

Workforce in Iowa's Creative Corridor

EIHRA

November 11, 2014

Iowa's Creative Corridor



IowaCreativeCorridor.com

Regional Workforce Development Plan Update

- Strategic skills alignment study (completed)
- Building the plan (completed)
- Adoption and endorsement (underway)



Adoption and Endorsement

- Develop coalition charter and purpose (completed)
- Coalition develops strategic plan, action items, metrics (underway)
- Vet resulting plan and action items (to do)



Final Phase

- Develop process for implementation and ownership of action items
- Develop mechanism to document work and resulting metrics/accomplishments
- Work the plan/update plan as progress is made



Goals and Objectives

1. Invest in the region's current and future workforce to grow capacity and align capabilities to meet key Corridor needs.
2. Promote and enhance the region's image as a place to live, work and thrive.
3. Reduce barriers to workforce participation and engagement.



What is a Sector Board Approach

Intentional use of data to inform workforce discussions.

- Partnership with employers and leaders from the industry to direct skills development and credential attainment.
- Address skilled workforce shortages.
- Community College program relevancy to regional employer needs.
- Pathways that clearly articulate stackable credentials leading to certificates, degrees, and diplomas.



Iowa's Creative Corridor Sector Boards

- Information Technology Sector Board
- Advanced Manufacturing Sector Board
- Financial and Customer Service Sector Board
- Transportation Sector Board
- Healthcare Sector Board (planned)



Supplemental Survey '14

- Non-scientific, strategic snapshot
- 50 questions through Survey Monkey
- August 2014 – October 2014



Supplemental Survey '14

- 62 Creative Corridor companies
- 61% interstate commerce
- Company size ranges from 2 to 2,600
- Representing approximately 19,600 jobs in region
- Currently hiring: 804 open positions



Supplemental Survey '14

In the past year, at your facility, how many total new hires?

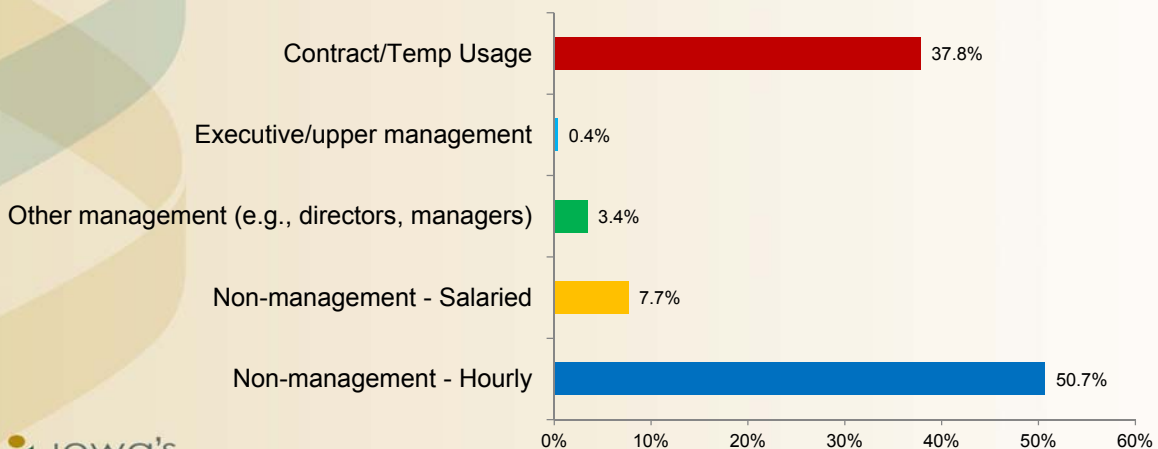
4,200

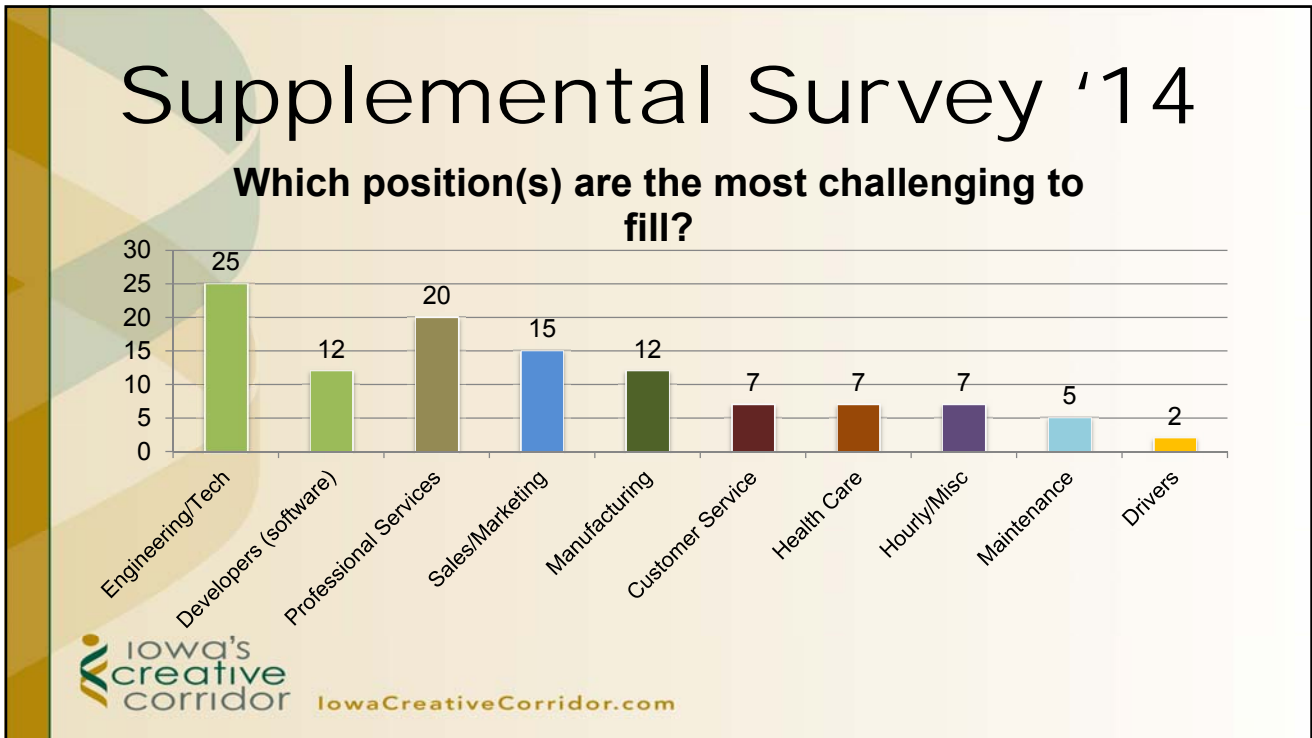
Average was 75



Supplemental Survey '14

In the past year, how many new hires were (percentage shown):





Supplemental Survey '14

Which position(s) are the most challenging to fill? (compared to last year)

- Engineering, tech, software = +12
- Professional = same
- Sales/marketing = +2

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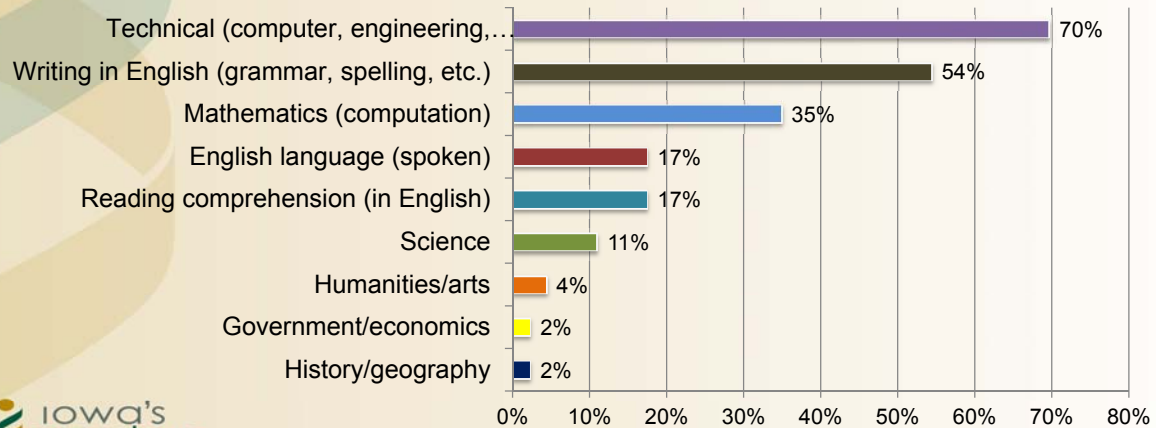
Group Question

- Are you experiencing this increase in temp/ hourly workers?
- Are you experiencing hiring difficulties in the same categories?



Supplemental Survey '14

In general, what basic skills/knowledge gaps do job applicants have in your industry?



Supplemental Survey '14

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(compared to last year)

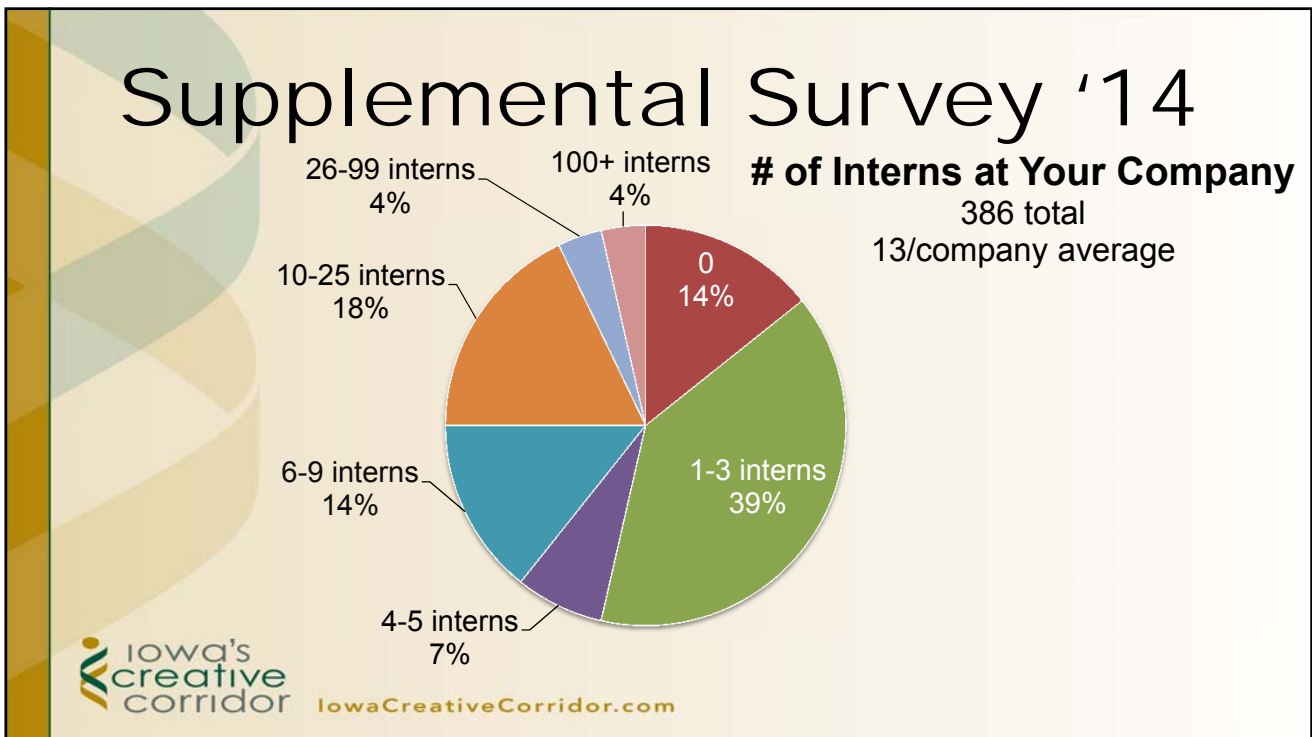
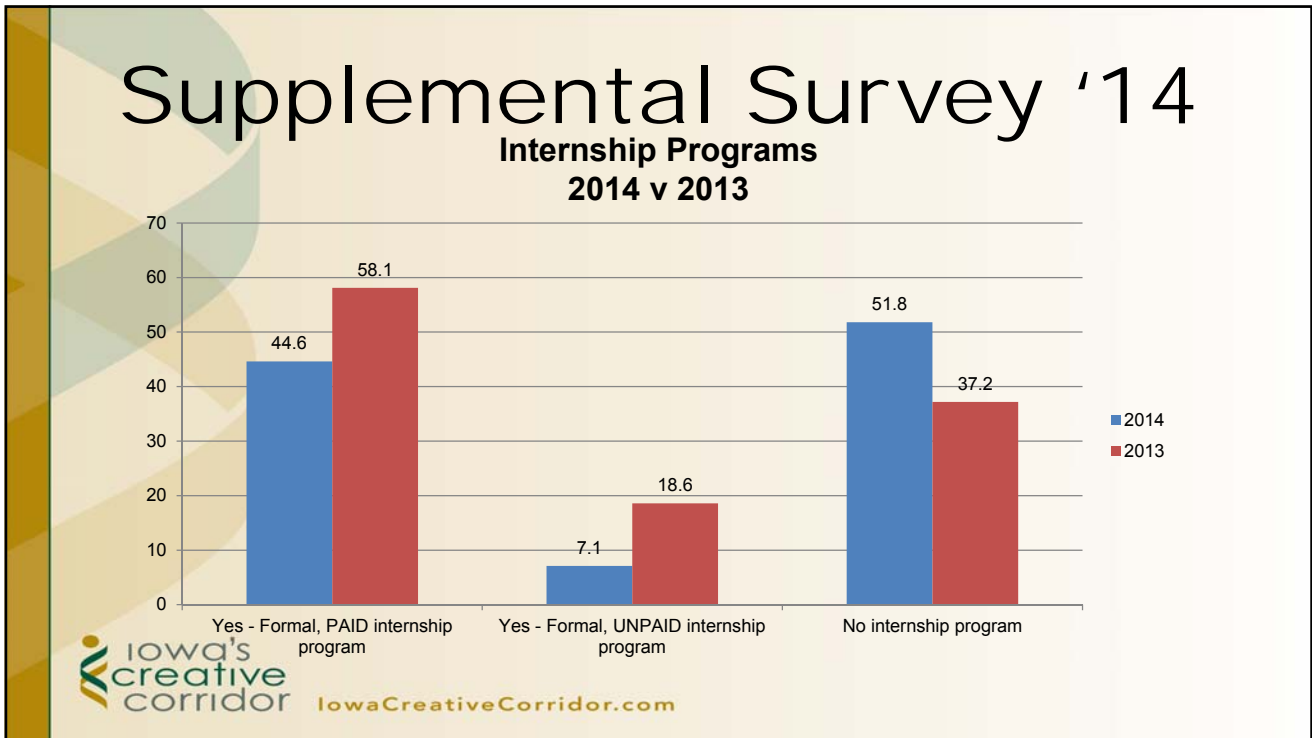
- Slight increase (2%) in technical skills gap
- Top 5 categories the same (last 2 flipped)

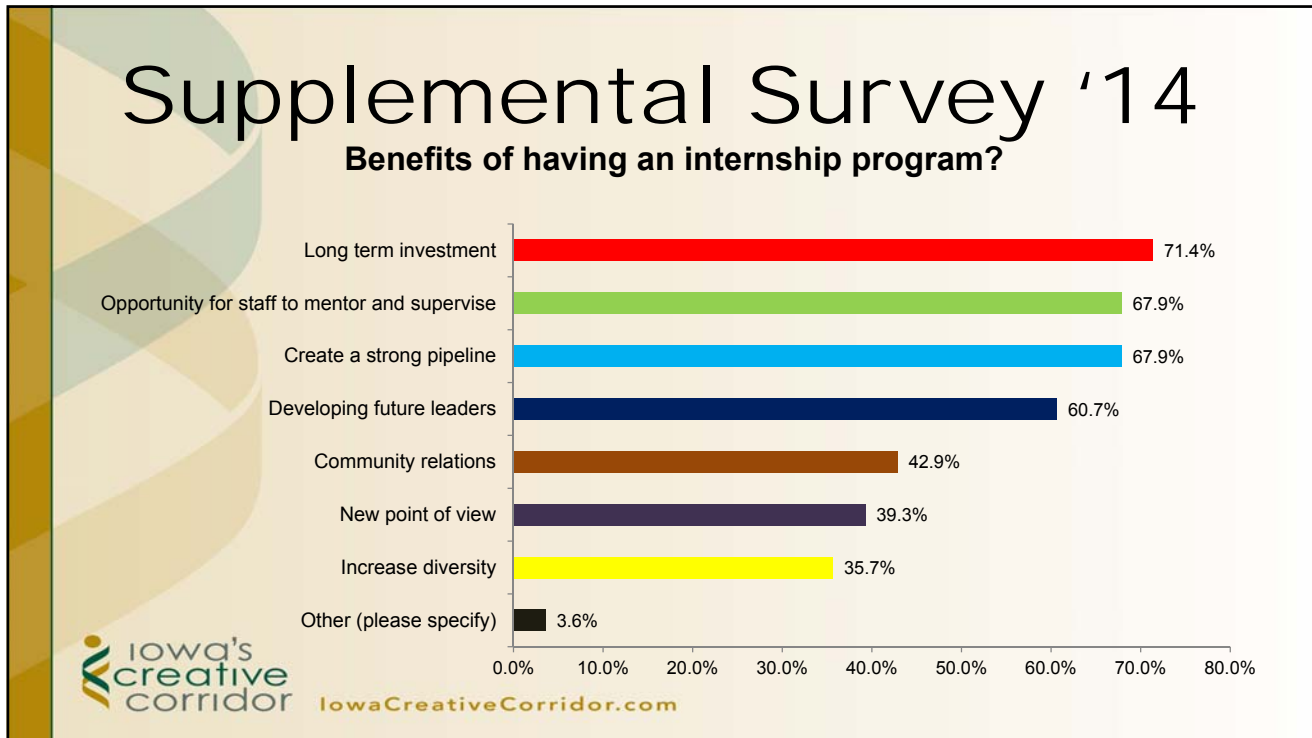


Group Question

- What basic skills/knowledge gaps do job applicants have in your industry?
- How should this region better align education and workforce needs?
- In what ways could regional schools, colleges and universities support your company? What can be introduced or improved?







Supplemental Survey '14

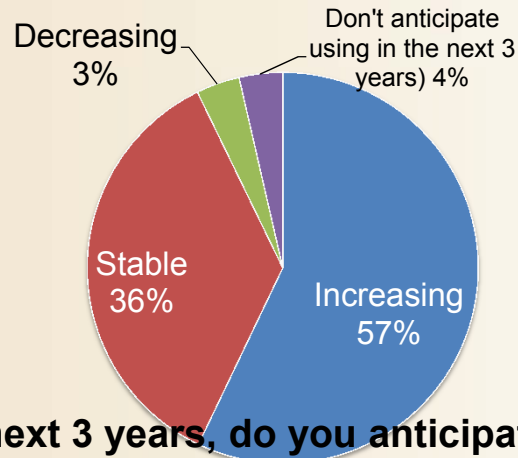
Benefits of having an internship program?

(compared to last year)

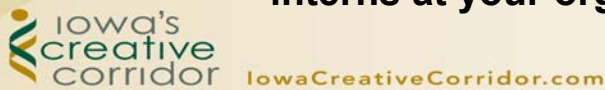
- “Opportunity for staff to mentor” up 46% to 68%
- “Pipeline” drops 82% to 71%
- “Long term investment” up 10%

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Supplemental Survey '14



Over the next 3 years, do you anticipate the use of interns at your organization to be...



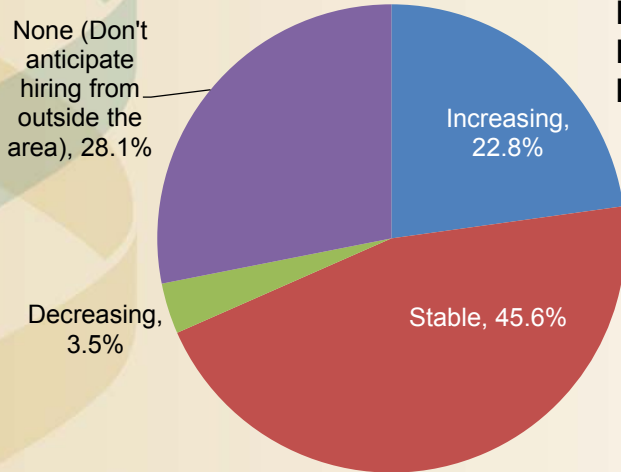
Group Question

- What challenges do you attribute to managing or establishing an internship program?
- How can this region increase the number of students (all levels) and employers participating in internships, job shadowing and other career exploration opportunities?



Supplemental Survey '14

Do you anticipate the % of new hires from OUTSIDE the area will be...



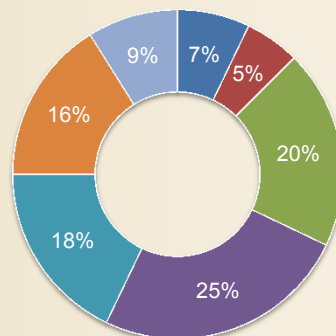
Previous Survey

Increasing	27
Stable	47
Decreasing	2
None	24

Supplemental Survey '14

On a scale of 1-7, how difficult is it to recruit workforce to the area?

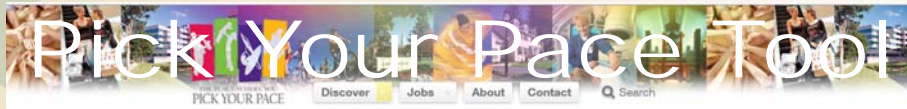
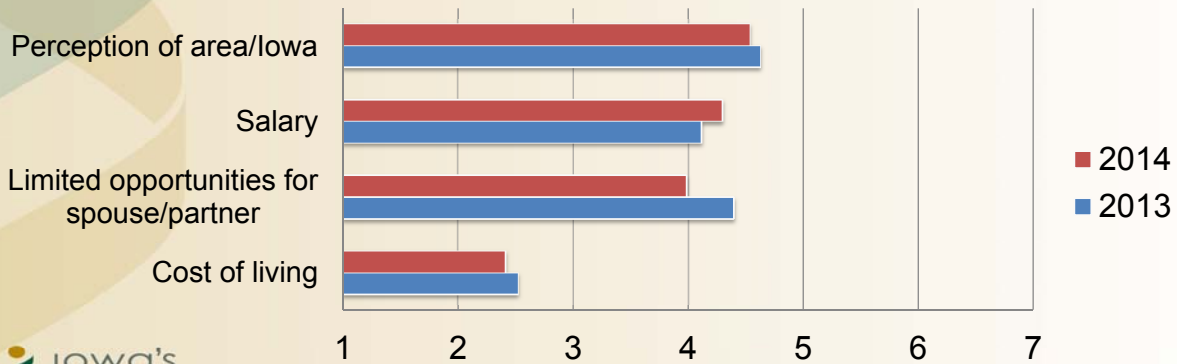
68% rated "difficult" or higher



- 1-Not difficult
- 2
- 3
- 4-Difficult
- 5
- 6
- 7- Very difficult

Supplemental Survey '14

On a scale of 1-7, how challenging are the following factors when attracting talent from OUTSIDE of Iowa's Creative Corridor?

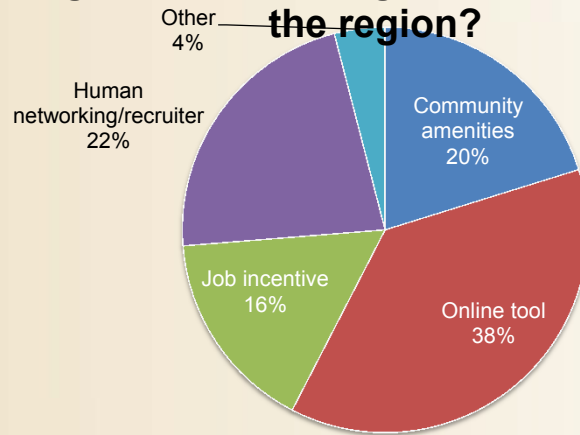


- Website addresses perception and opportunities with videos, customized employer pages and area job links
 - October: 493 users (up 42% thanks to #iowabrag)
 - Bounce rate has improved 70% (people aren't leaving home page)
 - Pageviews up 15%



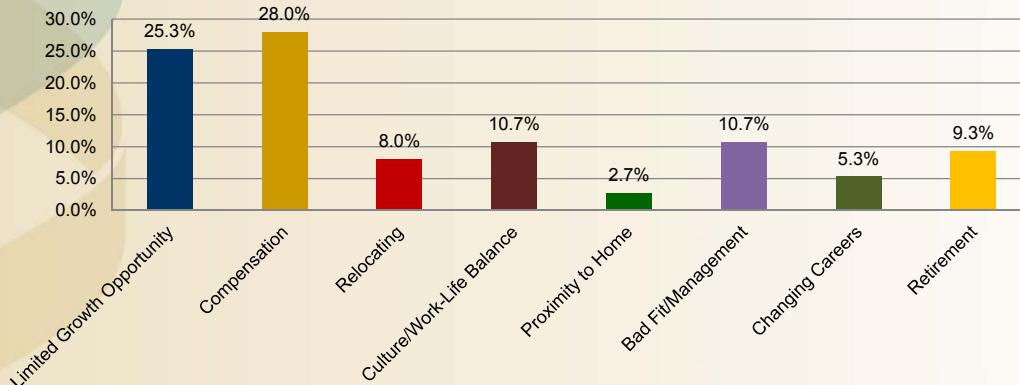
Supplemental Survey '14

What have you found to be your best tools or strategies for attracting talent from OUTSIDE the region?



Supplemental Survey '14

What are the top reasons salaried and management level employees leave your company?



Group Question

- What challenges do you see in employee recruitment and retention?
- What resources do you need to enhance workforce recruitment and retention?



Supplemental Survey '14

Do you recruit members of the military who are transitioning to civilian work?

2013: YES 53.3% NO 46.7%

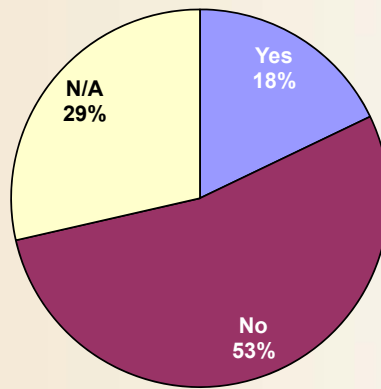
2014: YES 40.7% NO 59.3%

- Current employees who are veterans: **194**



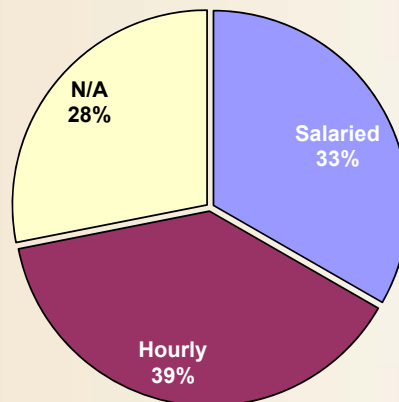
Supplemental Survey '14

In your experience, do you find it more challenging to retain diverse employees?



Supplemental Survey '14

Are a majority of your diverse employees...



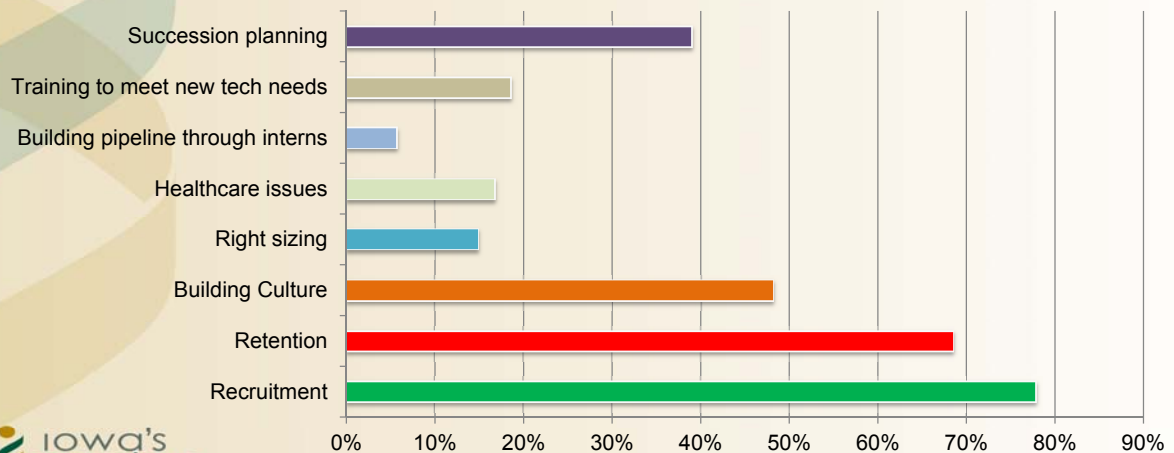
Group Question

- What more can be done to foster diversity and inclusion in the Creative Corridor region and recognize employers for their efforts?



Supplemental Survey '14

Over the next 12 months, what are your top workforce priorities?



Q&A

- Kim Becicka, Kirkwood Community College
- Dennis Jordan, CR Metro Economic Alliance
- Mark Nolte, ICAD Group
- DaLayne Williamson, ICAD Group



Thank you

- Online resources:
 - iowascreativecorridor.com/skillsreport/
 - pickyourpace.com & iowabrag.com
 - iowascreativecorridor.com/workforce/
 - cricjobrush.com
- Please call ICAD Group or the CR Metro Economic Alliance for more information

