

Spring Seasonal Employment and the Labor Market

As we enter into the Spring months, our labor market and employment options will be changing almost as much as the weather. Following the generally slower employment months of January and February, March brings an influx of new job opportunities in several different industries. It is important for job seekers to find that sweet spot in-between the dead months of post-Holiday winter and summer vacation to utilize the Spring months for their job search!

The following are the most common industries that traditionally have seasonal Spring hiring:

- Retail
- Tourism
- Agriculture
- Construction (road, concrete, home and industrial)
- Specialized fields that required a college degree (as employers want to capture new graduates)

The biggest Spring seasonal employers in the Central WI area are Home Depot, Menards and Lowe's (<https://www.aarp.org/work/job-search/info-2018/seasonal-job-employment-fd.html>). With most people taking full advantage of the warm months to work in their garden, on their remodeling projects or in their yard, it makes sense that these three companies would take over Spring seasonal hiring! According to a news release from March 5, 2019, Home Depot announced that they would be hiring 80,000 workers this Spring nationwide (<http://fortune.com/2019/03/05/home-depot-hiring-80000-jobs/>). Lowe's announced at the beginning of the year that they plan to hire 67,400 employees nationwide during 2019, with a staggering 50,000 of whom will be Spring seasonal workers. (https://www.journalnow.com/business/lowe-s-hiring-plans-for-include-overall-seasonal/article_326b4101-c16c-500b-a461-480a16ba2347.html) The open positions at these home improvement-type stores aren't just for the outdoorsy or handyperson types, they are for everyone! If you are a job seeker, now is the perfect time to investigate applying for a job at one (or all!) of these companies.

- At **Home Depot** in Wisconsin Rapids, the jobs available are: Asset Protection Specialist, Cashier, Merchandising, Freight/Receiving, Designer- Kitchen/Bath, Deliveries/Driver, Store Support, Lot Associate, Department Supervisor and Customer Service/Sales.
- At **Lowe's** in Plover/Stevens Point, there are several job openings. Job listings that are specifically listed as seasonal are Store Employee (Outside Lawn & Garden, Cashier and Paint). There are quite a few other job openings for Part-Time and Full-Time, in most departments.
- **Wisconsin Dells**, located closest to those who live in the Adams County area, is the hub for tourism and hospitality in Central WI. The Dells park

and recreation employers support around 16,000 jobs (<https://www.wisdells.com/media/facts/economic-impact.html>). Even though WI Dells only has 5500 permanent residents, the city hosts over 4 million visitors annually. The overall tourism economy of The Dells contributed \$44.9 million in state taxes and just over \$50 million in local taxes. All of this to say- Wisconsin Dells is a powerful driving force in Central WI's economy. Some of the resorts and water parks in the area that are hiring right now are: Wilderness Resort, Chula Vista Resort, Kalahari, Noah's Ark, Mt. Olympus and Great Wolf Lodge. Be sure to pay special attention to the benefits that these companies offer their seasonal employees. Many of them offer free park passes to their employees, and other activity-related perks that can be used during and after work hours. If a job seeker likes to play and work at the same time, chances are, a job in WI Dells might be a great fit for them!

Here's a quick summary of the things job seekers can do during the Spring hiring season:

1. **Look for jobs in locations with a high concentration of hotels, resorts and water parks.** Make sure to ask the company that you apply with if your job is seasonal, if there's an opportunity to move to full-time employment after the seasonal period ends, and finally what kind of benefits the company offers its seasonal employees.
2. **Apply at your local Home Depot, Lowe's, Menards, or other home improvement store.** Remember- you don't have to be familiar with tools to work at home improvement stores! There will be many different kinds of job openings available for the Spring season, especially in the garden section. Visit Home Depot's website for a quick snapshot of the jobs that are available now, but don't forget to check back later for updates.
<https://careers.homedepot.com/career-areas/retail-careers/>

If you have any questions about the Spring employment season and how it might affect you directly, please do not hesitate to contact your FSET Case Manager or your Career Services Specialist. Happy Spring!