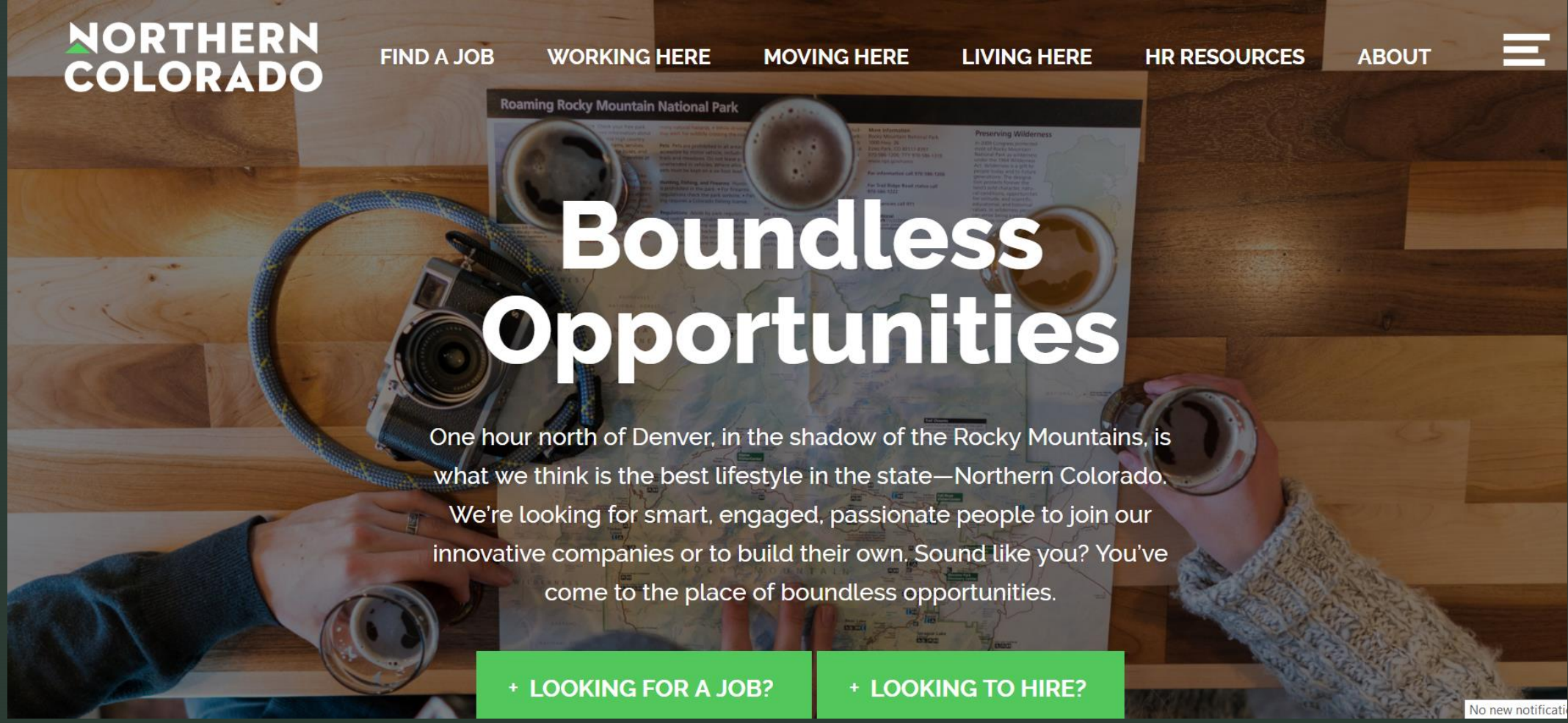


TALENT 2.0 Update

Building a Workforce Development System

Building a Workforce Development System

Talent 2.0 is focused on supporting and strengthening the area's workforce development system

A workforce development system…

…is the integrated and coordinated collection of individual businesses, government entities, economic development and business associations, workforce development board, workforce center, community organizations, education institutions, trainers, etc. and their programs aimed at maintaining, attracting, and developing the labor force needed to sustain the regional economy now and in the future.

TALENT 2.0 Overview

Talent 2.0 is **a workforce development partnership and strategy** for the Fort Collins-Loveland MSA (Larimer County) started in 2017

- Based on good data
- Grounded in stakeholder input

Talent 2.0 **partners**:

- Fort Collins Area Chamber of Commerce (*convener*)
- City of Fort Collins Economic Health Office
- Larimer County Economic and Workforce Development
- One NoCO Economic Development
- Loveland Chamber of Commerce
- City of Loveland Department of Economic Development
- United Way of Larimer County

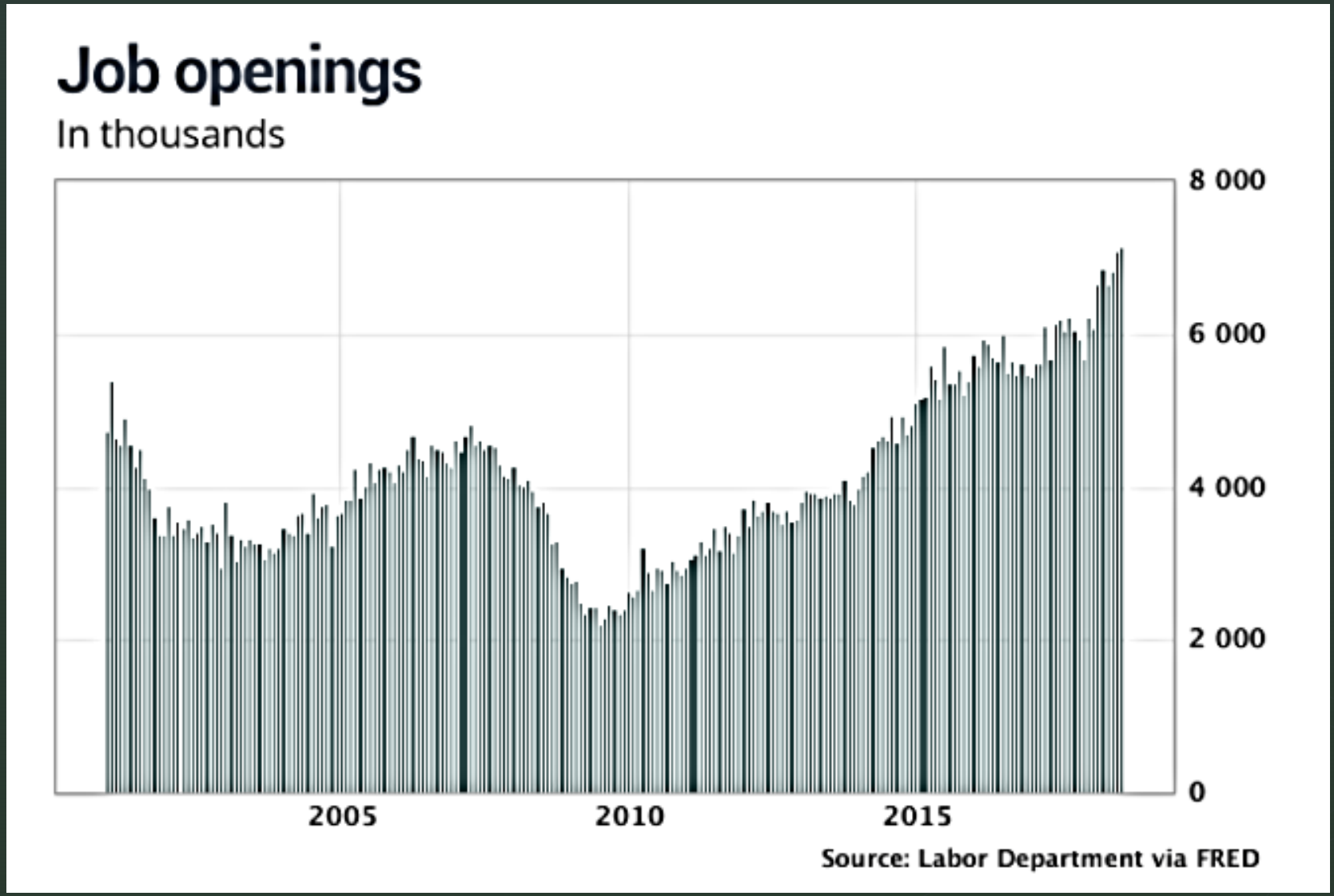
TALENT 2.0 | WORKFORCE STRATEGY

FORT COLLINS – LOVELAND MSA

Key Findings

- **HIRING DIFFICULTY -** From 2010 to 2015, the regional economy added almost 20,000 jobs but only 11,000 workers
- **CONTINUED TIGHTENING - 2017 – 2021 and beyond**
  - Employers will have at least 28,000 openings.
  - Labor force adds only about 2,000 to 3,000 workers each year.
- **AGING WORKFORCE -** In many key occupations, more than 25% of the workers are 55 or older.

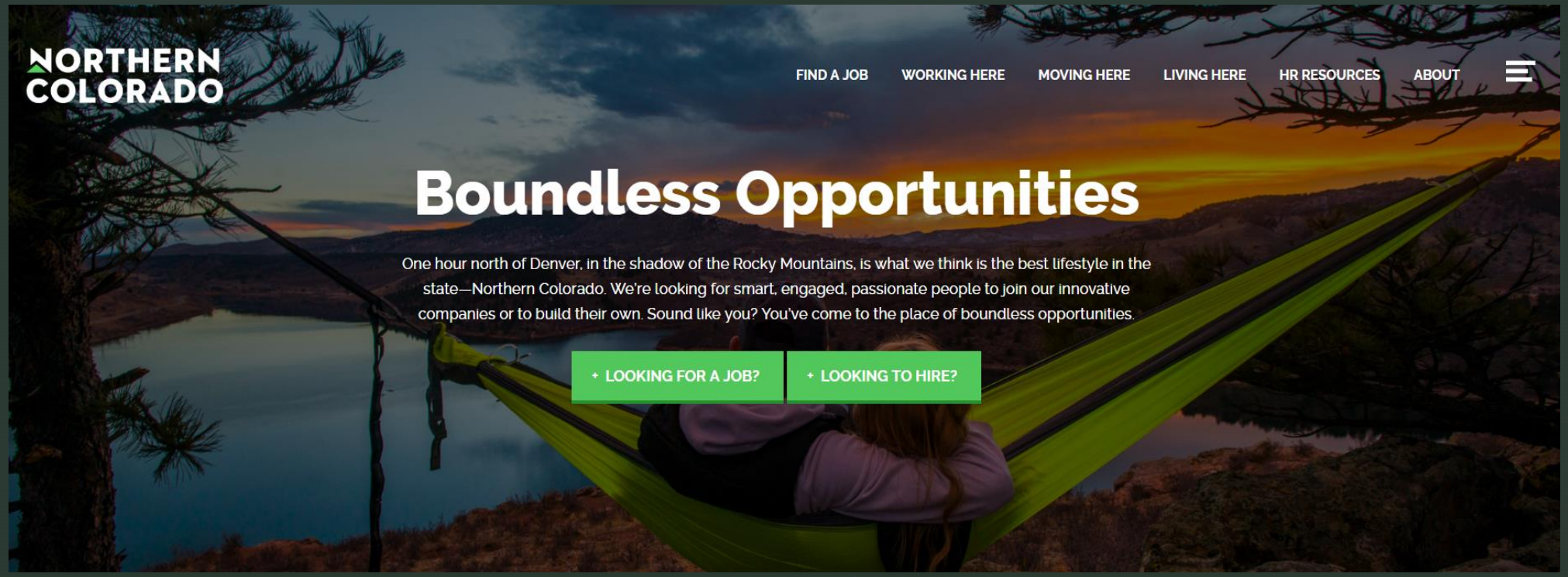
Over 7 Million Unfilled U.S. Jobs

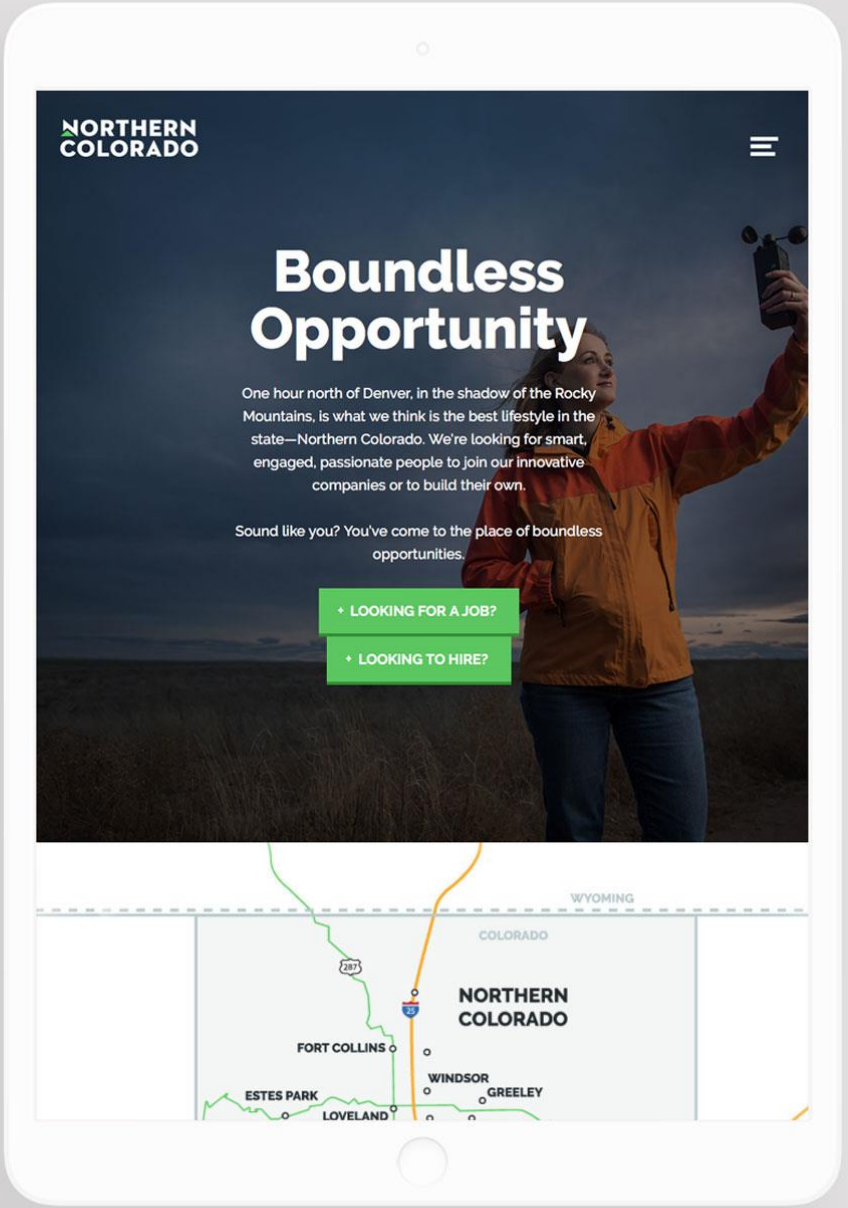


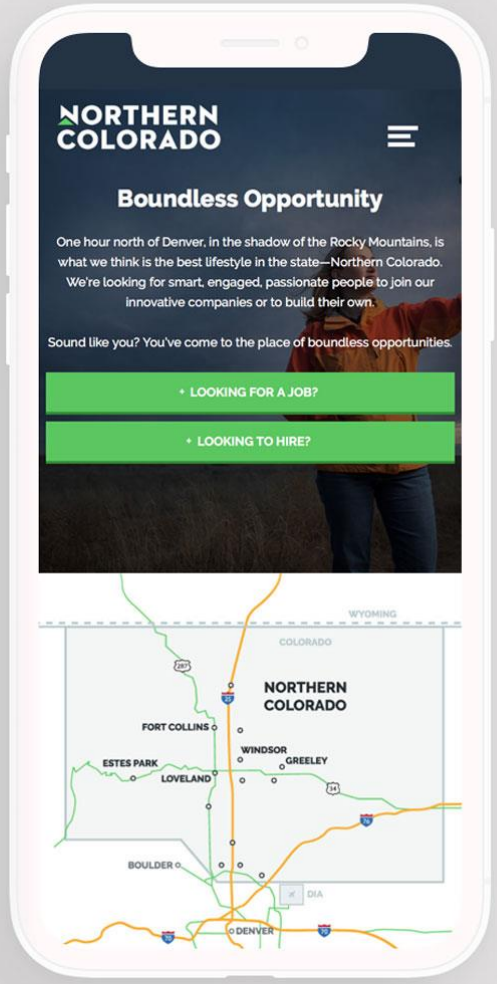
Phase 1: Build Plan, Build Basic Tools, Learn to Work Together

- **Talent 2.0 Study / Plan**
- **Recruitment tools:**
  - Downloadable PDFs for recruiters / HR professionals
  - Create / launch talent recruitment portal (***WorkInNorthernColorado.com***)
  - Market new talent recruitment portal
  - EMSI Workforce Insight Tool
  - Trailing spouse / partner program
  - Ambassadors program
- **Start building effective workforce development partnership**
- **Lead advocacy work on key barriers**
  - Fix North I-25, childcare, workforce housing

WorkInNorthernColorado.com




NORTHERN COLORADO
Boundless Opportunity
One hour north of Denver, in the shadow of the Rocky Mountains, is what we think is the best lifestyle in the state—Northern Colorado. We're looking for smart, engaged, passionate people to join our innovative companies or to build their own.
Sound like you? You've come to the place of boundless opportunities.
+ LOOKING FOR A JOB?
+ LOOKING TO HIRE?
WYOMING
COLORADO
287
25
NORTHERN COLORADO
FORT COLLINS
WINDSOR
GREELEY
ESTES PARK
LOVELAND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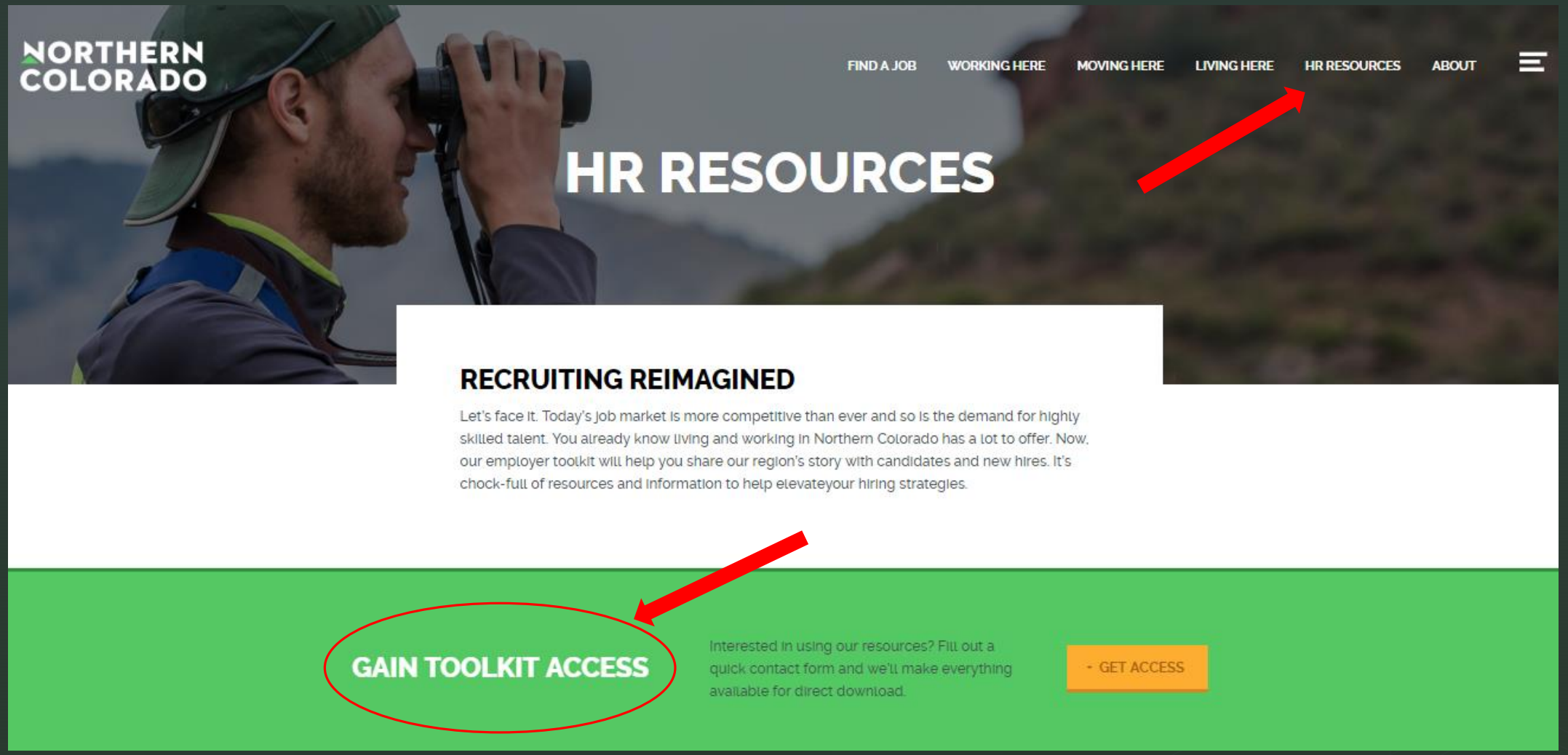
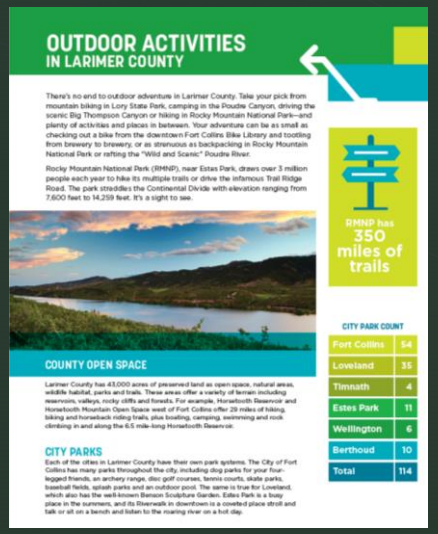
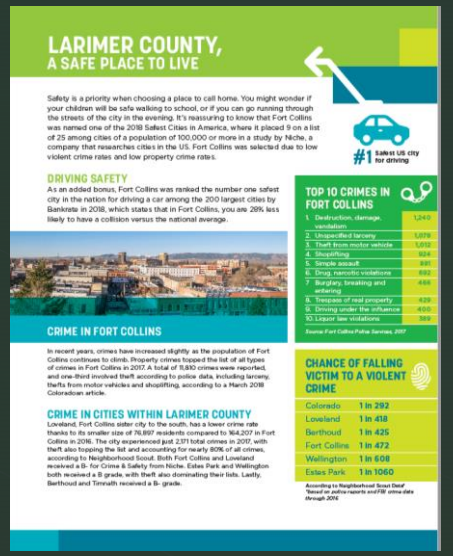
LOVELAND
BOULDER
DIA
DENVER

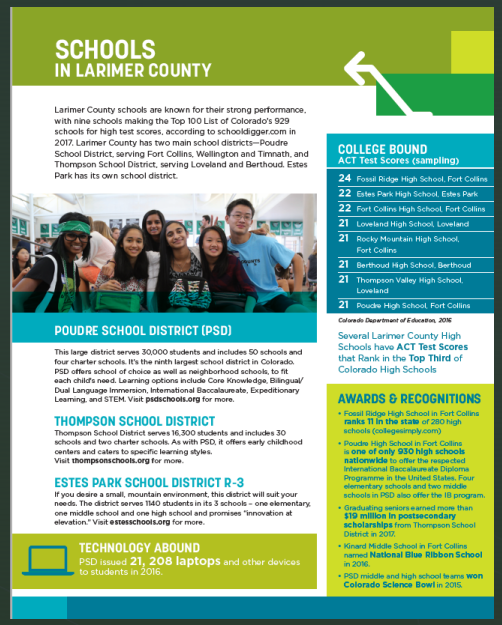
Recruitment Tools



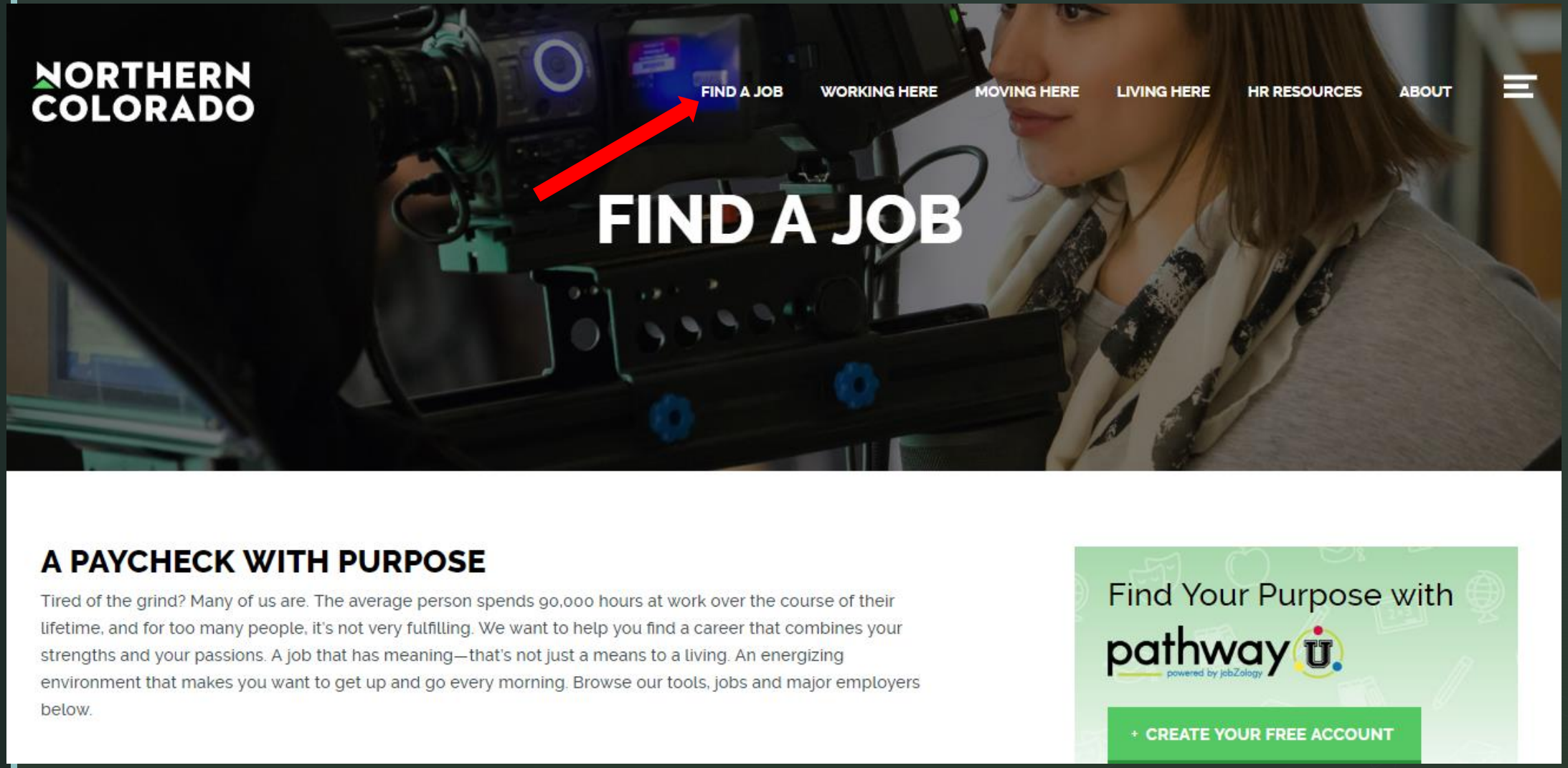
WorkInNorthernColorado.com Resource Pages





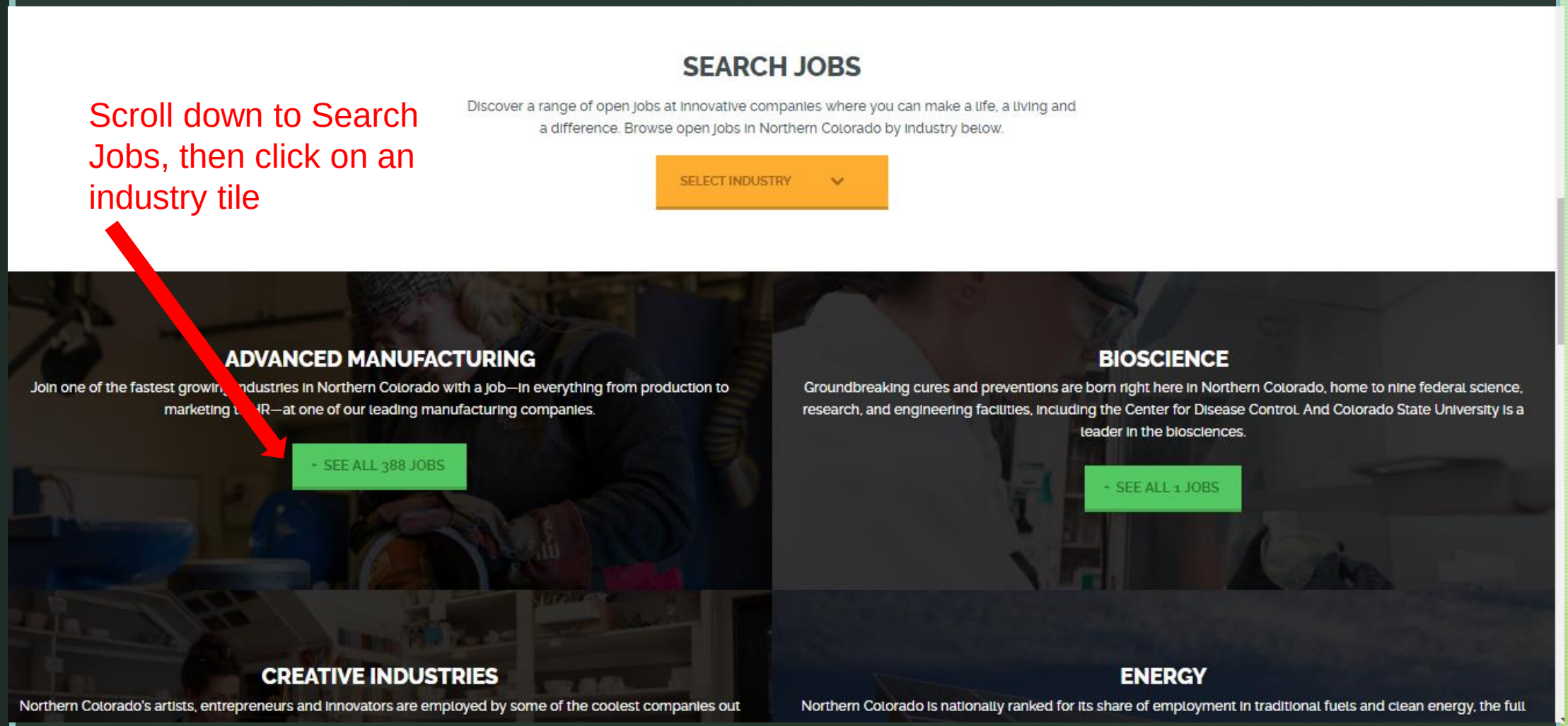


WorkInNorthernColorado.com



WorkInNorthernColorado.com

Scroll down to Search Jobs, then click on an industry tile



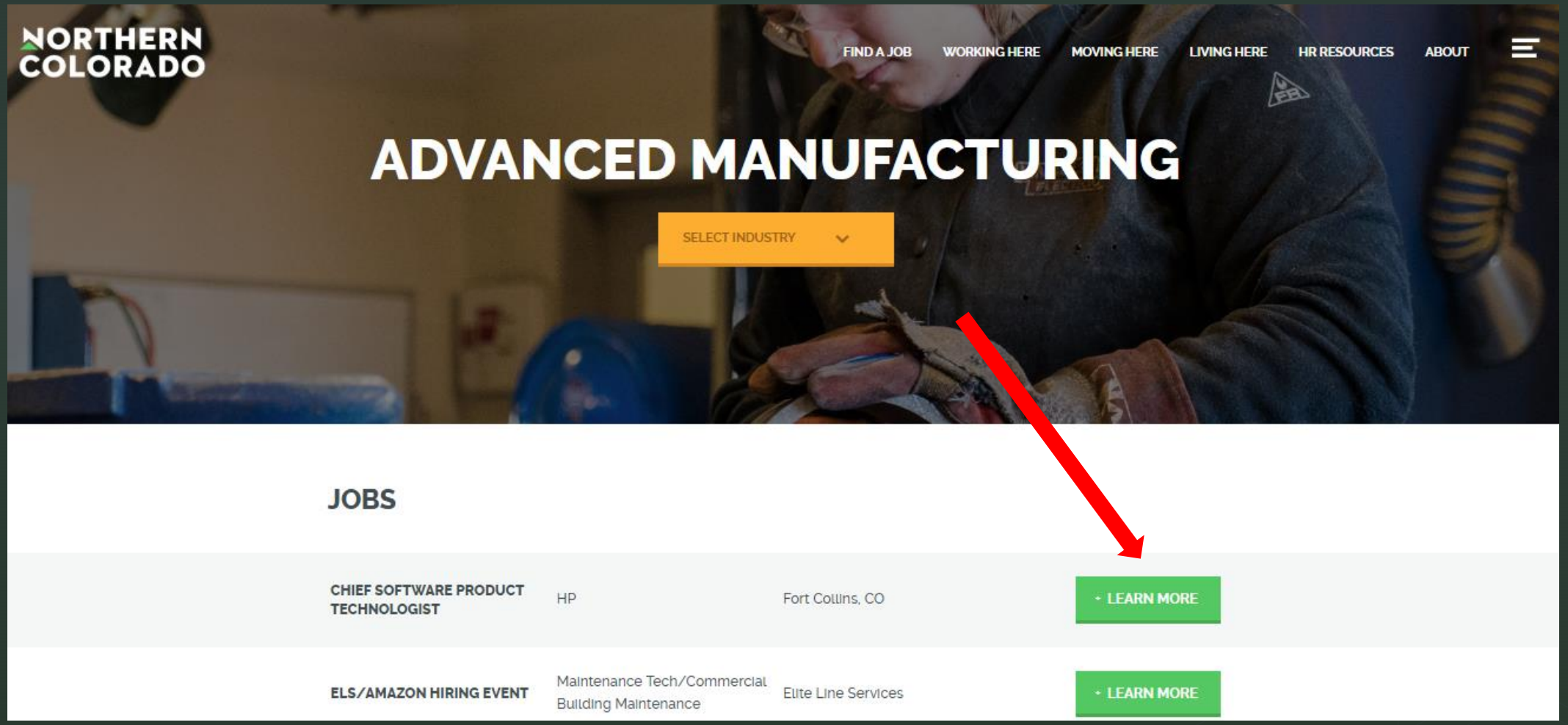
WorkInNorthernColorado.com

Positions you post to Indeed automatically post here; more than 5,200 jobs posted since May

JOBS

CHIEF SOFTWARE PRODUCT TECHNOLOGIST	HP	Fort Collins, CO	+ LEARN MORE
ELS/AMAZON HIRING EVENT	Maintenance Tech/Commercial Building Maintenance	Elite Line Services	+ LEARN MORE

WorkInNorthernColorado.com



WorkInNorthernColorado.com

Chief Software Product Technologist

HP ★★★★☆ 11,915 reviews - Fort Collins, CO 80528

Apply On Company Site

Overview

HP Engineering entails utilizing established engineering disciplines to test and safeguard the manufacturing standards for new and existing HP products. Working with internal stakeholders and outsourced development partners, you will develop and execute solutions to resolve any existing issues, ensuring that our operating processes are cost-effective and uphold the highest quality.

- Full Time
- Level: Middle
- Travel: Minimal (if any)

Success profile

What makes a successful Engineer at HP? Check out the top traits we're looking for and see if you have the right mix.

- Communicator
- Deadline-oriented
- Entrepreneurial
- Open-minded
- Problem-solver
- Team Player

Marketing Plan for WorkInNorthernColorado.com

- Target audience personas updated
- Market identification
- Blog and boosted posts
- Social media campaign
- Ambassadors program
- Website badge program

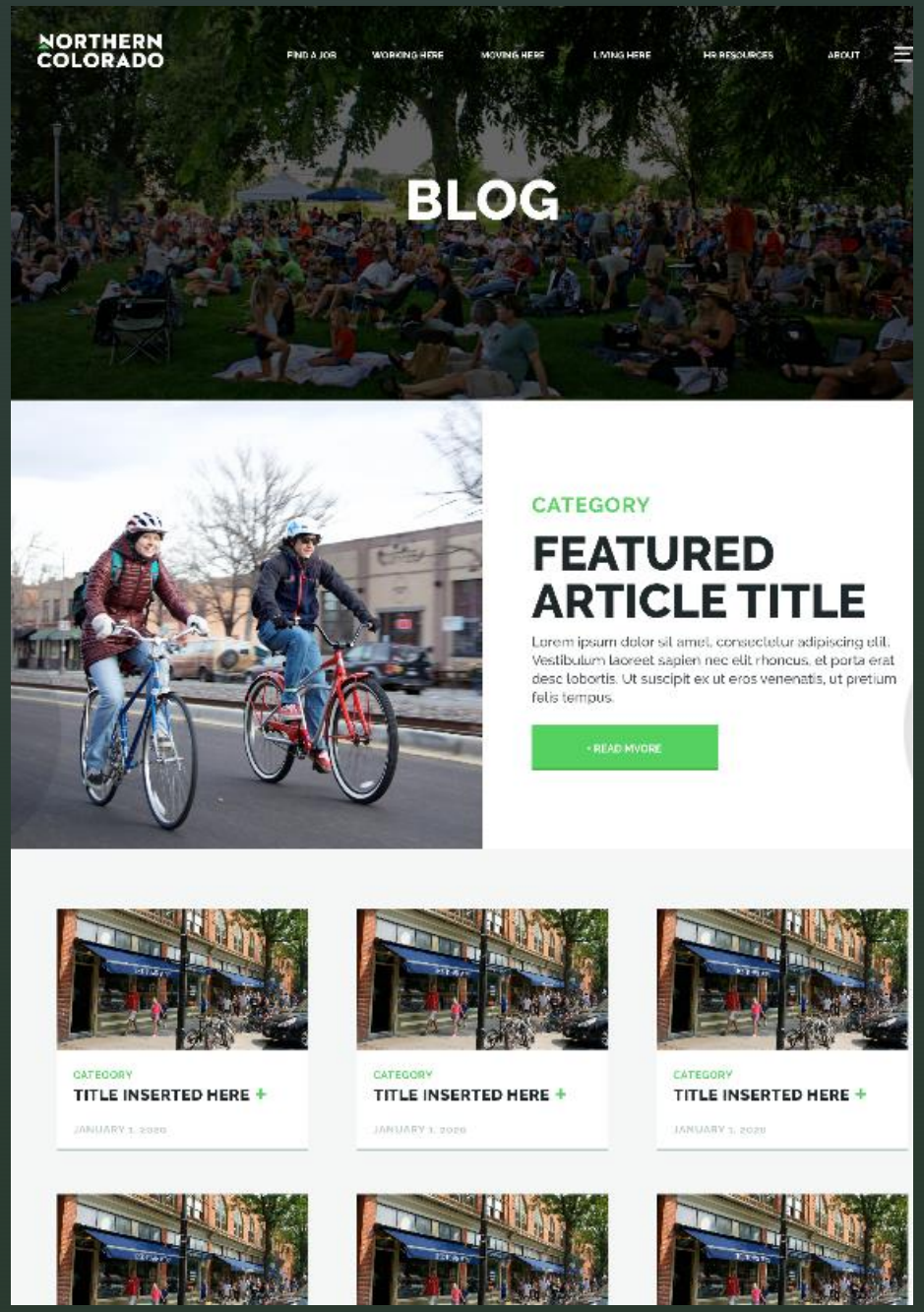
Marketing Plan for WorkInNorthernColorado.com

Power-Up Idea: Target Market ID Research

- Migration/relocation patterns
- Alumni concentration
- Occupation/industry concentration
- Cost of living
- Any other factors where Northern Colorado has an advantage

Location Quotient for Select Occupations*

Occupation	Dallas – Ft. Worth, TX	Kansas City, MO	Los Angeles, CA	Oklahoma City, OK
Computer/Information Systems Managers (SOC Code 113021)	0.85	1.45	1.0	1.13
Business and Financial Operations Occupations(SOC Code 130000)	1.08	1.20	1.15	1.01
Information Security Analysts (SOC Code151122)	1.38	1.52	0.68	1.00
Computer Programmers (SOC Code151131)	1.38	1.54	0.95	0.92
Computer Hardware Engineers (SOC code 172061)	0.47	0.54	1.24	0.64
Healthcare Practitioners and Technical Occupations(SOC code 290000)	0.90	1.10	0.83	1.12
Transportation/Material Moving Occupations (SOC code 530000)	1.17	0.96	0.97	0.85
Engineering/Architecture Occupations (SOC code 170000)	1.04	1.09	0.99	1.18



Blog Post Themes

1. Love Where You Live
2. Explore
3. Careers & Companies
4. Our People

Ambassadors Program

AMBASSADOR SPOTLIGHT

FIRST LAST

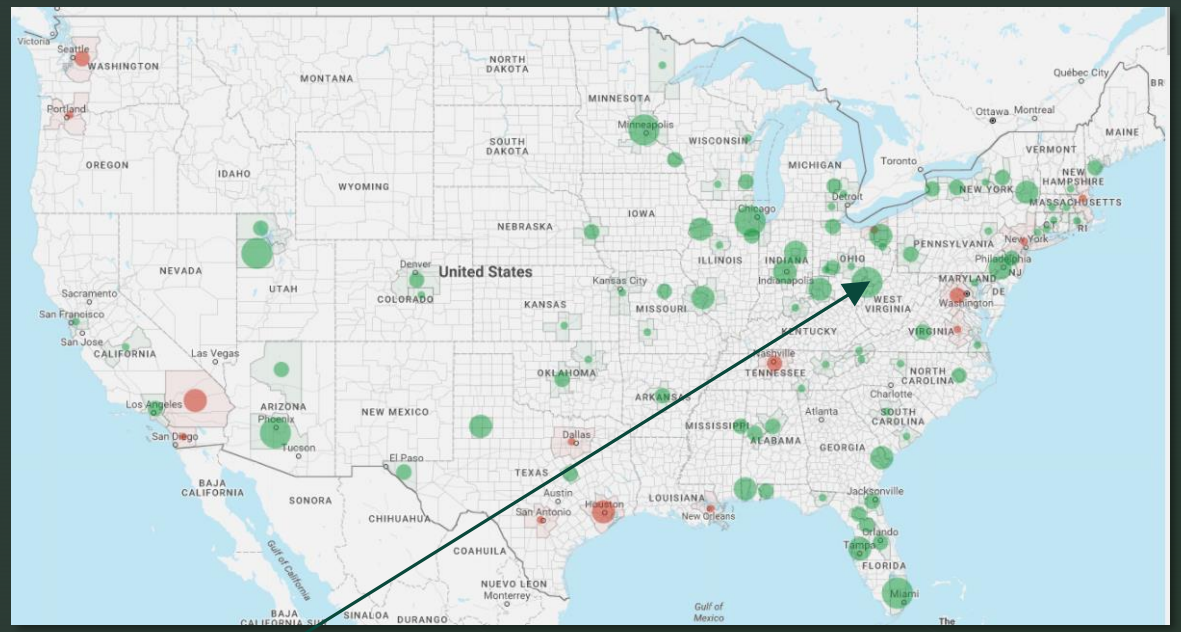
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum laoreet sapien nec elit rhoncus, et porta erat desc lobortis. Ut suscipit ex ut eros venenatis, ut pretium felis tempus.

+ READ MORE

Made in InVision

FORT COLLINS AREA
CHAMBER
OF COMMERCE
TALENT
SUMMIT
10-04-19
7:30AM
EMBASSY SUITES, LOVELAND
Looking for your next employee? Gain new insights and access new tools that can help you find your workforce.
FortCollinsChamber.com
Presented by
Northern Colorado Prospers
TA
LE
NT

EMSI Workforce Insight Tool



Which regions are producing more Registered Nurses than they can hire locally?

Ohio University (main campus) produces ~2600 Nursing BSNs per year
(37 new jobs, 2016)

Based on market data, identify areas of the country with:

- oversupply of talent
- talent that has an affinity for Northern Colorado
- talent that will make more money here versus their current cost of living

Employer can then target their recruiting efforts

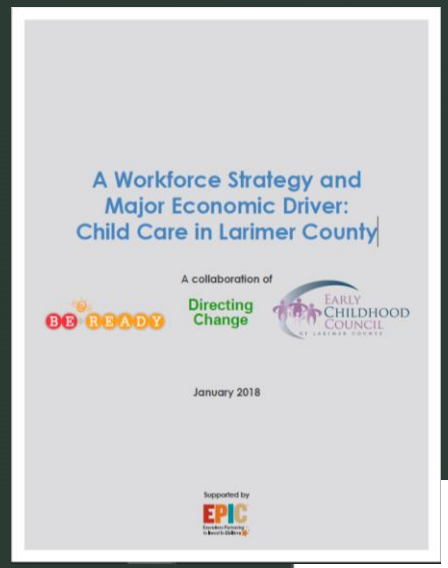
Trailing Spouse / Partner Resources

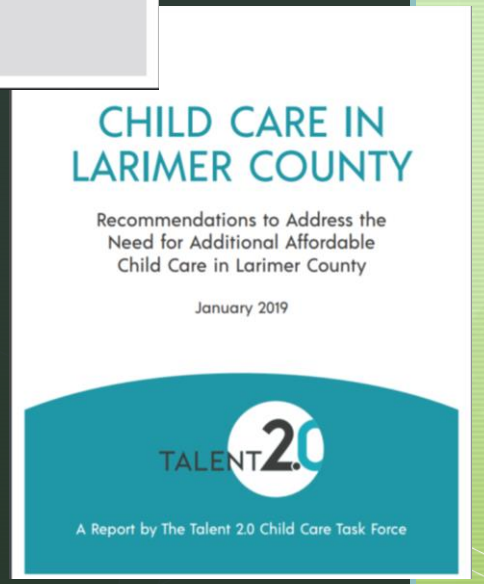
- Provide **assistance** for spouses / partners during the relocation process via concierge service pilot
- Still in design stage including name
- Preliminary tagline:

“Hire Me. Connect My Partner”

Barriers: Child Care

- White Paper Released:
  - A Workforce Strategy and Major Economic Driver: Child Care in Larimer County
  - Significant barrier: gap of 3,339 spaces for children in care
- Recommendations Released
- Supporting County as lead





Barriers: Workforce Housing

Affordable Housing via NoCoHousing NOW!

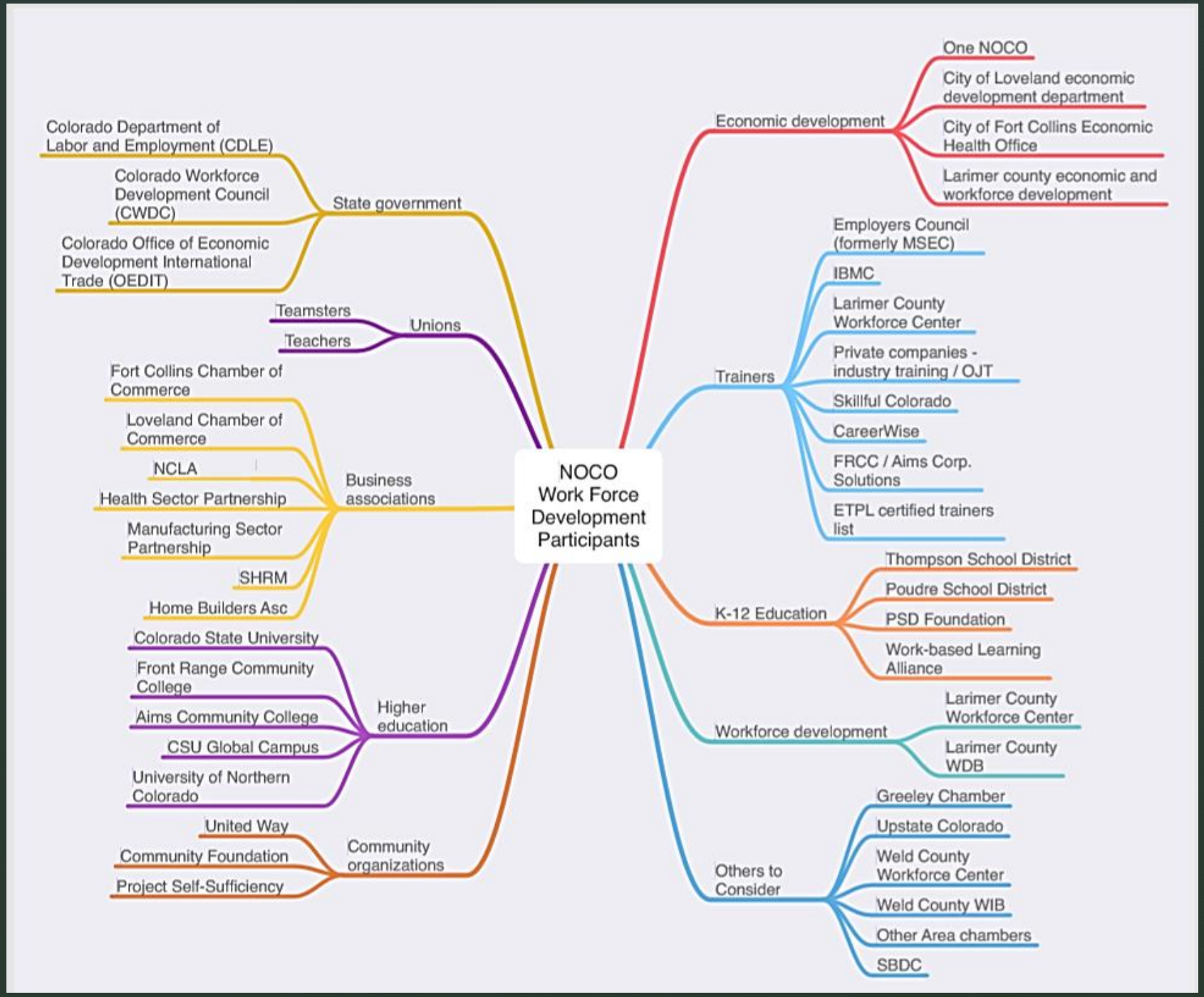
www.facebook/NoCoHousingNOW

Barriers: Fix North I-25

- $934.4 million has been committed to North I-25 over the past 5 years to expand North I-25 to three lanes from Highway 14 to 66.
  - Berthoud Hill passing lane and Crossroads interchange complete
  - 3rd Lane Construction underway, Hwy 402 and Prospect interchanges being improved

Talent 2.0 Phase 2:

Build an Integrated, Coordinated Workforce Development System


NOCO Work Force Development Participants
Economic development
One NOCO
City of Loveland economic development department
City of Fort Collins Economic Health Office
Larimer county economic and workforce development
Trainers
Employers Council (formerly MSEC)
IBMC
Larimer County Workforce Center
Private companies - industry training / OJT
Skillful Colorado
CareerWise
FRCC / Aims Corp. Solutions
ETPL certified trainers list
K-12 Education
Thompson School District
Poudre School District
PSD Foundation
Work-based Learning Alliance
Workforce development
Larimer County Workforce Center
Larimer County WDB
Others to Consider
Greeley Chamber
Upstate Colorado
Weld County Workforce Center
Weld County WIB
Other Area chambers
SBDC
State government
Colorado Department of Labor and Employment (CDLE)
Colorado Workforce Development Council (CWDC)
Colorado Office of Economic Development International Trade (OEDIT)
Unions
Teamsters
Teachers
Business associations
Fort Collins Chamber of Commerce
Loveland Chamber of Commerce
NCLA
Health Sector Partnership
Manufacturing Sector Partnership
SHRM
Home Builders Asc
Higher education
Colorado State University
Front Range Community College
Aims Community College
CSU Global Campus
University of Northern Colorado
Community organizations
United Way
Community Foundation
Project Self-Sufficiency

TALENT 2.0 Vision

- “Building the most robust workforce in the Rocky Mountain West to address our region’s current and future labor needs.” (*draft 8/28/19*)

TALENT 2.0 Mission

- “Strategically leading and aligning a well-coordinated, effective workforce development system capable of assessing the demand for labor and meeting that demand.” (*draft 8/28/19*)

General Desired Outcomes of TALENT 2.0 Partnership

- **Employers** gain access to skilled workers and training opportunities and develop confidence in the region's ability to provide a pool of labor to sustain and grow their operations here;
- **Training providers and educators** gain insights to shape content and increase the relevance of their offerings;
- **Workforce center** and other community-based organizations gain access to pathways for their clients;
- **Individual workers** are better supported in enhancing their skills, building careers, and advancing in their work lives.

TALENT 2.0 Model

- Talent 2.0 is run by a Steering Committee composed of…
  - …the workforce board, local business associations and economic developers, workforce center, and community-based organizations…
  - …acting in coordination with other stakeholders.
- Steering Committee…
  - …meets frequently,
  - …coordinates the operations and programs of Talent 2.0,
  - …focuses on strategic development of a coordinated workforce development system, and…
  - …collaborates with employers and their associations, training / education groups, government agencies working on workforce development.

Components of the Workforce Development System

Core Components

• Workforce Development System Alignment •

• Workforce Recruitment • Workforce Retention • Workforce Planning •

•Education K-12 • Higher Education • Existing Worker Development – Training & Upskilling •

• Work-based Learning (internships, apprenticeships, mentorships, externships) • Labor Policy Advocacy •

• Career Exploration • Job Seeker Services • Business Hiring Incentive Programs • Labor Force Data • Reduce Barriers •

TALENT 2.0 Short-Term

Continue implementing goals / programs in "*TALENT 2.0 – Regional Workforce Strategy, Fort Collins-Loveland Metro Area*"

- Market WorkInNorthernColorado.com
- Launch Trailing Spouse / Partner Program
- Market work-based learning programs
- Build online economic data system able to service customized data requests
- Work on barriers

TALENT 2.0 Longer-Term

Continue building comprehensive, integrated ‘workforce development system’

- Update “TALENT 2.0 – Regional Workforce Strategy, Fort Collins-Loveland Metro Area” perhaps partnering with Weld
- Develop multi-year plan
- Settle on models for staffing, funding, governing, stakeholder engagement of the Talent 2.0 Partnership

Questions TALENT 2.0 is Pondering

- **Talent 2.0 Model.** How do we adapt the model to be inclusive of all stakeholders in the pursuit of our vision and mission?
- **Now vs. Later.** Are our strategies and actions balancing the urgency of producing workers now for area employers with the development of a pipeline of future workers later?
- **Strategic vs. Tactical.** Are we giving appropriate attention to planning our work strategically vs. doing tactical work on specific programs and initiatives?

Questions TALENT 2.0 is Pondering

- **Community workforce development vs. sector-based workforce development.** Are we balancing supply-side, individual-focused workforce development activities of the workforce center with demand-side, company or sector focused workforce development?
- **Needs vs. Structure.** Are we focused on identifying and meeting the needs of employers and jobseekers or are we just perpetuating existing programs and structure?

Core Components

● Workforce Development System Alignment ●

● Workforce Recruitment ● Workforce Retention ● Workforce Planning ●

●Education K-12 ● Higher Education ● Existing Worker Development – Training & Upskilling ●

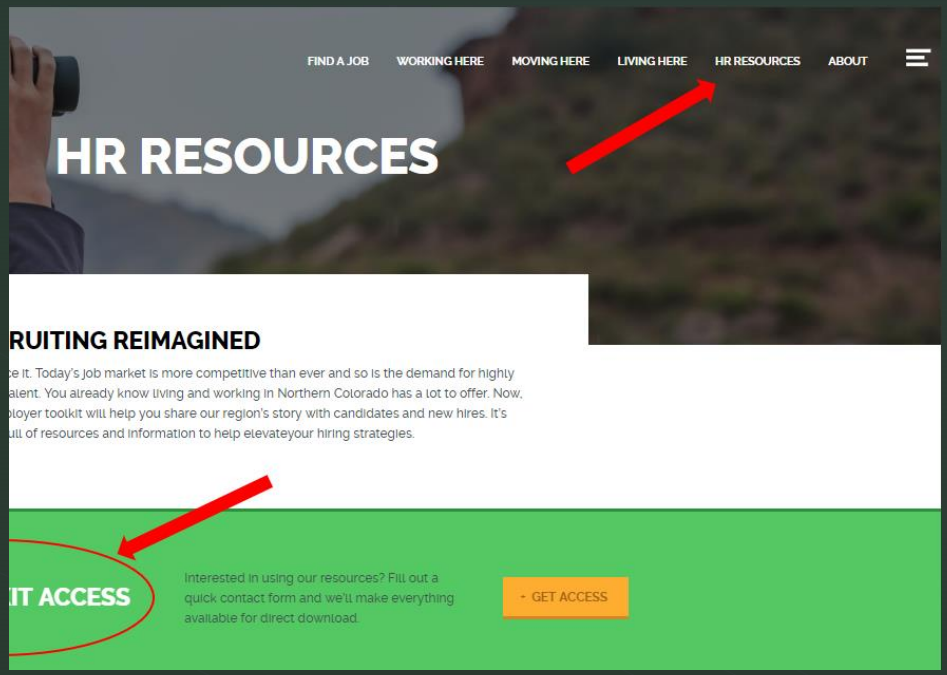
● Work-based Learning (internships, apprenticeships, mentorships, externships) ● Labor Policy Advocacy ●

● Career Exploration ● Job Seeker Services ● Business Hiring Incentive Programs ● Labor Force Data ● Reduce Barriers ●

Core Components of Workforce Development System ↓	Workforce Development Function / Activity / Program	Primary Responsibility	To-date	2019	2020	2021
Workforce Development System Alignment The 'workforce development system' is the integrated and coordinated collection of individual businesses, government entities, economic development and business associations, workforce development board, community organizations, education institutions, trainers, etc. and their programs aimed at maintaining, attracting, and developing the labor force needed to sustain the economy	**Strategic assessment of current and future labor needs** Strategic assessment in this context is about looking at workforce data to understand • the nature of the current labor force, • current and future labor force needs of employers.	• Primary: Talent 2.0 Steering Comm. • Key partners / stakeholders: Larimer County Workforce Development Board	• Convened mid-year 2016 to commission research and creation of a workforce development plan • Published 'Talent 2.0' February 2017	• Strengthen Larimer County Workforce Center data reporting capabilities	• Surveys and focus groups with hiring managers, recruiters, HR directors to understand their data needs • Surveys and focus groups with hiring managers, recruiters, HR directors to understand their training needs	•
	Alignment of workforce development system The component parts of the 'workforce development system' are all individual organizations focused on aspects of workforce development. Strong coordination and communications among these organizations can dramatically improve effectiveness in recruiting, developing, and retaining the labor force area needs.	• Primary: Talent 2.0 Steering Comm. • Key partners / stakeholders: Larimer County Workforce Development Board	• Talent 2.0 Steering Committee has continued to meet			

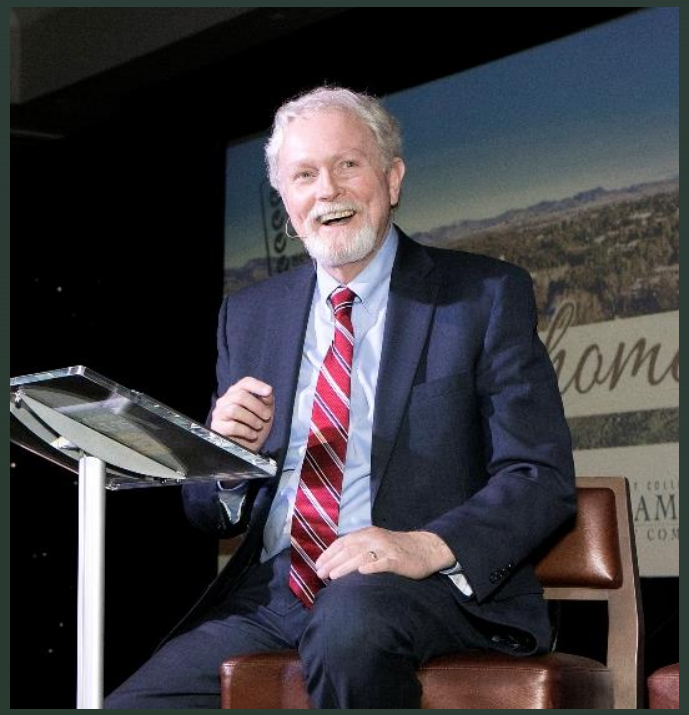
How to Engage

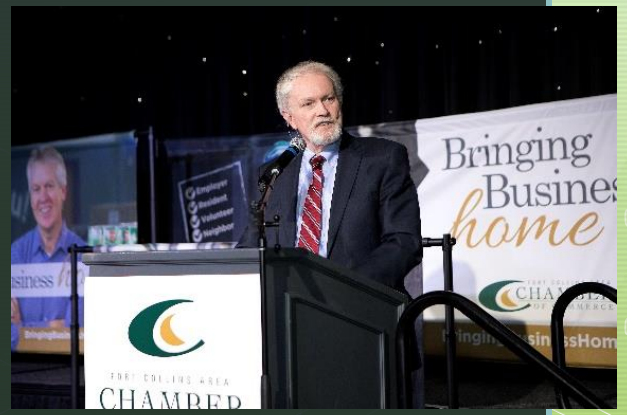
- Give feedback on WorkInNorthernColordo.com and other tools
- Provide suggestions on other tools, information, programs you need
- Sign up on the resource page
- Put our badge on your website when available
- Watch for future info about Business and Education Advisory Councils
- Push our social media posts through your channels

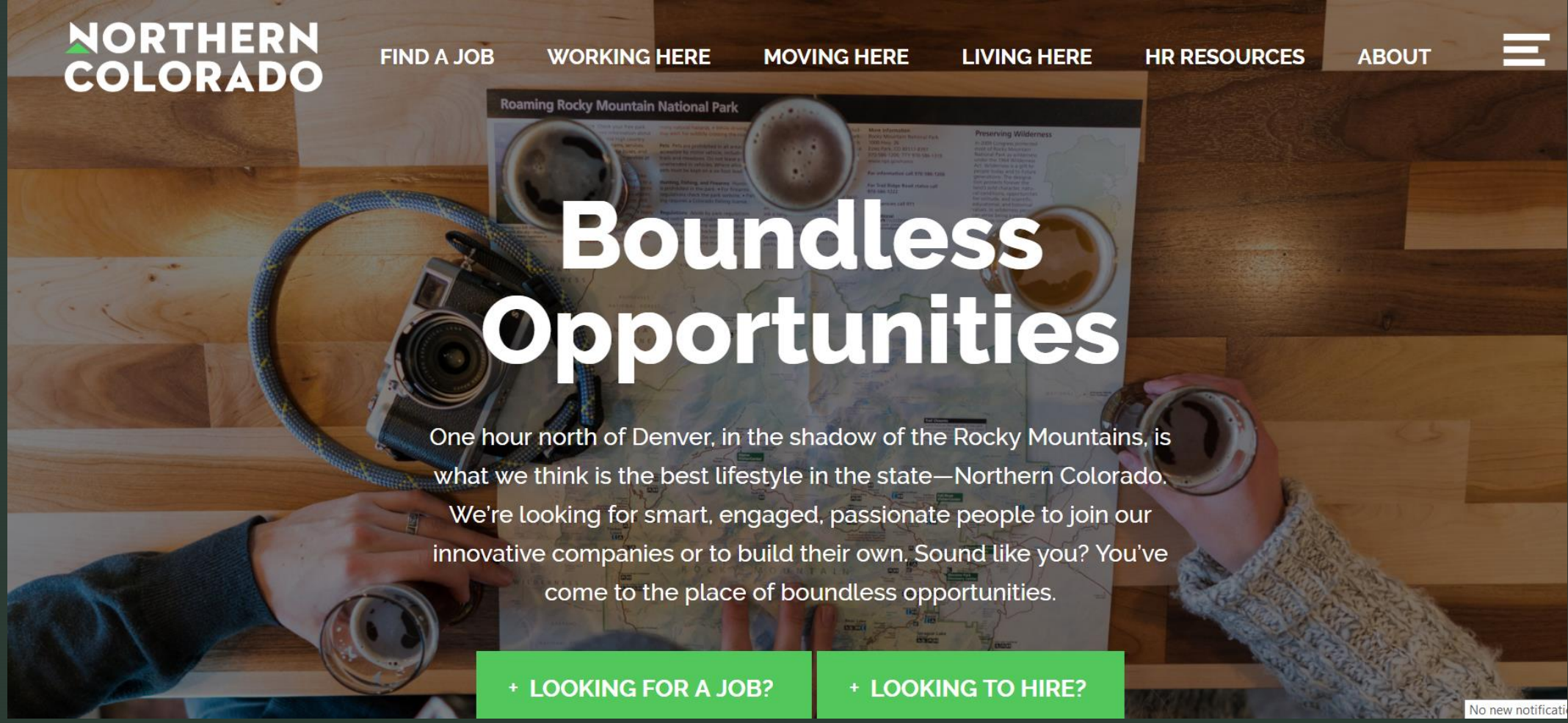


Presenter

- **David May**
- President & CEO, Fort Collins Area Chamber of Commerce since 2003
- Former Vice President, US Chamber, Washington DC
- Led chambers of commerce in Independence MO, Sarasota FL, Fort Collins CO
- Co-founder: Talent 2.0, Fix North I-25 Business Alliance, Fix Colorado Roads, Leadership Northern Colorado
- davidmay@fcchamber.org







TALENT 2.0 Update

Building a Workforce Development System