

Workforce in Iowa's Creative Corridor

University of Iowa

January 2014

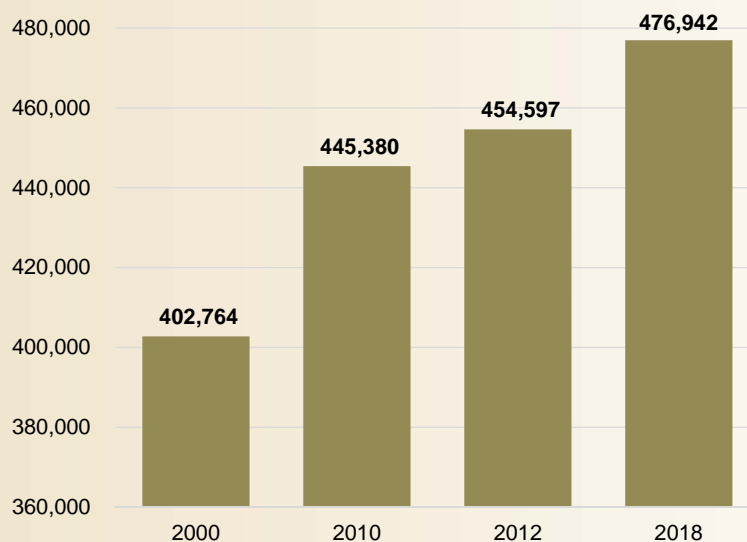
Strategic Skills Study Purpose

- Gain a greater understanding of the workforce characteristic and needs of key industry clusters
- Better assist industry clusters, existing regional businesses and prospective businesses in those clusters.
 - Who is assisting? We all are: educational institutions, economic development organizations, and employers

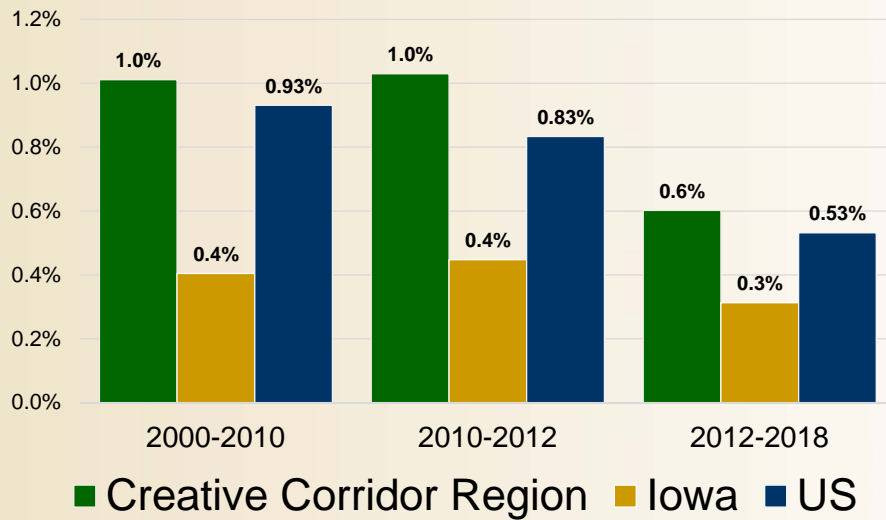
Regional Data and Industry Clusters

- Data is informed through numerous sources and report publications produced on a state and regional level.
- *Clusters Employment and Staffing Pattern Summary* identifies the region's targeted industry clusters, occupational details, and career ladders supporting these clusters.
- Today's presentation also includes locally sourced data in our Synchronist Supplemental HR Survey

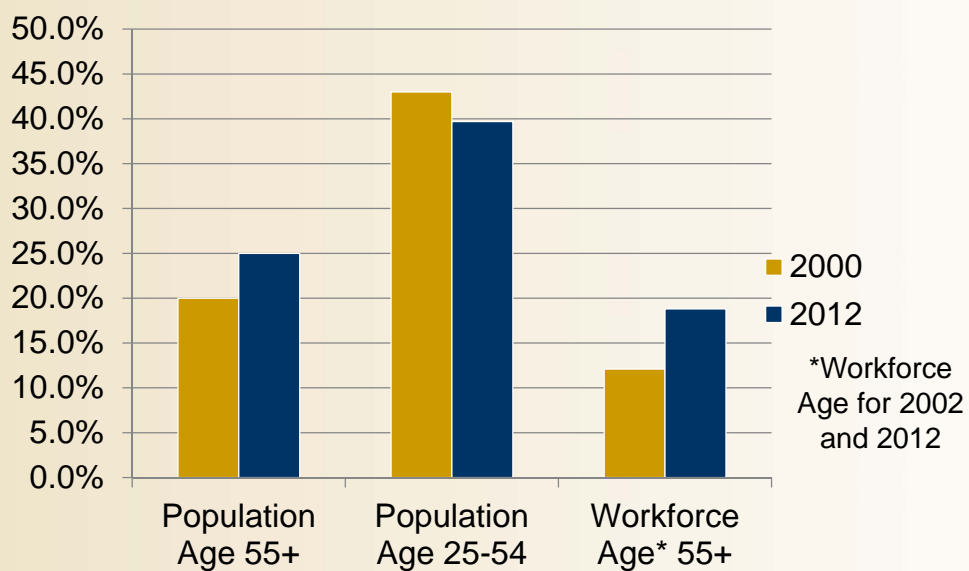
Total Population

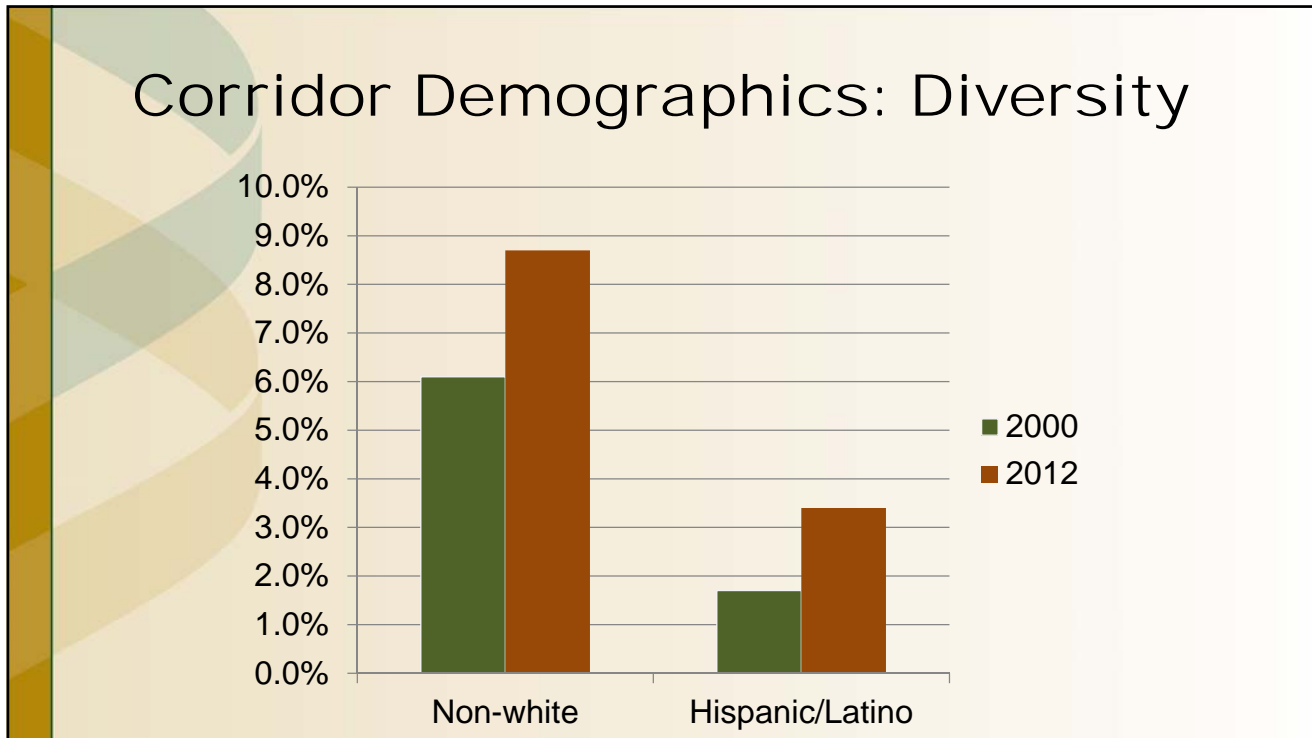


Compounded Annual Growth Rate



Corridor Demographics: Aging Workforce



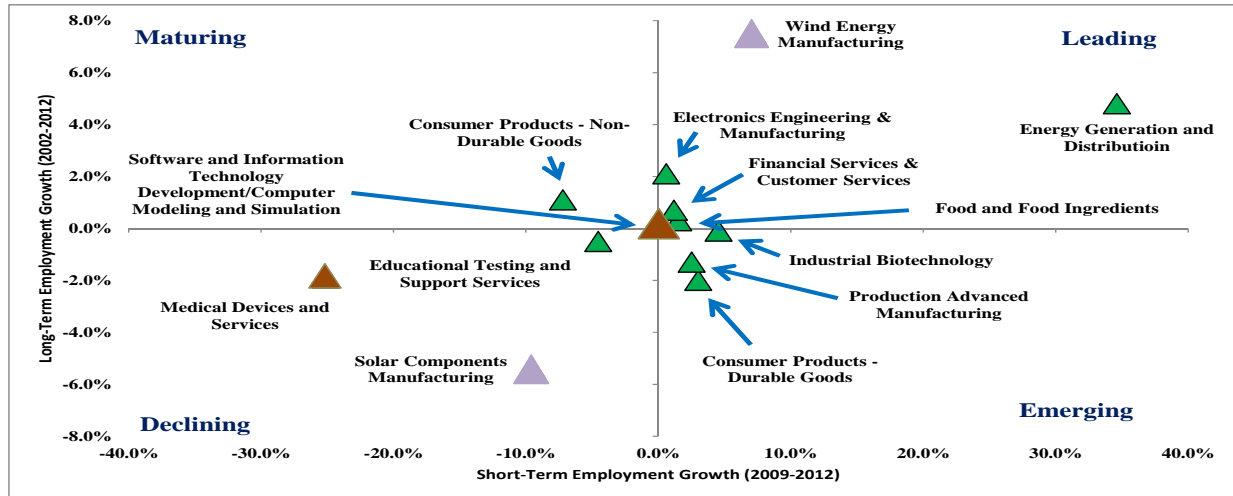


Corridor Alliance Industry Clusters

Corridor Alliance Industry Clusters	LQ	CAGR ('02-'12)	2012 EE
Consumer Products - Durable Goods	18.27	-2.0%	1,979
Consumer Products - Non-Durable Goods	8.26	1.1%	2,084
Electronics Engineering and Manufacturing	3.52	2.1%	11,095
Food and Food Ingredients	3.21	0.3%	2,484
Educational Testing and Support Services	2.5	-0.5%	7,663
Industrial Biotechnology	2.4	-0.1%	1,767
Energy Generation and Distribution	2.38	4.8%	1,108
Financial Services and Customer Services	1.96	0.7%	11,570
Production Advanced Manufacturing	1.83	-1.3%	4,221
Renewable Energy & Sustainable Technology Products - Wind Manufacturing	1.38	8.7%	1,397
Renewable Energy & Sustainable Technology Products - Solar Components Manufacturing	1.07	-5.4%	932
Software and Information Technology Development/Computer Modeling and Simulation	0.89	0.1%	5,524
Medical Devices and Services	0.29	-1.9%	424
Total Employment in the 13 clusters			52,248

LQ = Location Quotient
 CAGR = Compounded Annual Growth Rate (2002-2012)
 EE = Estimated Employment

Growth Quadrant Positions of Industry Clusters



Green = LQ > 1.5
Purple = LQ > 1.0; LQ < 1.5
Brown = LQ < 1.0

Industry Clusters

Foundational:*

- Durable Goods
- Educational Testing and Support Services
- Electronics Engineering and Manufacturing
- Non-Durable Goods
- Production Advanced Manufacturing

*Large percentage of the region's workforce and relative stable growth

Emerging or Growing:**

- Financial Services and Customer Services
- Food and Food Ingredients
- Industrial Biotechnology
- Medical Devices and Services
- Software and IT Development/Computer Modeling and Simulation

** Strong compounded annual growth

Priority Industry Clusters

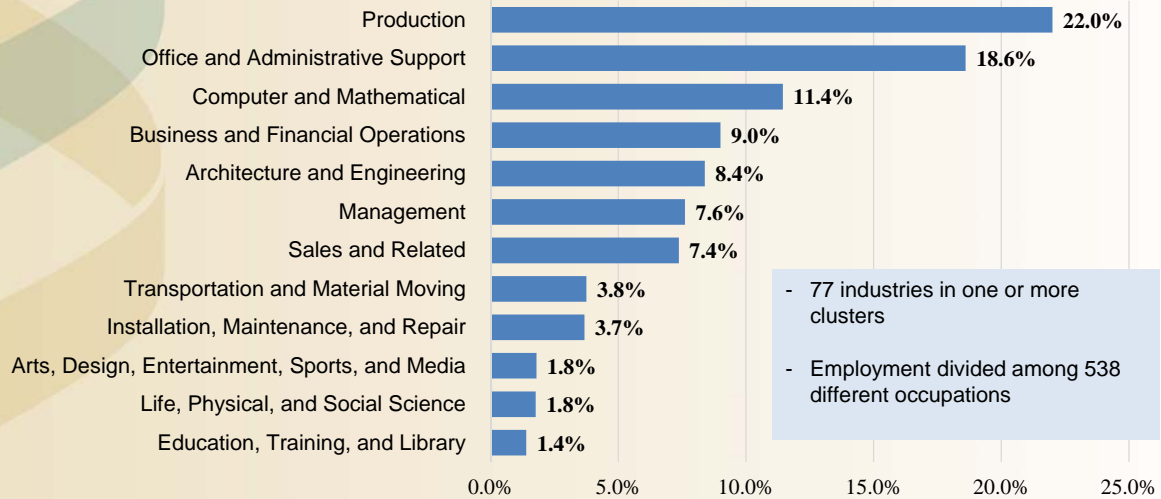
- Financial Services and Customer Service
- Electronics Engineering and Manufacturing
- Software and Information Technology Development/Computer Modeling and Simulations

Criteria for Priority Industry Cluster

- Existing regional employers in these sectors show new product development and innovation ahead of national trends
- Alignment with educational offerings and an established pipeline for graduates in these disciplines
- Input from regional economic development organizations and project inquiries
- Research on forecasted industry growth trends conducted by MBA students at the University of Iowa

Cross-Cluster Staffing Patterns

Percent of Total Employment Across All Clusters

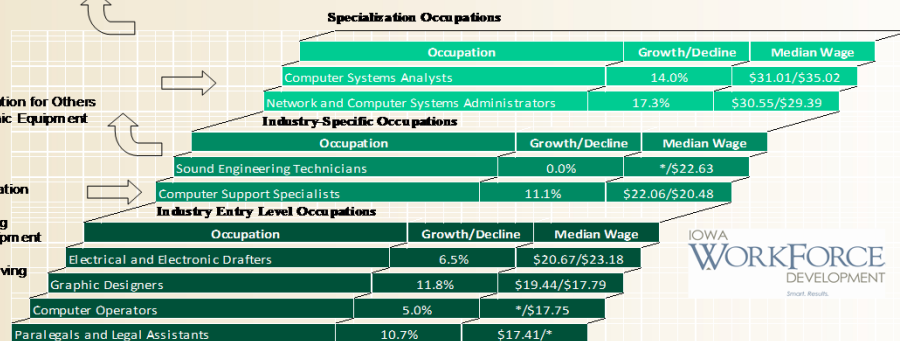


Sample Career Ladder – Software and Info Tech Development/ Computer Modeling and Simulation Cluster

Target Occupations	2012-2016 Projected Employment Growth	2012 Regional/Statewide Median Wage
Computer and Information Systems Managers	10.0%	\$48.53/\$50.60
Computer Software Engineers, Applications	10.2%	\$31.94/\$34.98
Database Administrators	16.7%	\$30.41/\$35.11
Computer Programmers	-1.0%	\$29.23/\$31.50

Education and Skills Needed for Advancement to Next Level

- Mathematics
 - Personnel and Human Resources
 - Coaching and Developing Others
 - Resolving Conflicts and Negotiating with Others
 - Staffing Organizational Units
-
- Design
 - Mathematics
 - Interacting with Computers
 - Interpreting the Meaning of Information for Others
 - Repairing and Maintaining Electronic Equipment
-
- Post-Secondary Degree or Certification
 - Mechanical
 - Drafting, Laying Out, and Specifying Technical Devices, Parts, and Equipment
 - Interacting with Computers
 - Making Decisions and Problem Solving



The Meaning – Regional Workforce Challenges

- Phase I:
 - Distribute research results and gather input on research and workforce issues
 - Formulate themes, inputs, processes to establish framework for the Regional Workforce Development Strategic Plan
- Focus Groups
 - Community Based Organizations
 - Corridor Alliance
 - Corridor Human Resources Advisory Network
 - Customer Service/Call Center Industry
 - Electronic Systems Industry
 - Higher Education Connections Group
 - Iowa, Jones, and Washington County Employer Groups
 - Advanced Manufacturing Industry Group
 - Finance and Insurance Industry
 - Millenials/GenY
 - Regional Workforce Investment Board
 - STEM Board
 - Information Technology Industry
 - Unemployed and Underemployed Group

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Regional Workforce Critical Themes

Areas of critical shortages

- Entry level positions across industry sectors
- Middle skill jobs particularly in manufacturing and transportation
- High skill jobs in Information Technology, Engineering, and Electronics Manufacturing

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Regional Workforce Critical Themes

Fast Growing Occupations		Occupations With Most Annual Openings	
Truck Drivers	2,705	Truck Drivers	465
Registered Nurses	1,365	Cashiers	335
Cust. Service Representatives	1,150	Waiters and Waitresses	305
Office clerks, General	925	Retail Salespersons	290
Food Prep and Serving Workers	855	Customer Service Representatives	260
Retail Salespersons	780	Registered Nurses	240
Elementary School Teachers	715	Food Pre and Serving Workers	175
Team Assemblers	650	Office Clerks. General	175
Home Health Aides	640	Elementary School Teachers	165
Computer Software Engineers	555	Child Care Workers	150
		Team Assemblers	150

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Regional Workforce Critical Themes

A need for greater flexibility and innovation

- Current hiring models and practices are cumbersome
- Entry level positions offer wages that require work supports to make the job financially viable for low-income individuals
- Culture of the organization

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Regional Workforce Critical Themes

A need to increase interaction and collaboration

- More emphasis on career services and career exploration for students
- Acquiring college interns is time consuming and the quality of graduates in some degree areas is lacking
- Expanded career services and more investment in placement services with regional employers

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Regional Workforce Critical Themes

A need to market the region and the opportunities it has to offer

- Lack of available labor
- Challenge with retention
- Increase diversity

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Regional Workforce Critical Themes

A need to enhance the basic foundational skills of the region's workforce

- Quality of applicants is a challenge
- Lack of basic skills, work readiness, ability to pass drug screening and background checks are more prevalent in applicant pools
- Entry level positions today require more advanced skills sets than they did two years ago

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Regional Workforce Critical Themes

A need to better prepare students for success in their careers and in the workforce

- Employers need to get in front of students at a younger age
- Linkages to assist faculty, advisors, counselors, and education staff understand the region's industry, job opportunities, skills needed, and wage rates
- The recession is accelerating the shift to jobs that require post-secondary education/training

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Regional Workforce Critical Themes Current Landscape of the “Available Workforce”

– 6,100 Members IowaWORKS

- 47% lack digital literacy skills
- 11% do not have a GED
- 53% have a HS Diploma
- 26% have some college
- 10% have a college degree

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Supplemental Survey '13

- Non-scientific, strategic snapshot
- 43 companies
- July 2013 – October 2013
- Represents 9,037 jobs in 7 county region
- Currently hiring: 980 positions (includes an outlier of 671)

 Iowa's
creative
corridor IowaCreativeCorridor.com

Supplemental Survey '13

Acciona Windpower

Alliant Energy

Apache

CarePro Health Services

Centro, Inc.

CIPCO

Civco medical solutions

CompleWare Corporation

Economy Advertising Company

ESP International

Frontier Natural Products

GDIT

GEICO

IDx LLC

Infinity Contact

Innovative Software Engineering

Iowa Bridge & Culvert, LC

IowaWORKS

Leepfrog

MediRevv

Mercer

Mercy Hospital



Supplemental Survey '13

Metro Wire and Cable

Midamar Corporation

Midwest Metal Products

MidWestOne Bank

Mount Mercy University

MSI Mold Builders

NIS, Inc.

Nordstrom

Procter & Gamble/Oral B

Procter & Gamble Beauty Plant

Riverside Casino & Golf Resort

Robert Half Technology

SDW Consulting

Sedgwick CMS

Skyworks Solutions, Inc.

Stamats Communications, Inc.

TrueNorth

United Fire Group

University of Iowa Foundation

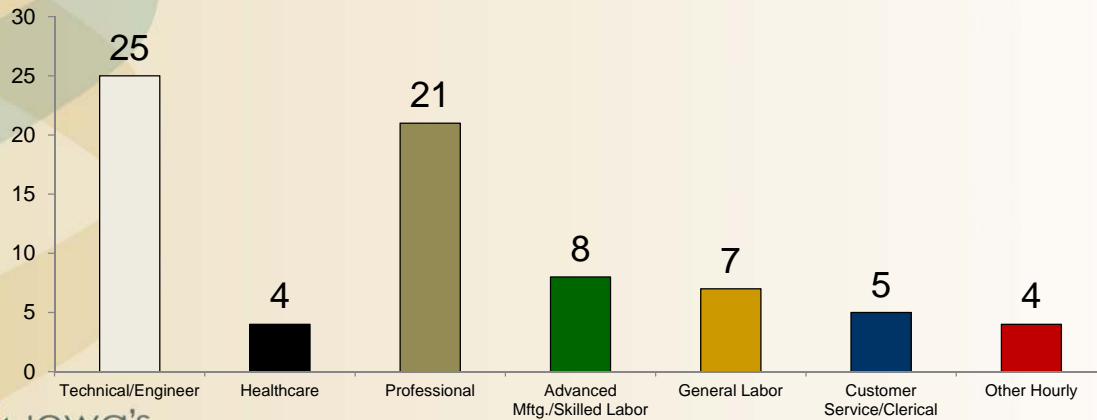
WCHC

West Music Company



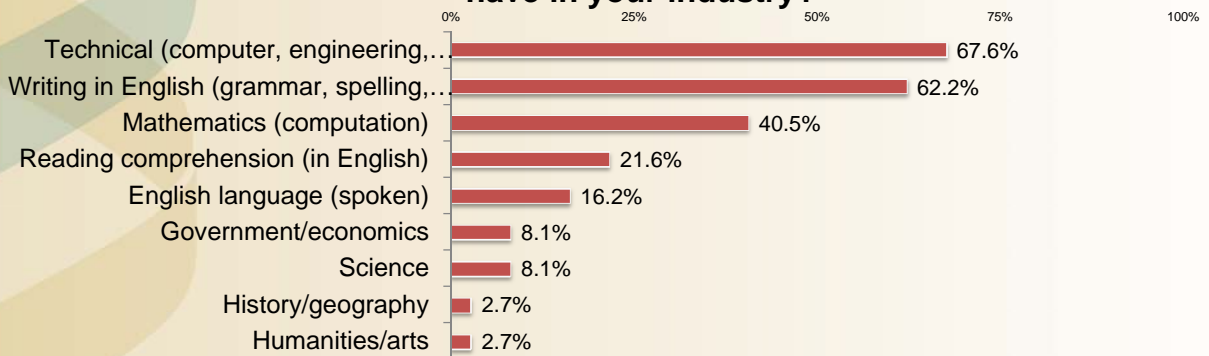
Supplemental Survey '13

Which position(s) are you currently having the biggest difficulty hiring (enter up to five job titles or classifications)?



Supplemental Survey '13

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

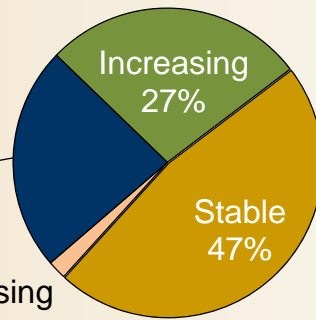


Supplemental Survey '13

For all facilities in the Corridor, do you anticipate the % of new hires from OUTSIDE the area will be

None (Don't anticipate hiring from outside the area) 24%

Decreasing 2%



Previous Survey

Increasing	17.9
Stable	64.1
Decreasing	0
None	17.9

Supplemental Survey '13

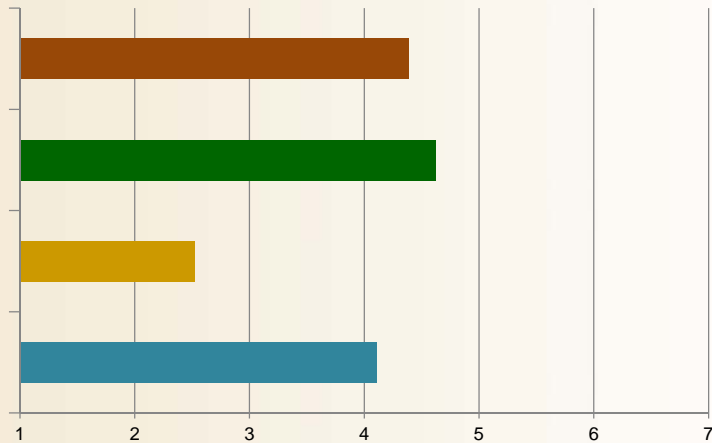
On a scale of 1-7, how challenging are the following factors when attracting talent from OUTSIDE of Iowa's Creative Corridor?

Limited opportunities for spouse/partner

Perception of area/Iowa

Cost of living

Salary





- Website addresses perception and opportunities with videos, customized employer pages and area job links
 - 4Q stats: 1,106 unique visitors
 - 4Q: 81% new visitors
 - 4Q: 1:48 is average time on site



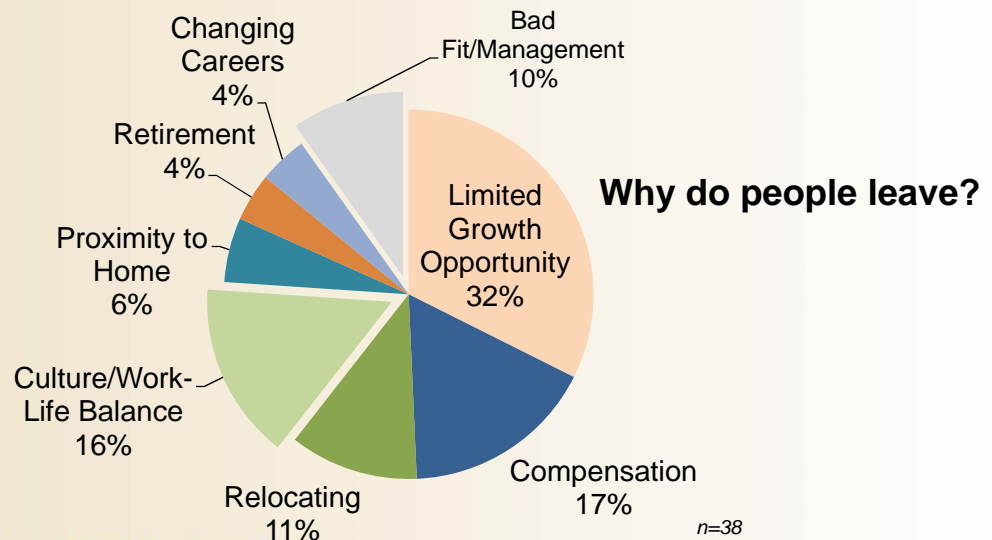
Supplemental Survey '13

Within your Corridor facilities, do you recruit members of the military who are transitioning to civilian work? **YES: 53.3** **NO: 46.7**

- Johnson County ranked 7th for veterans to find civilian employment
- Resources and tools available at www.TheValueofaVeteran.com



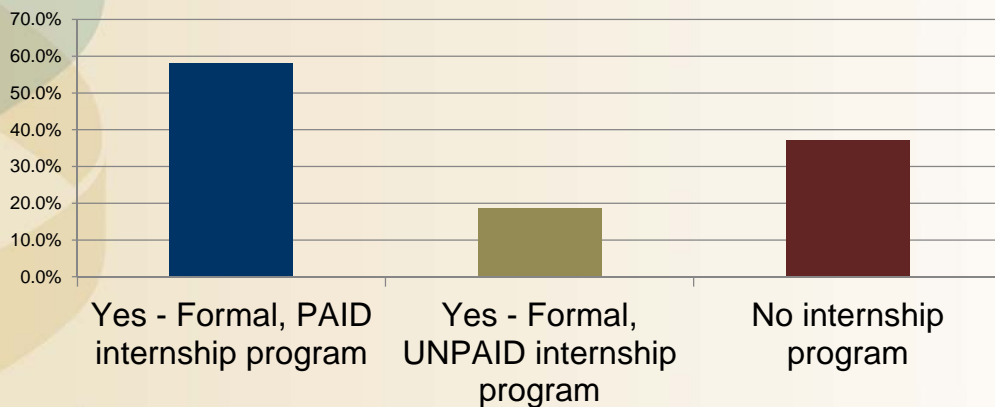
Supplemental Survey '13



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Supplemental Survey '13

Internship Programs

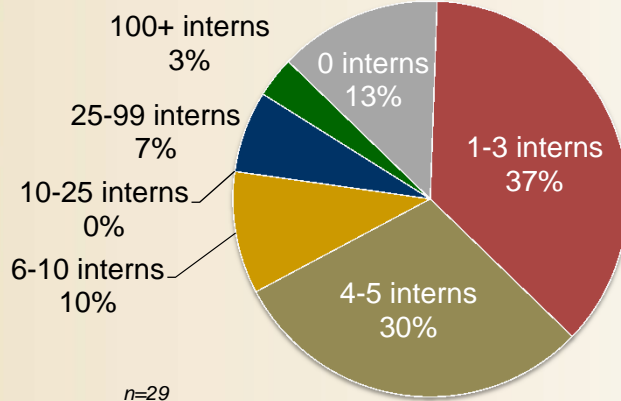


IowaCreativeCorridor.com

Supplemental Survey '13

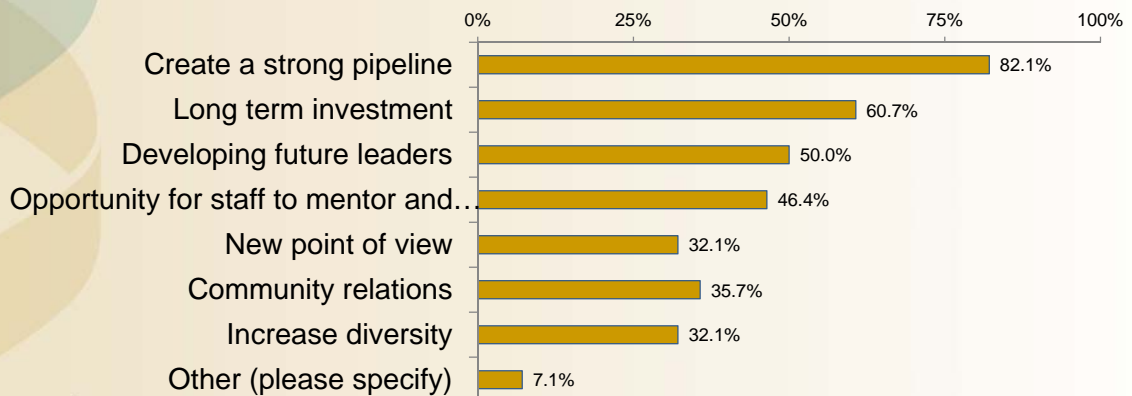
of Interns on Staff Last

Year



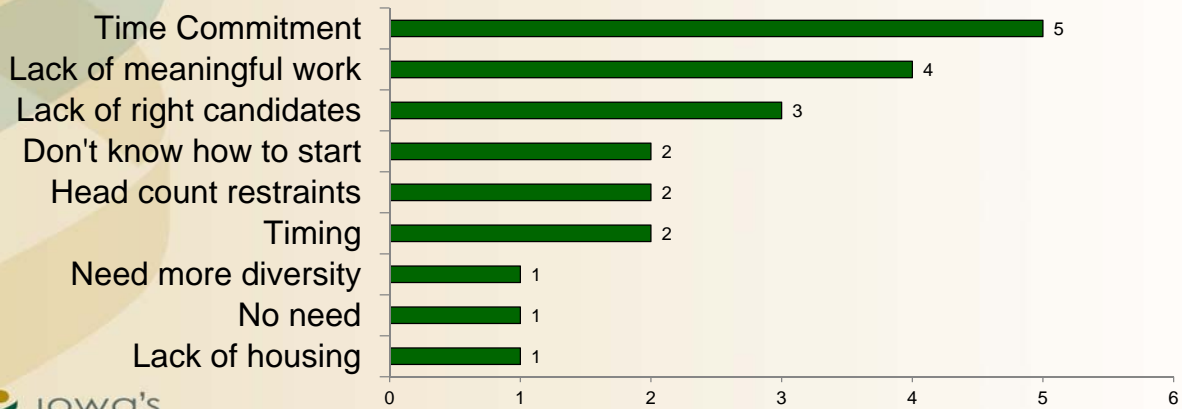
Supplemental Survey '13

Benefits of Internship Program



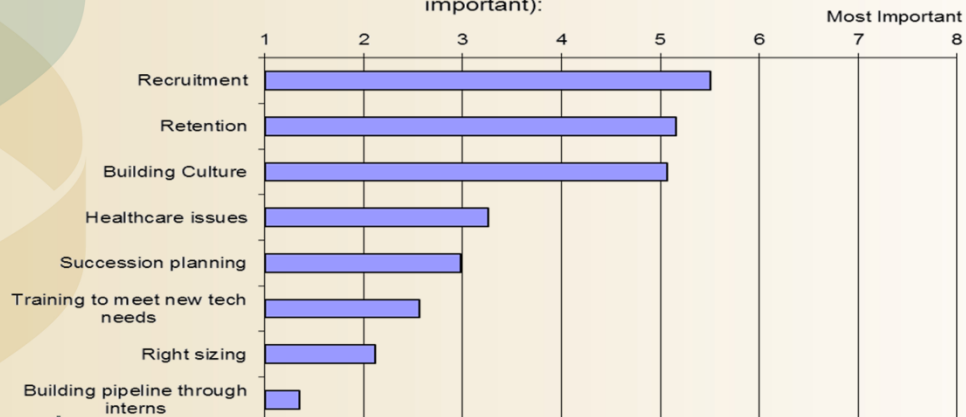
Supplemental Survey '13

What challenges do you attribute to managing or establishing an internship program?



Supplemental Survey '13

Over the next 12 months, what will you be focusing on most in regards to your workforce? Please rank the following items 1 to 8 (eight being most important):



The Meaning – Regional Workforce Phase II:

- Form Workforce Development Coalition
- Develop Coalition Charter and Purpose
- Coalition develops strategic plan, action items, metrics
- Vet resulting plan and action items

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The Meaning – Regional Workforce Phase III:

- Develop process for implementation and ownership of action items and mechanism to document work and resulting metrics/accomplishment
- Work the Plan
- Update the Plan as progress is made

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Thank you

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

