



The Future of the Funeral Home Workplace

What is the next generation of funeral professionals looking for in an employer?

It's no secret that expectations for the workplace have changed, and the funeral profession is no exception. It seems this global hiring crisis has given job seekers the luxury of choice - especially in funeral service.

Who we heard from

This infographic displays the results of a survey where we asked mortuary students about different factors that would affect their decision about which funeral home to work in.



Diverse range of ages

The ages of the respondents of this survey range from 18-66, all graduating between 2022-2024.



Mortuary students around the country

Survey responses came from students in Colorado, Florida, Illinois, Minnesota, Wisconsin, Pennsylvania, Ohio, and Tennessee.



100+ responses

Over a hundred responses were gathered from students from various mortuary schools.

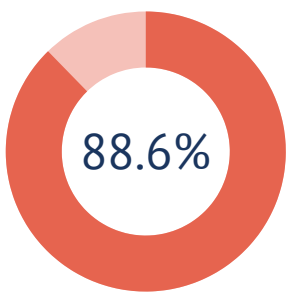
What's most important to job-seekers?

Respondents were asked to use the scale below when answering questions about different attributes of the workplace.

- 1 - **Not important** - I don't think this is important when choosing where to work.
- 2 - **Less important** - I think other workplace characteristics are more important when deciding where to work.
- 3 - **Neutral** - I would prefer to have this, but it's not a deal breaker.
- 4 - **More important** - I WANT this in my future workplace. If not, I might consider working somewhere else.
- 5 - **Most important** - I HAVE to have this in my future workplace. If not, I will work somewhere else.

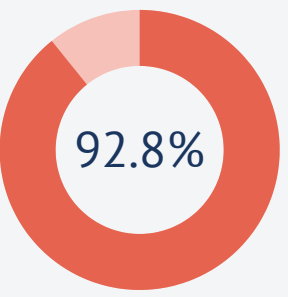
See what they value most when looking for a funeral service job by viewing this summary of their responses.

Percentages below indicate the percentage of respondents that answered 4 or 5 for a particular question.



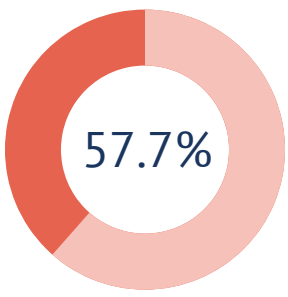
Strong funeral home reputation

A strong funeral home reputation is one of the biggest factors when an upcoming funeral professional is determining where they will work. **88.6% of all respondents** indicated that this was a **more important or most important factor** when choosing a funeral home.



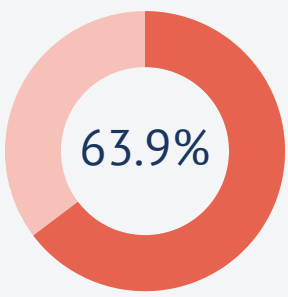
Job security

92.8% of respondents indicated that job security is more or most important. Before accepting a position, it's clear job seekers are looking for funeral homes that are in **good financial standing, have potential for growth, and slim chances of downsizing.**



High starting salary

46.4% of the respondents indicated high starting salary is more or most important when searching for a funeral service position. **11.3%** indicated it was the *most* important. With **57.7% total**, there's an indication that paying new candidates well is very important, but maybe not the most important factor.

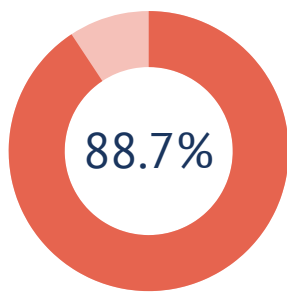


Competitive benefits

Over half of job seekers view competitive benefits as super important.

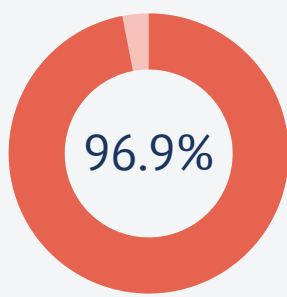
38.1% view it as **more important**
25.8% view it as the **most important**

The remaining respondents view it as neutral, or less important.



Clearly-defined processes

Good management and streamlined operations are important for every business, in every industry. Our data shows that **even potential hires** want to know their future funeral home is **well-managed, with clearly defined team processes.**

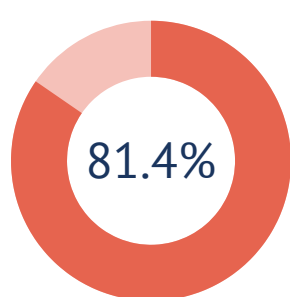


Effective team communication

What are clearly-defined processes without effective communication?

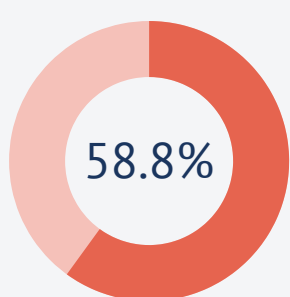
96.9% of respondents rated **effective team communication** as more or most important in the workplace. *Continued on next page...*

How do you handle **multiple people working on one case**? How does your team like to communicate with one another? Do you work well as a team, or **do team members often get frustrated** with one another? All things to think about when reflecting on your **team communication**.



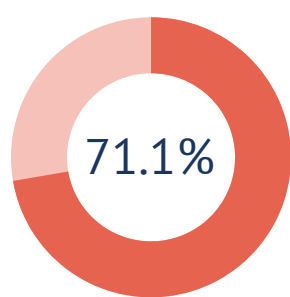
Company culture

A small percentage of respondents view company culture as not important, of low importance, or neutral, but **81.4% of job applicants** view culture as a **key factor**. This would be a good talking point in an interview or job posting. **How are you fostering a strong workplace culture with your team?**



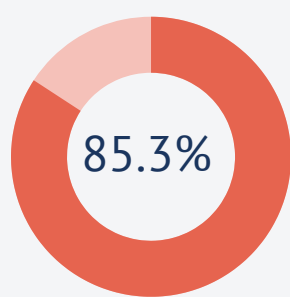
Defined social or corporate purpose

58.8% of young funeral professionals say **culture is very important**. Every funeral home has a social or corporate purpose, but **what makes yours stand out?** Make your purpose evident to those who work for you, and those in your local community to **attract quality job applicants**.



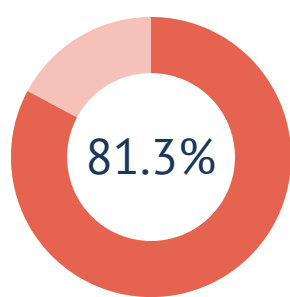
Community outreach

Community outreach is **good for business**, improves funeral home reputation, and can attract new employees. **71.1% of job-seekers** rated **community outreach** as an important factor when choosing a funeral home to be a part of.



Opportunity for advancement

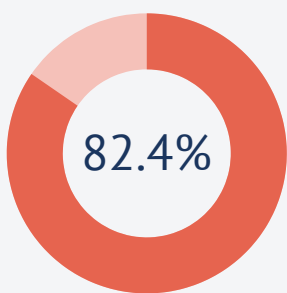
Judging by our survey results, **the next generation** of funeral professionals is an **ambitious** group. **85.3%** want to do more than just collect a paycheck, they want to **grow, learn and become leaders** in the business, and they can't do this without **you**. Invest in your employees and new hires, and they'll invest themselves in your business.



Support towards continuing education and learning opportunities

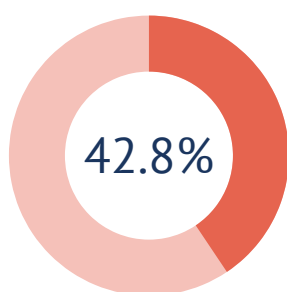
The upcoming generation of funeral professionals is **eager to learn**. *Continued on next page...*

81.3% of participants place a high value on opportunities for **continuing education**. From **free webinars** to attending conventions, there's a way to **support continuing education** no matter what your budget is.



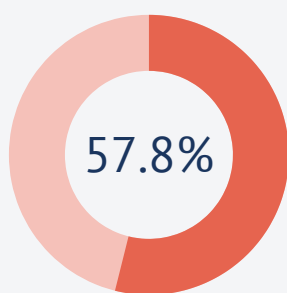
Openness of creative ideas/arrangements

Ideas don't always come from the top. **Great things can happen** when an employer is willing and open to exploring their employee's **new ideas**. **82.4%** of new hires want to work in a place where they can **voice new ideas and practice creativity** in the workplace.



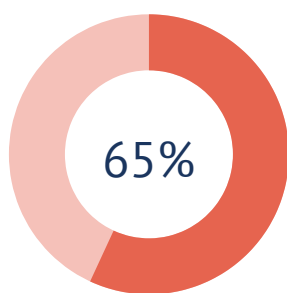
State-of-the-art equipment

42.8% of job candidates said that state-of-the-art equipment was the most important. While you need functional equipment to **help your business run**, you don't have to pay for the shiniest, newest equipment to **attract the best employees**.



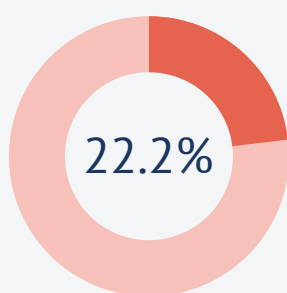
Unique offerings for families (merchandise/keepsakes)

Over half of respondents said it was important for a funeral home to offer **unique memorial keepsakes or merchandise** to personalize a funeral for families.



Technologically advanced

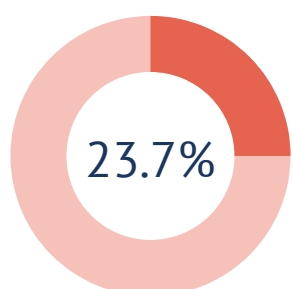
Do you have a **funeral home software that helps you** manage your business? Have you been able to use technology to your advantage, **or do you feel more frustrated** every time you try to use it? Job seekers have a little more grace when it comes to **technology use**.



Relaxed dress code (outside of services)

Dress code has been a hot topic in the business world, and many have dropped their professional attire. *Continued on next page...*

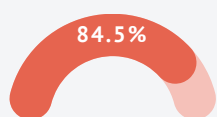
We thought funeral service wouldn't be far behind. Turns out:
38.4% said a relaxed dress code was not important.
39.4% said a relaxed dress code was neutral.
22.2% said a relaxed dress code was very important.



Funeral home size

Small town or big city, job-seekers will come to you. **75% of respondents** indicated that they were neutral about the size of a funeral home, or that it was of **little to no importance** to them when looking for a position.

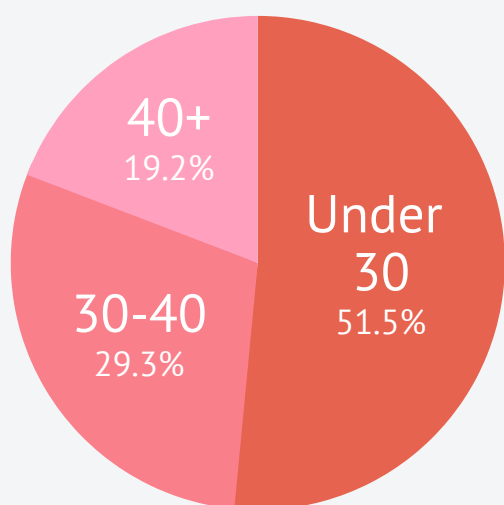
Who are your candidates?



A brand-new generation
84.5% of students surveyed are first-generation mortuary students.



The future is female
Nearly 3/4 of respondents to this survey were women, which is in line with the current gender ratio of upcoming funeral professionals.



Age is just a number
Not all recent graduates are going to be in their 20s. About half of our respondents were over 30, meaning that funeral service could be a second career.

Key Takeaways

So what does this mean for you? After analyzing the top contributing factors to attracting and keeping a good candidate, we put together three main topics that mean most to job seekers according to the survey. Here's what you should focus on:



Team



Reputation



Opportunity

Continue to the next page to learn more...

1

Team

How you operate, lead, and invest in your team is of utmost importance. Create effective and efficient processes, establish clear communication and collaboration, and foster a positive and growth-minded culture.

96.9% of respondents said that effective team communication is more or most important.

88.7% of respondents said that clearly-defined team processes are more or most important.

81.4% of respondents said that having a strong company culture is more or most important.

2

Reputation

Funeral professionals pride themselves on their top-tier service to families. Their reputation in the community is everything. Therefore, the funeral home's reputation is equally, if not more, important. They need to know that your funeral home is here to stay and that their job is secure.

88.6% of respondents said that having a strong funeral home reputation is more or most important.

92.8% of respondents said that having job security is more or most important.

3

Opportunity

Most funeral professionals strive for excellence. They want to be better than they were the day before. That's why it is vitally important to offer growth opportunities.

81.3% of respondents said that having opportunities for advancement is more or most important.

71.1% of respondents said that opportunities for community outreach are more or most important.

81.3% of respondents said that support for continuing education is more or most important.

*See something that your funeral home does well?
Here are ways to promote your best qualities to new applicants:*

- Advertise it in LinkedIn or Facebook posts.
- Offer internships and apprenticeships where students can learn more about the profession.
- Talk about it during interviews with job candidates.
- Practice outreach in your community.
- Build relationships with local colleges and universities to build your pool of applicants.