“No economy can succeed without a high-quality workforce, particularly in an age of globalization and technical change.”

Ben Bernanke
Former Chairman of the Federal Reserve
Welcome
Ice Breakers
We Want to Hear From You

We’re going to ask some questions. You will use your phone to respond.

1. Please take out your phone
2. Start a text message to: 22333
3. Message: workforcedev746
4. You’ll receive a confirmation text
In one word describe your day.
As a child, what did you want to be when you grew up?
What would you like to know about economic development or job search/hiring?
Agenda for Tonight

• What is Economic and Workforce Development?

• Why Economic and Workforce Development?

• Services We Provide

• Choose your Activity
  Explore one service we provide

• Questions, Comments and Feedback
Economic and Workforce Development Defined
Economic Development Defined

Successful Economic Development leads to **prosperity for residents** and injects new capital into a region to **invest in meaningful assets**.

Traditionally, Economic Development is a range of activities that helps create sustainable **employment opportunities** in a region.

Recently **the role of Economic Development has expanded** to encapsulate a range of activities, from workforce training to quality of life improvements.

**Quality of life** and economic development sustain one another. The things that make Larimer County a great place to live support its ability to have a healthy economy.
Economic Development: Larimer County Areas of Focus

1. Regional convening and alignment
   • Regular Partners Meeting
   • Housing Affordability
   • Rural Broadband

2. Business Retention & Expansion
   • Business outreach
   • Relationship building

3. Data collection, analysis and distribution
   • Deep understanding of regional economic issues
   • Public facing data that’s usable by diverse stakeholders
Workforce Development Defined

Workforce development serves a dual function, enabling individuals to acquire knowledge and skills for employment or improved employment, and providing employers with an effective means to meet their needs for a skilled workforce.

It prepares workers with needed skills, emphasizes the value of workplace learning and addresses the hiring demands of employers.
1. Work-based learning
   • Internships
   • Apprenticeship coordination

2. Career Pathways
   • Sector Partnerships
   • Entrepreneurial support

3. Research and Innovation
   • My Journey to Success
   • Goal Achievement
WE’VE MERGED

Supporting our region’s economic vitality by aligning workforce and economic development.

Larimer County Economic and Workforce Development
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- Job Seeker Support
- Job Training
- Career Tools
- Workshops
- Business Services
- Reduce Poverty

- Economic, Workforce and Community Data
- Business Retention and Expansion
- Business Attraction
- Incentive Negotiation
- Inclusive Economic Development

- A capable, inclusive workforce and vibrant economy
The purpose of Larimer County Economic and Workforce Development is to help create a capable, inclusive workforce and vibrant economy.
Why Economic and Workforce Development
Why Economic & Workforce Development: Geography of Jobs

Dynamic visualization of job gains and losses over the last 18 years.
http://tipstrategies.com/geography-of-jobs/
Over the last 18 years we have experienced:

• The Great Recession
  Officially lasted from December 2007 to June 2009 but the job losses spanned a longer timeframe.

• The Dot-Com Bubble

• The Housing Bubble

• Significant Change in Manufacturing

• Automotive Industry Changes

• Natural Disasters including Hurricane Katrina and Local Flooding and Fires
In one word, what is your perception of the northern Colorado economy today?
In one word what do you think the economy will be like in 5 years?

When poll is active, respond at PollEv.com/workforcedev746
Text WORKFORCDEV746 to 22333 once to join
IT’S EVITABLE.
THERE WILL BE ANOTHER RECESSION AND OTHER EVENTS THAT IMPACT OUR JOBS AND ECONOMY.

Job seekers, workers & students: Access to meaningful employment

Business / Industry: Access to strong talent pipeline

A STRONG COMMUNITY BEST WITHSTANDS CHALLENGES WHEN IT CONNECTS EMPLOYMENT, SKILLED TALENT AND COMMUNITY PRIORITIES.
Economic and Workforce Development Department
Impact to the Community

One of the main functions of the Economic and Workforce Development Department is to connect.

In 2017 we served over 1,700 employers and 12,000 job seekers.
Services We Provide
Some of the Services We Provide

**Businesses**
- Training & Education
- Hiring events
- Internships
- Workshops
- Elevate
- Skillful
- Skill verification assessments
- Employee Recruitment
- Sector partnerships
- Business retention and expansion
- Business attraction
- Data
- Incentive negotiation
- Resources for employee transitions
- Workforce Development Board
- and much more!

**Job Seekers and Young Adults**
- Job posting
- Workshops
- Training & education
- Sector partnerships
- Hiring events
- Internships
- Skill verification assessments
- Career Road Trips
- Larimer County Conservation Corps
- Veteran Services
- Data
- Career exploration
- Employment support
- Young Entrepreneur Tournament
- Larimer County Works Program
- and much more!
In Program Year 2016

• 210 customers received training support toward a credential in 100+ unique occupations that address Northern Colorado’s current employer needs. The most common occupations are listed below.

• 73 young adults earned a High School Equivalency improving career lifetime earnings.

• Staff assisted in 705 resume consultations.
Work-based Learning

In program year 2016

• 315 customers participate in work-based learning opportunities designed to help them earn income while they gain and demonstrate their professional skills.

• 597 students visited 56 businesses to learn about career pathways and training options across a broad range of industries and jobs.

• The Larimer County Conservation Corps maintained or constructed 117 miles of trail.

178 youths have participated over 9 years of the Young Entrepreneur Tournament, with increasing participation in recent years. 2017’s YET saw 36 entrepreneurs compete for $1750 in prizes.
Talent 2.0 Implementation

**OPPORTUNITY 1. INCREASE ACCESS**
Actively support employers in finding, attracting, and retaining the talent that they need

**OPPORTUNITY 2. IMPROVE ALIGNMENT**
Align education and workforce resources more closely with the business community and the local talent pool

**OPPORTUNITY 3. REMOVE BARRIERS**
Collectively address structural issues that serve as barriers to a secure talent pipeline
Data Dashboard – Two Versions Released

**Summer 2016:** poverty/unemployment, educational attainment, labor force participation, home prices, commute distance, employment per sector, current labor market.

**Winter Update:** Update provides additional detail on education component of our talent pipeline, the cross commute and transportation choices of our current workforce, and housing affordability in Larimer.

Data Dashboard will move online in 2018!
Currently finalizing Larimer County’s report

Our report applies the formula developed for Colorado Workforce Centers

Highlights the range of activities that are not included and may be highly valuable to our community, but for which it is difficult to calculate an ROI.

- Youth Team, Workforce Symposium, Elevate Workshops, etc.

- $7.4 million public dollars invested by the Larimer County Workforce Center (LCWC)
- $16,126 average difference in annualized earnings per worker for those services
- $824.49 cost per customer
- 8,984 unique customers
- $45,340 average annualized earnings of these customers
- $29,214 average annualized earnings of all job seekers who found work in the region at the same time
- $88 million value added to the local economy by the LCWC
- $11.94 returned to the local economy for every public dollar spent...paying taxpayers back for their investment in less than 9 months
People, Businesses, Education Institutions, Community Organizations... The Community
Interactive Session
You have 25 minutes to explore one service
Description:
Good Data is helpful, but interpreting the data is key to drive economic and workforce initiatives. We’ll share with you some recent data projects and discuss how they impact programs and services

Facilitator:
Joni Friedman
Description:
Whether you are looking for a new job by choice or because of a job loss, we can help show you what employers are looking for and how you can capture their attention with the right tools. Visit Marcy’s table to learn about resume review and other tools.

Facilitator
Marcy Kasner
Description:
Through access to internships, educational workshops and community based projects we help prepare youth to work and thrive in our community. Join Andrew to learn about youth programs.

Facilitator:
Andrew Minor
What surprised you about economic and workforce development?

Top
Thank you!