



Building a Workforce Development System



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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 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

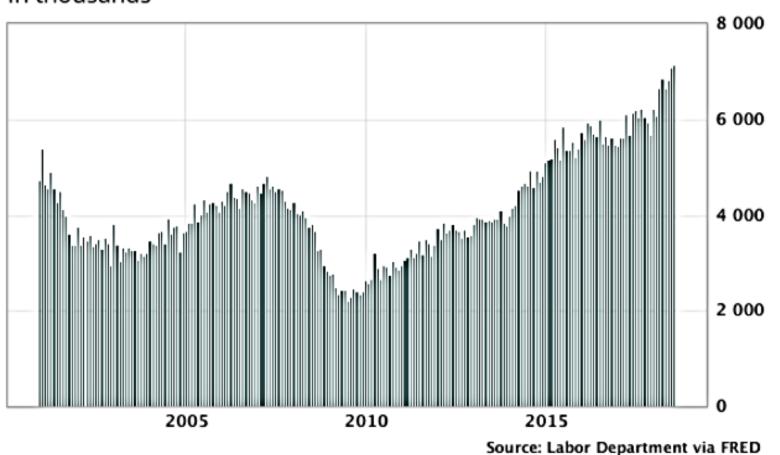
Key Findings

- 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

Job openings

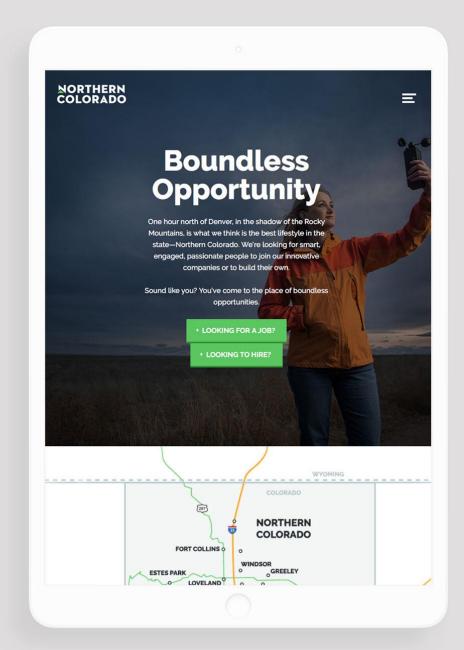
In thousands

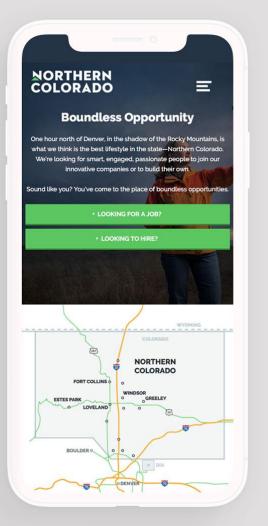


TALENT 20 Phase 1: Build Plan, Build Basic Tools, Learn to Work Together

- 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







Recruitment Tools



Let's face it. Today's Job market is more competitive than ever and so is the demand for highly skilled talent. You already know living and working in Northern Colorado has a lot to offer. Now, our employer toolkit will help you share our region's story with candidates and new hires. It's chock-full of resources and information to help elevateyour hiring strategies.

GAIN TOOLKIT ACCESS

Interested in using our resources? Fill out a quick contact form and we'll make everything available for direct download.

- GET ACCESS

WorkInNorthernColorado.com Resource Pages

#1 Safest US city

TOP 10 CRIMES IN

CHANCE OF FALLING

VICTIM TO A VIOLENT

Colorado 1 in 292

comband 1 in 418

Berthoud 1 in 425 Wellington 1 in 608

Estes Park 1 in 1060



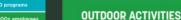
In 1970, Colorado State University was founded as an "ag school." While it s still connected to the land today, its roots have grown deep and wide Colorado State University (CSU) is an international leader in animal science, an innovator in business, clean energy and biomedical sciences, and much more

Home to over 33,000 undergraduate and graduate students, the university offers over 250 programs of study. Colorado State University is known for many things, but it may be best known for its world-renowned James L. Voss



An isonic spot on campus in the Oval, an elemined path through some of green that serves as the original entance to campus. An early president, Chafela, A. Lor, considered the Oval as a place to sulfy campus. The Oval foods many events throughout the year, including Camp around the Oval as a fundament for the local food back, and Rustinal on the Oval to selebrate homeocoming, both hald in October.

the beautiful carrows neetled below the footbills is an expanse of green, with highlights including one of the newest indoor stadiums in the country—home of the Rams who play in the NCAA Hountain West Conference. There's also the Lagoon, a grassy enclave that feature the concerts each week during the summer months and is a fravorite spot for



BEST

of 311 Selected National Universities

IN LARIMER COUNTY

mountain bilking in Lory State Park, camping in the Poudre Carryon, driving the scenic Big Thompson Carryon or hiking in Rocky Mountain National Park—and plenty of activities and places in between. Your adventure can be as small as checking out a bike from the downtown Fort Collins Bike Library and tootling from brewery to brewery, or as strenuous as backpacking in Rocky Mountain National Park or rafting the "Wild and Scenic" Poudre River.

Rocky Mountain National Park (RMNP), near Estes Park, draws over 3 million people each year to hike its multiple trails or drive the infamous Trail Ridge Road. The park straddles the Continental Divide with elevation ranging from



CELT YARKS
Each of the cities in Latiner Courtly have their own park systems. The City of Fort.
Cities has many parks throughout the city, including dop parks for your fruncingod friends, and entiry range, disc got current. Earlier counts, sable parks, baseball fields, splanh parks and an orditor pool. The same is true for Lovelbund, which also has the week found from Court for Court

CITY PARK COUNT

LARIMER COUNTY,

Safety is a priority when choosing a place to call home. You might wonder if your children will be aske walking to school or if you can go punning through the streets of the city in the evening. It's nessurary to know that Fort Collini was named one of the 2009 Safets Clisis in America, where placed 9 on a list of 25 among cities of a population of 100,000 or more in a study by Niche, a company that researches cities in the US-Fort Collins was selected due to low violent crime rates and low property crime rates.

As an added bonus. Fort Collins was ranked the number one safest As an adoubt bound, For Counts was failed on a number one seeks city in the nation for driving a car among the 200 largest cities by Bankrate in 2018, which states that in Fort Collins, you are 28% less likely to have a collision versus the national average.



In recent years, orimes have increased slightly as the population of Fort Collins continues to clinich. Property orimes topped the list of all types of crimes is Fort Collins's 2017.1. A total of 1830 crimes were reported, and one-third involved thaift according to police data, including larceny, tharfs from motor varieties and shopliffling, according to a March 2018 Coloradiom article.

CRIME IN CITIES WITHIN LARIMER COUNTY

CRIME IN CITIES WITHIN LARIMER COUNTY
Leveland, First Collins older ofly to the south, has a lewer circle rate of these has not a smaller size of PLBDP weighted companed to MEL207 in 684,207 in 684,

SCHOOLS IN LARIMER COUNTY

Larimer County schools are known for their strong performance with nine schools making the Top 100 List of Colorado's 929 schools for high test scores, according to schooldigger.com in 2017. Larimer County has two main school districts—Poudre School District, serving Fort Collins, Wellington and Timnath, and



This large district serves 30,000 students and includes 50 schools and four charter schools. It's the rinth largest school district in Colorado. PSD offers school of choice as well as neighborhood schools, to fit each child's need. Learning options include Core Knowledge, Bilingual Dual Language Immersion, International Baccalaureate, Expeditionary Learning, and STEM. Visit pddschools.org for more.

schools and two charter schools. As with PSD, it offers early childhood centers and caters to specific learning styles.

ESTES PARK SCHOOL DISTRICT R-3

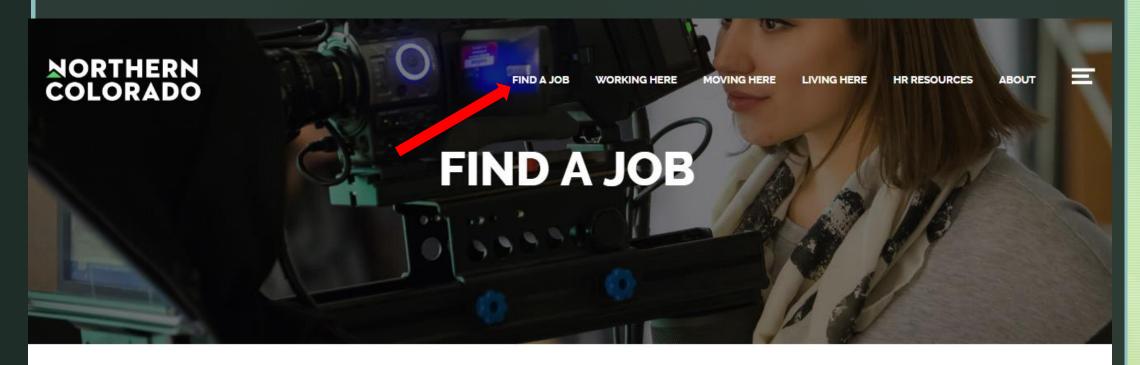
If you desire a small, mountain environment, this district will suit your needs. The district serves 1140 students in its 3 schools – one elementary, one middle school and one high school and promises "innovation at elevation." Visit estesschools.org for more.



OLLEGE BOUND

Schools have ACT Test Scores Colorado High Schools

AWADDS & DECOGNITIONS



A PAYCHECK WITH PURPOSE

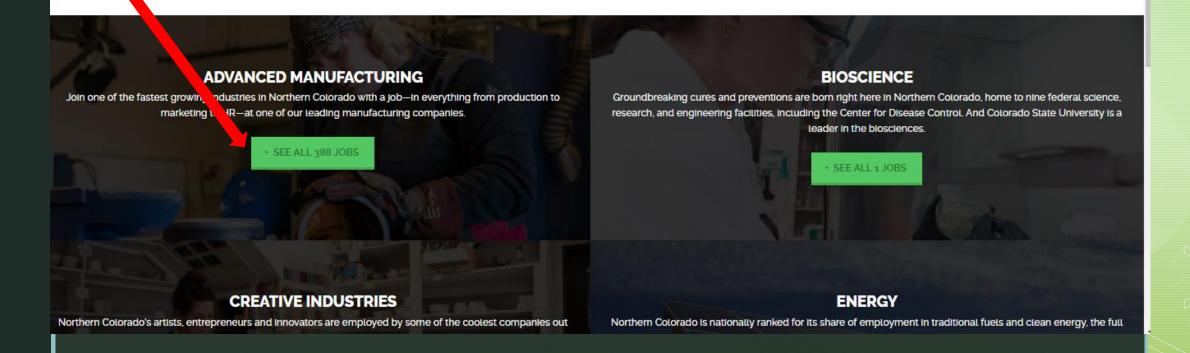
Tired of the grind? Many of us are. The average person spends 90,000 hours at work over the course of their lifetime, and for too many people, it's not very fulfilling. We want to help you find a career that combines your strengths and your passions. A job that has meaning—that's not just a means to a living. An energizing environment that makes you want to get up and go every morning. Browse our tools, jobs and major employers below.

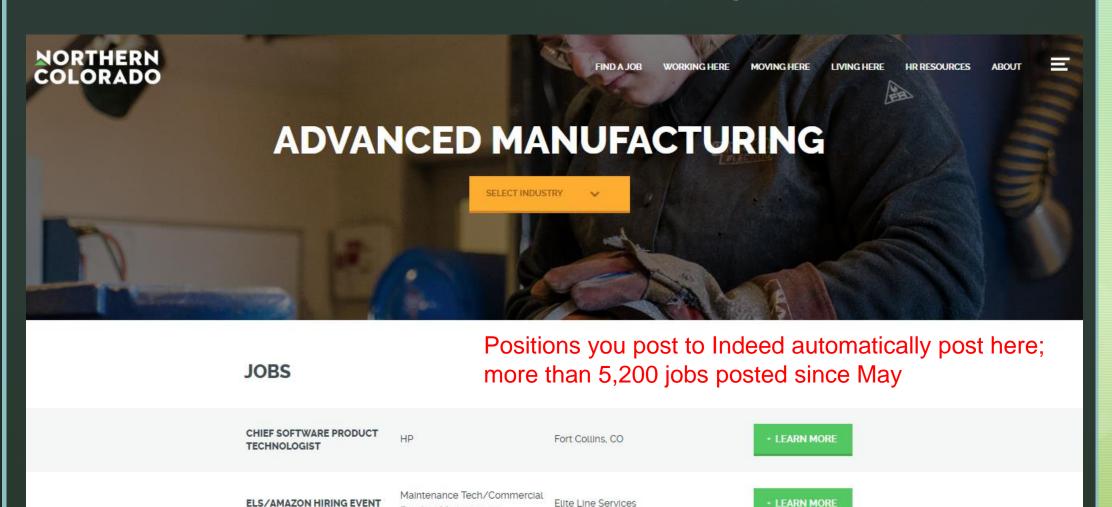


SEARCH JOBS

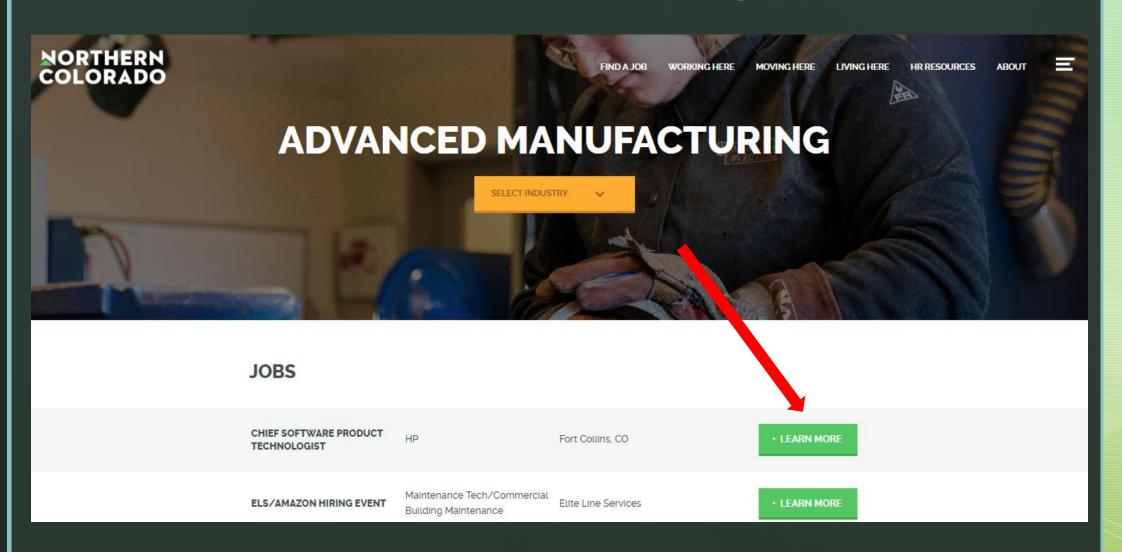
Scroll down to Search Jobs, then click on an industry tile Discover a range of open Jobs at Innovative companies where you can make a life, a living and a difference. Browse open Jobs in Northern Colorado by Industry below.







Building Maintenance



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





CATEGORY

FEATURED ARTICLE TITLE

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ANUARY 1 2020



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JANUARY 1, 2020



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JANUARY 3, 2028







Blog Post Themes

1 Love Where You Live

2 Explore

3 Careers & Companies

4 Our People

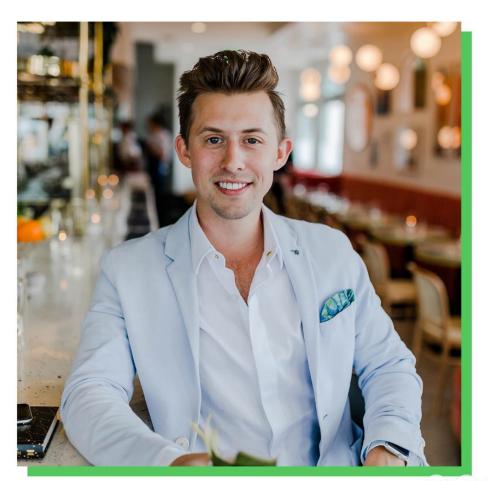
Ambassadors Program

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





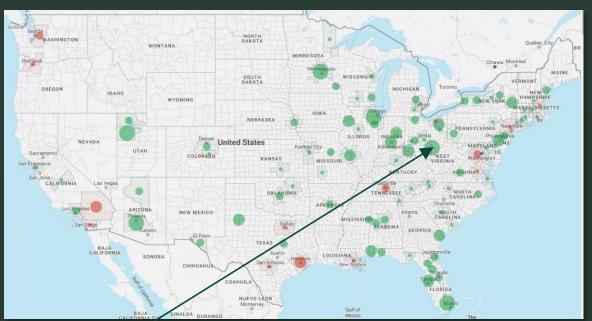
TALENT SUMMIT 10-04-19 7:30AM EMBASSY SUITES, LOVELAND

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

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

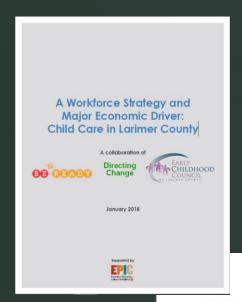
Trailing Spouse / Partner Resources

- 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



CHILD CARE IN LARIMER COUNTY

Recommendations to Address the Need for Additional Affordable Child Care in Larimer County

January 2019



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

Resourcing
Integrated,
Coordinated
Workforce
Development
Initiative

Identify / Address Barriers

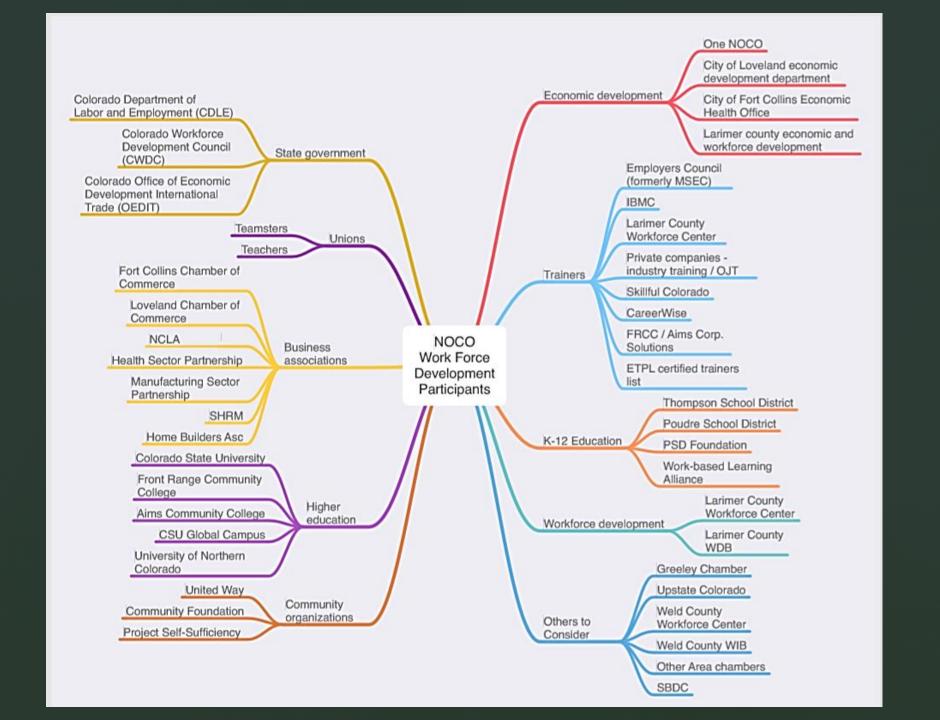
Strategic
Assessment of
Current &
Future Labor
Needs

Build
Workforce
System
Capable of
Assessing and
Meeting
Demand for
Labor

Assess
Effectiveness
of Components
of Workforce
Development
System

Multi-year Strategic Workforce Development Plan

Talent Pipeline, Recruitment, Development, Retention





 "Building the most robust workforce in the Rocky Mountain West to address our region's current and future labor needs." (draft 8/28/19)



Strategically leading and aligning a wellcoordinated, effective workforce development system capable of assessing the demand for labor and meeting that demand." (draft 8/28/19)

General Desired Outcomes of

- 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 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 ●



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



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 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 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?

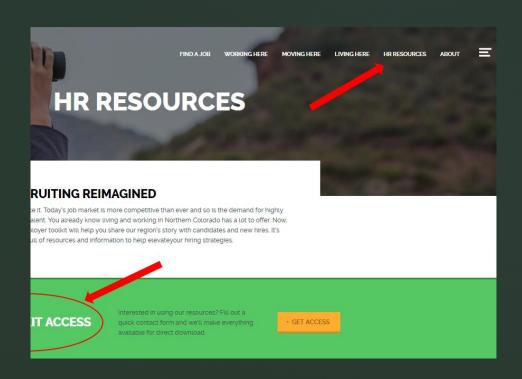
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- Career Exploration Job Seeker Services Business Hiring Incentive Programs Labor Force Data Reduce Barriers •

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,	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	•
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	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			

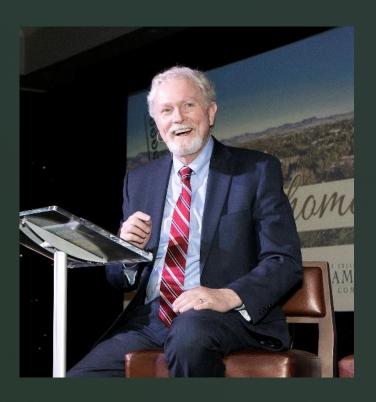


- Give feedback on WorkInNorthernColordo.com and other tools
- Provide suggestions on other tools, information, programs you need
- Sign up on the resource page
- Put our badge on your website when available
- Watch for future info about Business and Education Advisory Councils
- Push our social media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









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