

# WORKFORCE SOLUTIONS

TALENT ATTRACTION, RETENTION & DEVELOPMENT  
RESOURCES SUPPORTING LOCAL EMPLOYERS



The background is a solid orange color with a repeating pattern of white line-art icons. These icons include a smartphone, a speech bubble, a document with a checklist, a target symbol, a briefcase, a heart, a network diagram with three nodes, a laptop, and a magnifying glass. The icons are scattered across the entire page.

*The Cedar Rapids Metro Economic Alliance  
drives economic, workforce and population  
growth strategies, and helps businesses succeed.*



# WORKFORCE COMMITTEES & COALITIONS

## 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)

## 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 (ICR). 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:** Ellie Evans at [eevans@cedarrapids.org](mailto:eevans@cedarrapids.org)

## ICR Future: Developing our Future Talent

ICR Future is a coalition of employers, educators, and organizations working together to advance workforce pipeline strategies, making Iowa City-Cedar Rapids (ICR) the best place in the nation for career-connected learning.

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

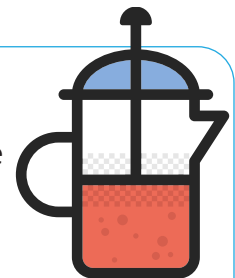
## Kirkwood Sector Partnerships

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)



## Employers Council of Iowa - Region 10

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

**Contact:** Kate Pine, [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)

# TALENT ATTRACTION & RETENTION

## Economic Alliance Workforce Specialist

The EA Workforce Specialist identifies gaps in workforce needs and develops Economic Alliance-led initiatives to fill those gaps. The Workforce Specialist also connects area college students and young professionals to economic opportunity and quality of life experiences that improve chances they will take or keep jobs in the region.

**Contact:** Ellie Evans at [eevans@cedarrapids.org](mailto:eevans@cedarrapids.org), 319-730-1400

## 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.

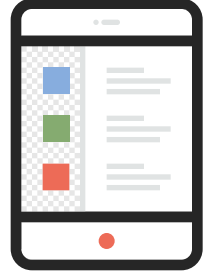
**Contact:** Tom Banta at [tbanta@icadgroup.com](mailto:tbanta@icadgroup.com)



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

## Popular Job Boards

- CorridorCareers.com
- IowaWORKS.org
- HireAHawk - [careers.uiowa.edu/hireahawk](http://careers.uiowa.edu/hireahawk)
- Indeed.com



## Career Fairs

A variety of career fairs are held annually by local organizations and schools including:

- **ICR Regional Career Fair** - Ellie Evans, 319-730-1400
- **Corridor Career Fair** - Liz Kennedy, 319-368-8970, [Liz.kennedy@thegazette.com](mailto:Liz.kennedy@thegazette.com)
- **Annual Youth Job Fair** - Kate Pine, [katherine.pine@iwd.iowa.gov](mailto:katherine.pine@iwd.iowa.gov), 319-423-5779
- **Monthly Re-Connect:** Careers and Conversation Employer Panels - Kate Pine, [katherine.pine@iwd.iowa.gov](mailto:katherine.pine@iwd.iowa.gov), 319-423-5779
- **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), 319-212-4016

## 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 Posting at [IowaWORKS.gov](http://IowaWORKS.gov)
- Hiring Veterans at [HomeBaselowa.gov](http://HomeBaselowa.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:** at <https://www.iowaworkforcedevelopment.gov/employer-incentives>

**Contact:** Kate Pine, [katherine.pine@iwd.iowa.gov](mailto:katherine.pine@iwd.iowa.gov), 319-423-5779

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



## Leverage Your Team

Some of your best future employees may be recruited by your current workforce. Consider sharing job postings with your team and inviting them to share those opportunities via social media with their network. Some employers offer a financial incentive to employees who successfully connect them with a new hire.

### TotalChild Workforce

The FourOaks TotalChild Workforce program helps employers connect with students who have participated in their TotalChild program as they graduate from high school and transition into the workforce.

**Contact:** Four Oaks at [info@fouroaks.org](mailto:info@fouroaks.org)

**Website:** [www.fouroaks.org](http://www.fouroaks.org)

### 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.

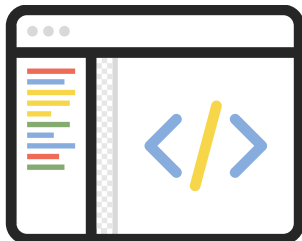
**Contact:** Brenda Ireland at [Brenda.ireland@kirkwood.edu](mailto:Brenda.ireland@kirkwood.edu), 319-398-7648

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

### DeltaV Code School

If you are searching for software developers, consider connecting with DeltaV, a coding school operated by NewBoCo in Cedar Rapids. Their bootcamp-style courses offer a pipeline of immediate talent with skills in HTML, CSS, and JavaScript.

**Contact:** Jessica Bertling, [jessica@newbo.co](mailto:jessica@newbo.co)



### Local Promotion

The employees you are searching for may not be actively looking for a new opportunity. Consider using traditional and non-traditional advertising opportunities, along with paid social media campaigns to reach an audience you may not find via job boards. The Economic Alliance is happy to provide members with a list of more than 230 other EA member businesses offering advertising, marketing, consulting, printing, promotions, communications assistance and more.

### Staffing Agencies

Using a staffing agency can decrease the time it takes to fill positions, offer options for part-time or temporary needs, and reduce risk for employers. EA member agencies that you might consider for support include:

- **Aerotek**, (319) 731-1060, [www.aerotek.com](http://www.aerotek.com)
- **Corridor HR Solutions**, (319) 393-1134, [www.corridorHRSolutions.com](http://www.corridorHRSolutions.com)
- **DES Employment Group**, (319) 363-5200, [www.desemploymentgroup.com](http://www.desemploymentgroup.com)
- **Express Employment Professionals**, (319) 363-3345, [www.expresspros.com/cedarrapidsia](http://www.expresspros.com/cedarrapidsia)
- **Kass Employment Services**, (319) 366-1731
- **Kelly Services**, (319) 366-1897, [www.kellyservices.com](http://www.kellyservices.com)
- **Management Recruiters of Cedar Rapids**, (319) 366-8441, [www.mricr.com](http://www.mricr.com)
- **Manpower Inc**, (319) 366-7661, [www.manpower.com](http://www.manpower.com)
- **PeopleReady**, (319) 365-4196, [www.peopleready.com](http://www.peopleready.com)
- **Premier Staffing, Inc**, (319) 730-3890, [www.premierstaffing.com](http://www.premierstaffing.com)
- **Robert Half**, (319) 366-7942, [www.roberthalf.com](http://www.roberthalf.com)
- **Skywalk Group**, (319) 743-9830, [www.skywalkgroup.com](http://www.skywalkgroup.com)
- **Team Staffing Solutions, Inc.**, (319) 358-9333, [www.teamssi.com](http://www.teamssi.com)
- **The Overture Group**, (319) 366-3688, [www.theoverturegroup.com](http://www.theoverturegroup.com)

# 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:** Laura Thomas at [lthomas@cedarrapids.org](mailto:lthomas@cedarrapids.org)

## 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 here:**

[www.iowaworkforcedevelopment.gov/laborshed-studies](http://www.iowaworkforcedevelopment.gov/laborshed-studies)

## Iowa Workforce Development Labor Market Information

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 Director, (515) 725-3896

**Email:** [ryan.west@iwd.iowa.gov](mailto:ryan.west@iwd.iowa.gov)

**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 319-398-7782, [tyler.mccarville@kirkwood.edu](mailto:tyler.mccarville@kirkwood.edu)

## The 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 percent of the training cost.

**Contact:** Doris Metz, 319-398-5691

**Email:** [doris.metz@kirkwood.edu](mailto:doris.metz@kirkwood.edu)

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

## 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 non-credit 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)



# 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 (ICR) 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 and Job Shadows
- Computer Science
- Project-Based and Social Emotional Learning (SEL)

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

## 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, 319-399-8780, [nyoung@coe.edu](mailto:nyoung@coe.edu)
- **Cornell College:** Jason Napoli, 319-895-4458, [jnapoli@cornellcollege.edu](mailto:jnapoli@cornellcollege.edu)
- **Kirkwood Community College:** Danielle Ebaugh, [danielle.ebaugh@kirkwood.edu](mailto:danielle.ebaugh@kirkwood.edu)

## High School Interns and 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 20,000 experiences annually in ICR.



**Contact:** Mariann Ryan, 319-398-4829, [mariann.ryan@kirkwood.edu](mailto:mariann.ryan@kirkwood.edu)

**Contact:** Sue Neil, 319-398-4828, [sue.neil@kirkwood.edu](mailto:sue.neil@kirkwood.edu)

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

## 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  
[Becky.Weininger@kirkwood.edu](mailto:Becky.Weininger@kirkwood.edu),  
319-398-1057

## 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 these 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 on which students can create profiles and learn about employers, while employers can post jobs and internships, and search student profiles.

**Contact:** D. Allan Boettger at [Allan-Boettger@uiowa.edu](mailto:Allan-Boettger@uiowa.edu), 319-335-1023

## Urban Dreams

In partnership with the City of Cedar Rapids, Urban Dreams works with people who have had barriers to successful employment. Through mentoring and career guidance, the program creates a connection between people in need of employment and businesses looking for employees.

**Website:** [www.urbandreams.org](http://www.urbandreams.org)

Contact for more information:



**Ellie Evans**  
Workforce Specialist  
[eevans@cedarrapids.org](mailto:eevans@cedarrapids.org)



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