

Dental City Research Project

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Senior Capstone Organizational Communication Class

December 11, 2019

Organization Profile

- Dental City is not a typical dental product distributor
- Structure of Dental City
- Community involvement



Project Goals

- Develop recommendations for Dental City to improve employee retainment
- Conduct interviews and surveys from Dental City employees and residents of the Green Bay area
- Research prior information about Generation Z and Millennials in the workplace

Research Topic

- Focus on Generation Z and Millennials
 - Appeal
 - Retention
 - Knowledge
- Draw attention to Dental City

Interviews

Dental City Employees

- 8 interviews
- Company atmosphere

College Students

- 12 interviews
 - Workplace preferences
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Surveys

Dental City Employees

- 15 respondents
- Questions asked

College Students

- 83 students respondents
 - Questions asked
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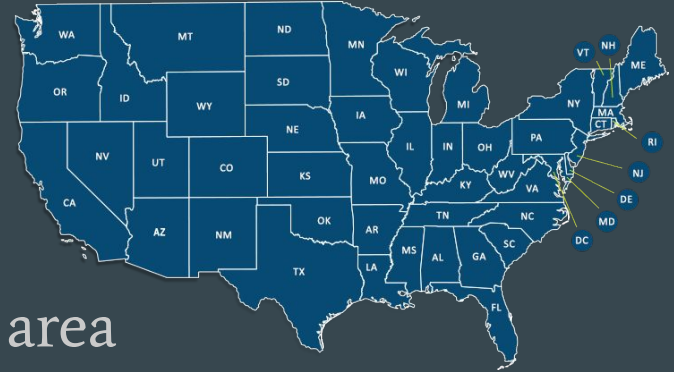
Research

- Emphasis of transparency, independence, and diversity
- Personal growth and professional development
- Balance between life and work
- Classroom adaptation that is conducive to learning
- Use of technology to promote efficiency and productivity

Recommendation #1

Recruitment:

- Search for employees outside current area
 - Cities and states
 - Job search websites
- Clearly present the appealing environment
 - Sense of community
 - Increased diversity



Recommendation #2

Career advancement:

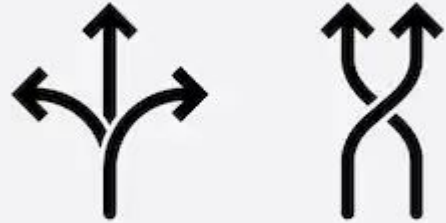
- Move up in career
- Hierarchy
- Mentor Program



Recommendation #3

Flexibility:

- Defined
- For the future
- Promoting flexibility
- Working from home



Recommendation #4

Voice / Participation:

- ‘Membership Negotiation’
- Increased opportunity for participation
- Open, honest discussion
- Allow continuous organizational adaptation
 - Health Care Coverage



Thank

You!

QUESTIONS?