

**TALENT ATTRACTION**

**RETENTION**

**WORKFORCE  
COMMITTEES &  
COALITIONS**

**RESOURCES**

# WORKFORCE SOLUTIONS GUIDE



**IOWA CITY AREA  
Business  
Partnership**

**IOWA CITY  
AREA DEVELOPMENT**

DESIGNING OUR FUTURE

2022



# ICR WORKFORCE SOLUTIONS

The local Iowa City -Cedar Rapids (ICR) area has struggled, alongside the nation, with retaining our workforce over the past year. This guide explores the talent attraction and retention, workforce committees and coalition, the workforce pipeline, and resources for employers and workers.



IOWA CITY AREA BUSINESS PARTNERSHIP

[WWW.IOWACITYAREA.COM](http://WWW.IOWACITYAREA.COM)

319.337.9637



# TALENT ATTRACTION AND RETENTION

## ICR Talent Hub



The ICR Talent Hub is a hub of professional candidates seeking opportunities in Iowa City-Cedar Rapids. Candidates are identified through targeted marketing campaigns and then engaged through personal outreach to help persuade them to look at opportunities in the region. Lists are shared bi-weekly with employers who invest \$1,000 or more annually in the Cedar Rapids Metro Economic Alliance or the Iowa City Area Development Group.

**Contact:** Tom Banta at [tbanta@icadgroup.com](mailto:tbanta@icadgroup.com)

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## Popular Job Boards

- [CorridorCareers.com](http://CorridorCareers.com)
- [IowaWORKS.gov](http://IowaWORKS.gov)
- [Indeed.com](http://Indeed.com)



## Career Fairs

Many career fairs are held annually by local organizations and schools including:

- Corridor Career Fair: Liz Kennedy, [liz@kennedy@thegazeete.com](mailto:liz@kennedy@thegazeete.com)
- Annual Youth Job Fair: Kate Pine, [katherine.pine@iwd.iowa.gov](mailto:katherine.pine@iwd.iowa.gov)
- Month Re-Connect: Careers and Conversation Employer Panels: Kate Pine, [katherine.pine@iwd.iowa.gov](mailto:katherine.pine@iwd.iowa.gov)
- Kirkwood Career Fair: Danielle Ebaugh, [danielle.ebaugh@kirkwood.edu](mailto:danielle.ebaugh@kirkwood.edu)
- University of Iowa Career Fairs: Allan Boettger, Pomerantz Career Center, [allan-boettger@uiowa.edu](mailto:allan-boettger@uiowa.edu)
- Weekly Job Focus Group: Melissa Silver, [melissa.copeland-silver@iowa.gov](mailto:melissa.copeland-silver@iowa.gov)

## Staffing Agencies

Click [here](#) to see a full list of staffing agencies in the ICR area.

### IowaWORKS



Iowa Workforce Development offers a variety of services to benefit employers, including recruitment assistance, Registered Apprenticeships & Future Ready Iowa, tax credits to hire new employees and outreach to under-represented populations. Their programs include:

- Job Postings at [IowaWORKS.gov](http://IowaWORKS.gov)
- Hiring Veterans at [HomeBaseIowa.gov](http://HomeBaseIowa.gov). Contact: Mace Huffman, [mace.huffman@iwd.iowa.gov](mailto:mace.huffman@iwd.iowa.gov)
- Registered Apprenticeships at [EarnandLearnIowa.gov](http://EarnandLearnIowa.gov)
- Future Ready Iowa at [FutureReadyIowa.gov](http://FutureReadyIowa.gov)

Employer Incentives: [www.iowaworkforcedevelopment.gov/employer-incentives](http://www.iowaworkforcedevelopment.gov/employer-incentives)

**Contact:** Kate Pine at [katherine.pine@iwd.iowa.gov](mailto:katherine.pine@iwd.iowa.gov) 319.423.5779

**Website:** [www.iowaworkforcedevelopment.gov](http://www.iowaworkforcedevelopment.gov)

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### Kirkwood Community College

Kirkwood Community College can offer access to students completing certifications and 2-year degrees in pathways that are critical to your company. They also offer customized training to meet the needs of ICR employers.

**Contact:** Brenda Ireland at [brenda.ireland@kirkwood.edu](mailto:brenda.ireland@kirkwood.edu) 319.398.7648

**Website:** [www.kirkwood.edu/ce](http://www.kirkwood.edu/ce)

# WORKFORCE COMMITTEES & COALTIONS

## ICR Talent Intelligence Council

The ICR Talent Intelligence Council is a group of human resource professionals who meet quarterly to guide the region's talent attraction, retention and pipeline strategies. The Council is open to members and investors in the Cedar Rapids Metro Economic Alliance and the Iowa City Area Development Group, who are actively engaged in talent attraction from outside the region.

**Contact:** Tom Banta at [tbanta@icadgroup.com](mailto:tbanta@icadgroup.com)

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## Inclusive ICR: Talent Diversity and Inclusion



Inclusive ICR is a coalition of employers guiding strategies to attract and retain diverse talent in Iowa City-Cedar Rapids. The coalition is a resource for employers looking to implement D&I initiatives, and also develops, supports and promotes regional networks that connect diverse professionals.

**Contact:** Jamie Toledo at [jtoledo@cedarrapids.org](mailto:jtoledo@cedarrapids.org)

# WORKFORCE COMMITTEES & COALTIONS

## Kirkwood Sector Partnerships

Kirkwood's industry-led Sector Partnerships are comprised of diverse businesses within an industry, as well as education, workforce, economic, and community organization partners. These business-led partnerships develop goals and strategies, and implement and evaluate strategies to meet the workforce needs of a given industry. Boards include:

- Advanced Manufacturing: [explore-manufacturing.org](http://explore-manufacturing.org)
- Architecture, Construction and Engineering: [explore-ace.org](http://explore-ace.org)
- Business Services: [explore-business.org](http://explore-business.org)
- Healthcare: [explore-healthcare.org](http://explore-healthcare.org)
- Information Technology
- Transportation and Logistics: [explore-transportation.org](http://explore-transportation.org)

**Contact:** Judy Stoffel at [judy.stoffel@kirkwood.edu](mailto:judy.stoffel@kirkwood.edu)

**Website:** [explore-careers.org](http://explore-careers.org)

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## Employers Council of Iowa - Region 10

Employers' Council of Iowa is an advisory group located in each Iowa Workforce Development (IWD) region, and offers no-cost membership to all businesses in the community. Its purpose is to guide IWD business focus, address topics of concern to employers, sponsor training initiatives, and assist IWD in meeting critical human resource needs.

**Contact:** Kate Pine at [katherine.pine@iwd.iowa.gov](mailto:katherine.pine@iwd.iowa.gov)

**Website:** [www.iowaworkforcedevelopment.gov/employers-council-iowa](http://www.iowaworkforcedevelopment.gov/employers-council-iowa)

# WORKFORCE PIPELINE CONNECTIONS

## ICR Future: Developing our Future Talent



ICR Future is a coalition of employers, educators, and organizations working together to make Iowa City-Cedar Rapids the best place in the nation for career-connected learning. Their focus is students in grades 6-12. Action teams are working on the following areas of focus:

- Career Exploration
- Work-Based Learning Opportunities - Internships & Job Shadows
- Computer Science
- Project-Based and Social Emotional Learning (SEL)

**Contact:** Kate Moreland at [kmoreland@icriowa.org](mailto:kmoreland@icriowa.org)

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## Handshake



ICR Iowa graduates 13,000 students per year who are hungry for opportunities to jump start their internship or job experience. With Handshake, you can connect with the students at all of our local schools and beyond. Coe College, Cornell College, Kirkwood Community College, Mt. Mercy University and the University of Iowa use Handshake as their primary student recruitment tool. Handshake is an online database system where students can create profiles and learn about employers, while employers can post jobs and internships, and search student profiles.

**Contact:** Allan Boettger at [allanboettger@uiowa.edu](mailto:allanboettger@uiowa.edu) 319.335.1023

## College Interns

Creating internship opportunities for college students is one of the most powerful strategies an employer can implement to develop a workforce pipeline. To recruit an intern or seek assistance in developing an internship program, contact:

- University of Iowa Pomerantz Career Center: Allan Boettger, [allan-boettger@uiowa.edu](mailto:allan-boettger@uiowa.edu)
- Coe College: Nanci Young, [nyoung@coe-edu](mailto:nyoung@coe-edu) 319.399.8780
- Cornell College: Jason Napoli, [jnapoli@cornellcollege.edu](mailto:jnapoli@cornellcollege.edu) 319.895.4458
- Kirkwood Community College: Danielle Ebaugh, [danielle.ebaugh@kirkwood.edu](mailto:danielle.ebaugh@kirkwood.edu)

## Apprenticeships

Apprenticeships pair classroom learning with on-the-job training. Sometimes called "earn and learn," these programs offer opportunities for a more diverse pool of candidates to step into high-demand jobs. Traditionally used for construction trades, apprenticeship models are now being used for many non-traditional pathways including manufacturing, healthcare, and finance.

**Contact:** Becky Weininger at [becky.weininger@kirkwood.edu](mailto:becky.weininger@kirkwood.edu) 319.398-1057

## High School Interns & Job Shadows - Workplace Learning Connection

Workplace Learning Connection works with ICR employers and regional school districts to develop internship and job shadow opportunities for high school students. Their program supports over 2,000 experiences annually in ICR.

**Contact:** Sarah Shepherd at [sarah.shepherd@kirkwood.edu](mailto:sarah.shepherd@kirkwood.edu) 319.398.2584

**Contact:** Sue Neil at [sue.neil@kirkwood.edu](mailto:sue.neil@kirkwood.edu) 319.398.4828



# WORKFORCE PIPELINE REPORTS & RESOURCES

## Customized Reports

The research and analytics team can provide customized reports from the U.S. Census, Bureau of Labor Statistics, Bureau of Economic Analysis, and other regional sources. We can perform analyses with Excel, R, and GIS for population, labor force, industry, occupations, GDP, and wage. Our library of data sources also includes building permits, development projects, air transportation, college graduates, and student enrollment.

**Contact:** Tom Banta at [tbanta@icadgroup.com](mailto:tbanta@icadgroup.com) 319.354.3939



## Laborshed Analysis

Our regional Laborshed Analysis shows the distribution of workers irrespective of natural or political boundaries and detailed information about the available workforce in ICR. The analysis is conducted by Iowa Workforce Development every two years. An executive summary and interactive tool is available at: [iowaworkforcedevelopment.gov/laborshed-studies](http://iowaworkforcedevelopment.gov/laborshed-studies)

**Contact:** Tom Banta at [tbanta@icadgroup.com](mailto:tbanta@icadgroup.com) 319.354.3939

## Iowa Workforce Development Labor Market Info

Iowa Workforce Development has an unparalleled Labor Market Information Department. They provide annual reports including the Iowa Wage Report, Iowa Staffing Patterns, Iowa Workforce and the Economy, and Iowa College Student Retention Report. They are also available as a resource for customized reports.

**Contact:** Ryan West, Labor Market Information Dir. at [ryan.west@iwd.iowa.gov](mailto:ryan.west@iwd.iowa.gov) 515.725.3896

**Website:** [www.iowaworkforcedevelopment.gov/labor-market-information-division](http://www.iowaworkforcedevelopment.gov/labor-market-information-division)

## Iowa Industrial New Jobs Training Program (260E)

The Iowa Industrial New Jobs Training (260E) program provides new employee training for businesses growing their workforce. Made available through Iowa's community colleges, the program is administered locally by Kirkwood Community College and is funded through the new employees' withholding taxes at no cost to the employee or the company.

**Contact:** Tyler McCarville at [tyler.mccarville@kirkwood.edu](mailto:tyler.mccarville@kirkwood.edu) 319.398.7782

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## Iowa Jobs Training Program (260F)

The Iowa Jobs Training Program (260F) is a state sponsored program designed to assist Iowa-based businesses with the training and development for existing employees. The program provides forgivable loans to qualifying businesses and will reimburse approximately 50% of the training cost.

**Contact:** Doris Metz at [doris.metz@kirkwood.edu](mailto:doris.metz@kirkwood.edu) 319.398.5691

**Website:** [www.kirkwood.edu/corporatetraining](http://www.kirkwood.edu/corporatetraining)

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## Future Ready Iowa



The Future Ready Iowa Employer Innovation fund is a grant opportunity to carry out creative solutions that address local workforce issues. It encourages employers, community leaders, and others to lead efforts for developing regional workforce talent pools. Employers can promote credit and noncredit education and training opportunities in high-demand jobs. The fund can be used in innovative ways to help Iowans achieve their training and education goals.

**Website:** [www.futurereadyiowa.gov/employers](http://www.futurereadyiowa.gov/employers)