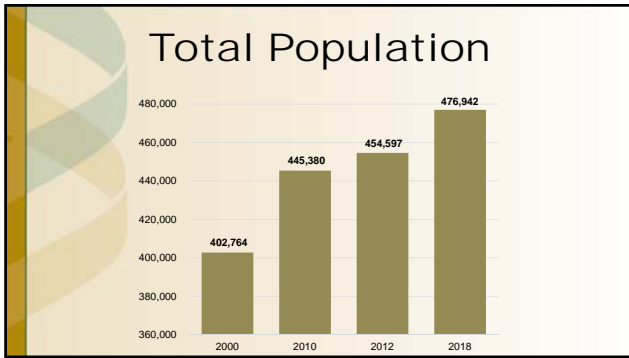
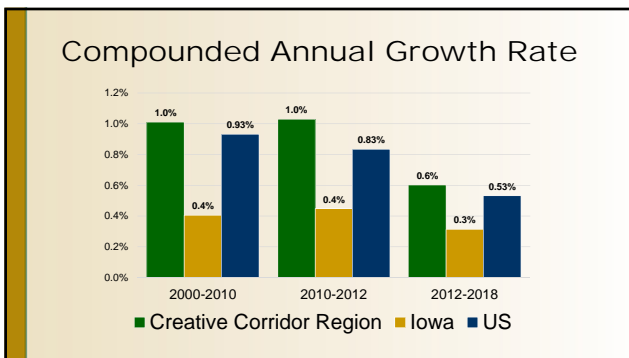


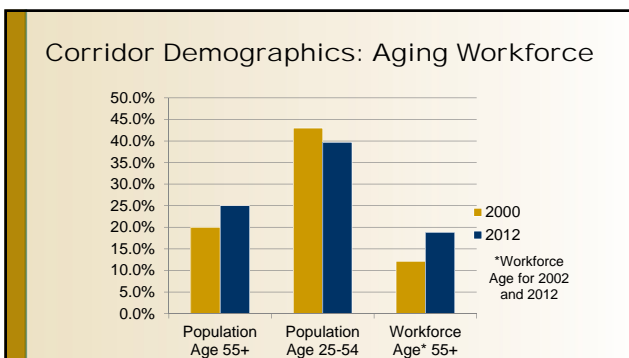
Workforce in Iowa's
Creative Corridor
University of Iowa
January 2014

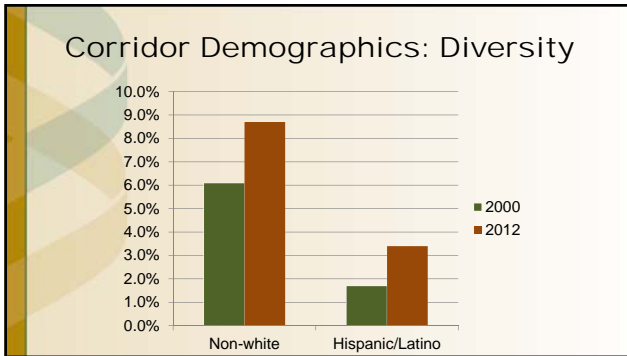
- Strategic Skills Study Purpose
- Gain a greater understanding of the workforce characteristic and needs of key industry clusters
 - Better assist industry clusters, existing regional businesses and prospective businesses in those clusters.
 - Who is assisting? We all are: educational institutions,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





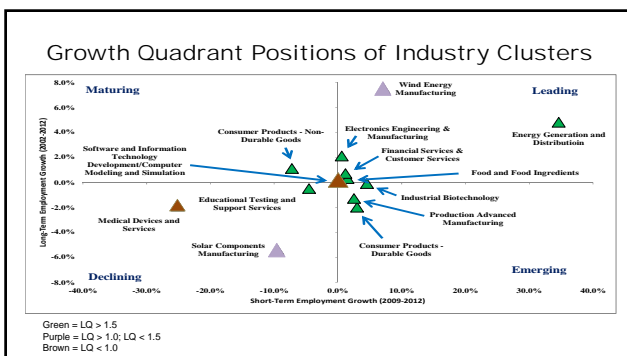




Corridor Alliance Industry Clusters

Corridor Alliance Industry Clusters	LQ	CAGR (02-12)	2012 EE
Consumer Products - Durable Goods	18.27	-2.9%	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	4.5%	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



Industry Clusters

<p><u>Foundational:</u>*</p> <ul style="list-style-type: none">- Durable Goods- Educational Testing and Support Services- Electronics Engineering and Manufacturing- Non-Durable Goods- Production Advanced Manufacturing	<p><u>Emerging or Growing:</u>**</p> <ul style="list-style-type: none">- Financial Services and Customer Services- Food and Food Ingredients- Industrial Biotechnology- Medical Devices and Services- Software and IT Development/Computer Modeling and Simulation
---	--

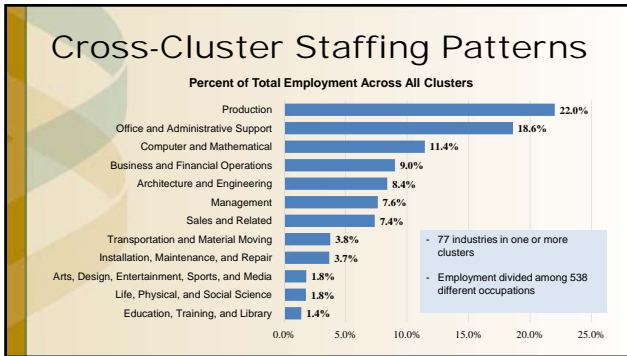
*Large percentage of the region's workforce and relative stable growth ** Strong compounded annual growth

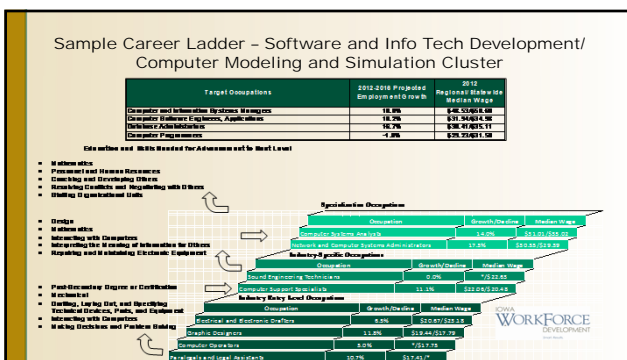
Priority Industry Clusters

- 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





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
 - Millennials/GenY
 - Regional Workforce Investment Board
 - STEM Board
 - Information Technology Industry
 - Unemployed and Underemployed Group

www.kirkwood.edu

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

www.kirkwood.edu

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

www.kirkwood.edu

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

www.kirkwood.edu

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

www.kirkwood.edu

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

www.kirkwood.edu

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

www.kirkwood.edu

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

www.kirkwood.edu

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

www.kirkwood.edu

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

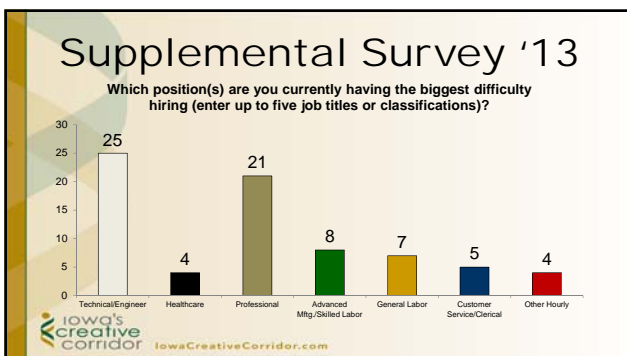
Acciona Windpower	GDIT
Alliant Energy	GEICO
Apache	IDx LLC
CarePro Health Services	Infinity Contact
Centro, Inc.	Innovative Software Engineering
CIPCO	Iowa Bridge & Culvert, LC
Civco medical solutions	IowaWORKS
CompleWare Corporation	Leapfrog
Economy Advertising Company	MediRevv
ESP International	Mercer
Frontier Natural Products	Mercy Hospital

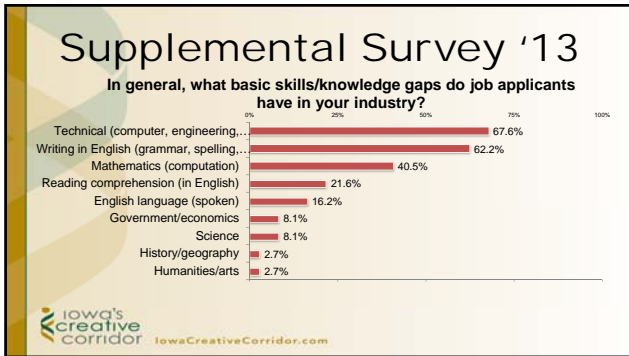
 IowaCreativeCorridor.com

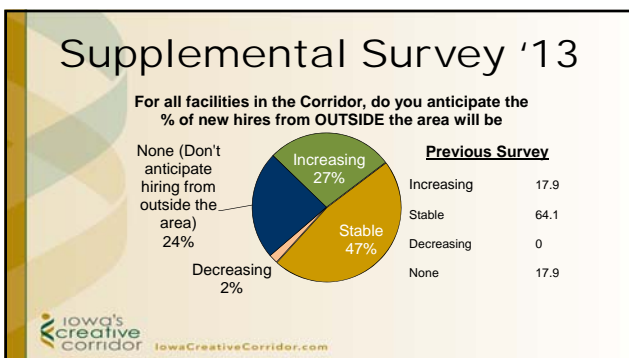
Supplemental Survey '13

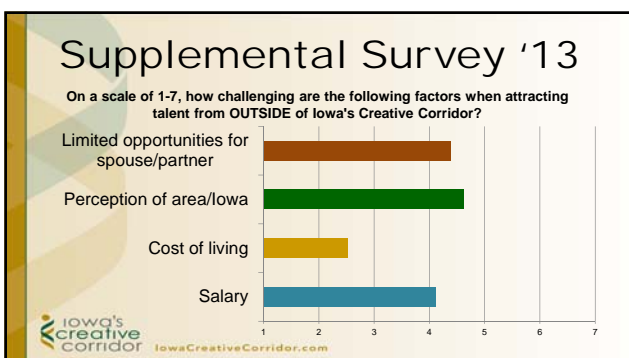
Metro Wire and Cable	Riverside Casino & Golf Resort
Midamar Corporation	Robert Half Technology
Midwest Metal Products	SDW Consulting
MidWestOne Bank	Sedgwick CMS
Mount Mercy University	Skyworks Solutions, Inc.
MSI Mold Builders	Stamats Communications, Inc.
NIS, Inc.	TrueNorth
Nordstrom	United Fire Group
Procter & Gamble/Oral B	University of Iowa Foundation
Procter & Gamble Beauty Plant	WCHC
	West Music Company

 IowaCreativeCorridor.com









Pick Your Pace Too

- 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




Iowa's creative corridor
IowaCreativeCorridor.com

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**

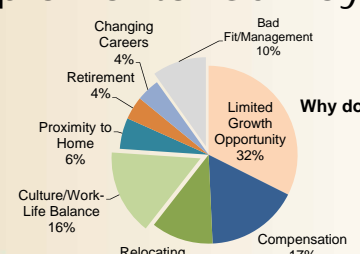
- Johnson County ranked 7th for veterans to find civilian employment
- Resources and tools available at www.TheValueofaVeteran.com




Iowa's creative corridor
IowaCreativeCorridor.com

Supplemental Survey '13

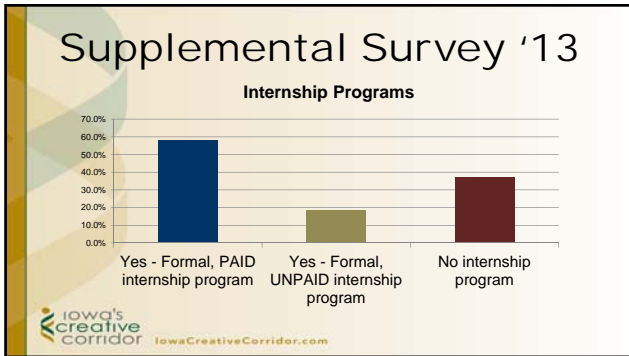
Why do people leave?

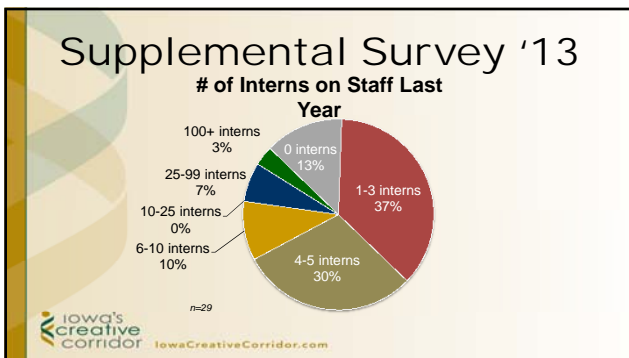


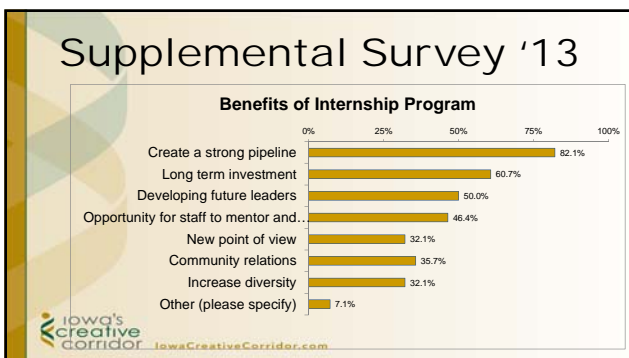
Reason	Percentage
Limited Growth Opportunity	32%
Compensation	17%
Relocating	11%
Culture/Work-Life Balance	16%
Proximity to Home	6%
Retirement	4%
Changing Careers	4%
Bad Fit/Management	10%



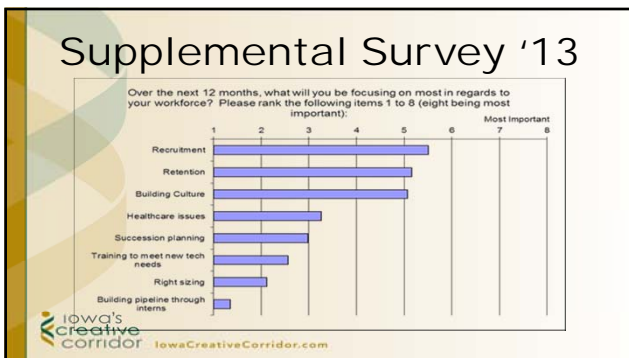
Iowa's creative corridor
IowaCreativeCorridor.com











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

www.kirkwood.edu

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

www.kirkwood.edu

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