Choose a slide to present



Overcoming Recruiting Barriers

Communicating Career Pathways

- Operational, administrative, and support roles
- Paths for high school, trades, and degrees

Careers
in the
Waste
Industry




Operational	Administrative	Support Services			
 <ul style="list-style-type: none"> <li style="width: 33%;">Loaders <li style="width: 33%;">Truck Drivers <li style="width: 33%;">Route Managers <li style="width: 33%;">Weigh Master <li style="width: 33%;">Operations Manager <li style="width: 33%;">Landfill Gas Technician <li style="width: 33%;">Diesel Mechanic <li style="width: 33%;">Automotive Mechanic <li style="width: 33%;">Fleet Maintenance <li style="width: 33%;">Boiler Technician <li style="width: 33%;">Leachate Technician <li style="width: 33%;">Emissions Control Officer <li style="width: 33%;">Compliance Officer <li style="width: 33%;">Facility Manager <li style="width: 33%;">Dispatcher <li style="width: 33%;">Heavy Equipment Operator 	 <ul style="list-style-type: none"> <li style="width: 33%;">Executive Director <li style="width: 33%;">Recycling Manager <li style="width: 33%;">Business Development <li style="width: 33%;">Project Manager <li style="width: 33%;">Accounting <li style="width: 33%;">Software/IT <li style="width: 33%;">County/State Regulator <li style="width: 33%;">EPA/Federal Regulator <li style="width: 33%;">Academic Research <li style="width: 33%;">University Professor <li style="width: 33%;">Sales <li style="width: 33%;">Customer Service <li style="width: 33%;">Human Resources <li style="width: 33%;">Secretary <li style="width: 33%;">Materials Marketing <li style="width: 33%;">Waste Reduction Manager <li style="width: 33%;">Communications Specialist <li style="width: 33%;">Procurement 	 <table style="width: 100%; border: none;"> <tr> <td style="vertical-align: top; width: 33%;"> <u>Engineering:</u> Civil Mechanical Environmental Geotechnical Structural </td> <td style="vertical-align: top; width: 33%;"> <u>Science:</u> Biologist Geologist Environmental Scientist Remediation </td> <td style="vertical-align: top; width: 33%;"> <u>Contract:</u> Consultant Construction Management Equipment Vendor Attorney </td> </tr> </table>	<u>Engineering:</u> Civil Mechanical Environmental Geotechnical Structural	<u>Science:</u> Biologist Geologist Environmental Scientist Remediation	<u>Contract:</u> Consultant Construction Management Equipment Vendor Attorney
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Overcoming Recruiting Barriers

Tactics That Work

- Produce outreach materials that illustrate the industry's diverse career paths
- Share real pay ranges and benefits
- Feature young professional voices and positive environmental impacts
- Recruit earlier (students, interns, early-careers)
- Examples:
 - Job fairs ≠ brochure dumps
 - Social media storytelling
 - Employee spotlights



RETAIN

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What most influences whether a young professional stays?

- Feeling Valued and Heard
- Clear Advancement Pathways
- Access to Leadership
- Continuous Learning & Development
- Strong Communication & Onboarding
- Meaningful Project Assignments
- Support for Conferences & Professional Growth



Responses are hidden
0 / 1 responded

Show responses

Vertical sidebar containing several smaller versions of the SWANA FLORIDA logo and question cards, likely representing a sequence of slides in the presentation.

What Young Professionals Value

Purpose and
environmental
impact

Clear growth
and
advancement

Mentorship,
inclusion, and
learning

Training and
conference
support

Meaningful
project
assignments

Retention =
Culture

NEXT STEPS

What Can You Do Today?

- Invite a YP into conversations
- Host a facility tour
- Use the SWANA YP Marketing Toolkit
- Support YP/student conference attendance
- Start a mentorship program within your organization
- Buy YP 50/50 Raffle Tickets

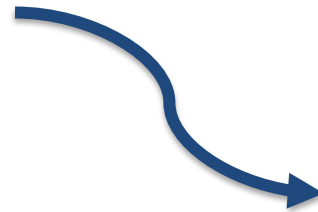




SWANA Young Professionals Resources

- Attend FL SWANA YP Monthly Calls and Socials
- Get involved with leadership, and committee opportunities
- Reach out to Kelly, Laila, or Monica to get more involved

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QUESTIONS