

WORKFORCE SOLUTIONS

TALENT ATTRACTION, RETENTION & DEVELOPMENT
RESOURCES SUPPORTING LOCAL EMPLOYERS



WORKFORCE COMMITTEES & COALITIONS

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

ICR Talent Coalition

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

Contact: Tom Banta at 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 DEI initiatives, and also develops, supports and promotes regional networks that connect diverse professionals.

Contact: EconomicAlliance@cedarrapids.org

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



Higher Education Coalition

The Higher Education Coalition serves as our regional partnership of colleges, universities and organizations dedicated to promoting and collaborating on regional young professional efforts and growth of our workforce through student populations.

Contact: Laura Seyfer at lseyfer@cedarrapids.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:

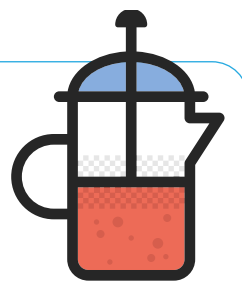
- Advanced Manufacturing
- Architecture, Construction, and Engineering
- Business Services
- Healthcare
- Information Technology
- Transportation and Logistics

Website: explore-careers.org

Linn County Child Care Coalition

An initiative between the Cedar Rapids Metro Economic Alliance, Linn County Early Childhood Iowa, Child Care Resource & Referral, and HACAP that is actively combating child care issues in our community. Child care is not just a family issue – it encompasses business success and community viability.

Website: cedarrapids.org/our-region/workforce/child-care-solutions



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: Mace Huffman, mace.huffman@iwd.iowa.gov

Website: www.iowaworkforcedevelopment.gov/employers-council-iowa

TALENT ATTRACTION & 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.

Contact: Laura Seyfer at lseyfer@cedarrapids.org

Junior Achievement of Eastern Iowa

To inspire and prepare young people to succeed through lessons in financial literacy, work and career readiness, and entrepreneurship. The lessons align with national and state education standards and are delivered to millions of students across the country.

Contact: Christina Millikan at cmillikan@jaeasterniowa.org

Website: Easterniowa.ja.org



Popular Job Boards

- CorridorCareers.com
- IowaWORKS.org
- Indeed.com
- LinkedIn.com
- JoinHandshake.com

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
- Hiring Veterans at HomeBaselowa.gov, **Contact:** Mace Huffman, mace.huffman@iwd.iowa.gov
- Registered Apprenticeships at EarnandLearnIowa.gov
- Future Ready Iowa at FutureReadyIowa.gov
- Ex-offender Initiative
- Promise Jobs

Employer Incentives: at <https://www.iowaworkforcedevelopment.gov/employer-incentives>

Contact: Mace Huffman, mace.huffman@iwd.iowa.gov 319-365-9474

Website: www.iowaworkforcedevelopment.gov



Career Fairs

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

- **ICR Future Career & College Fair** - ICAN@ICANSucceed.org
- **Corridor Career Week** - Dan Holterhaus, dan.holterhaus@thegazette.com
- **Annual Youth Job Fair** - Mace Huffman, mace.huffman@iwd.iowa.gov, 319-365-9474 ext. 31120
- **Monthly Re-Connect: Careers and Conversation Employer Panels** - Mace Huffman, mace.huffman@iwd.iowa.gov, 319-365-9474 ext. 31120
- **Kirkwood Career Fair** - Danielle Ebaugh, danielle.ebaugh@kirkwood.edu
- **University of Iowa Career Fairs** - Allan Boettger, Pomerantz Career Center, allan-boettger@uiowa.edu
- **Career Inspire** - Erin Kurt, ekurt@jaeasterniowa.org

Marion Community Promise Program

Marion Economic Development Corporation focuses on helping students in Marion and surrounding communities develop a pathway and pursue careers here at home. Community Promise Provides exposure, experience, and pursuit opportunities so that students can call local jobs their own.

Website: www.medcoiowa.org/forms/community-promise

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 access@fouroaks.org

Website: 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.

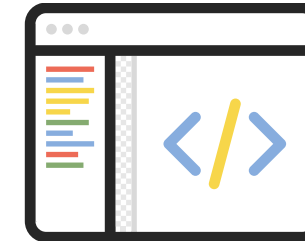
Contact: Brenda Ireland at Brenda.Ireland@kirkwood.edu, 319-398-7648

Website: 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: join@deltav.school



Leaders, Believers and Achievers Foundation

Leaders, Believers and Achievers inspire HOPE in tomorrow's leaders through developing a Statement of Purpose. This Statement of Purpose teaches teens in the community to embrace responsibility, leadership skills, career readiness and continued schooling.

Contact: al@lbajourney.org

Website: lbajourney.org

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
- **Aureon Consulting**, (515) 830-0164 www.aureon.com
- **Express Employment Professionals**, (319) 363-3345, www.expresspros.com/cedarrapidsia
- **Kass Employment Services**, (319) 366-1731
- **Palmer Group**, (319) 449-1200 www.thepalmergroup.com
- **Premier Staffing, Inc.**, (319) 730-3890, www.premierstaffing.com
- **Robert Half**, (319) 366-7942, www.roberthalf.com
- **Sedona Staffing Services**, (319) 826-1954, www.careerpros.com
- **Skywalk Group**, (319) 743-9830, www.skywalkgroup.com
- **The Overture Group**, (319) 366-3688, www.theoverturegroup.com

WORKFORCE PIPELINE / REPORTS & RESOURCES

Customized Reports

The Economic Alliance 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: Lucy Schneckloth at lschneckloth@cedarrapids.org

Certified for Success by Goodwill of the Heartland

Develop in-demand skills and credentials for today's economy. Whether you want to change careers, get a promotion, start a new business, or build your skills, Career Navigators are ready to help you accomplish your goals.

Contact: Devin Davis at ddavis@goodwillheartland.org
Website: www.certifiedforsuccess.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

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

Website: 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
Email: 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

Website: www.kirkwood.edu/corporatetraining

MRA - The Management Association

Resources at the ready. Known for having some of the best content and resources available (e.g., toolkits, sample policies, checklists, articles, etc.) We can help with HR services, training, recruiting, compensation and more! We serve some 4,000 employers covering over 1 million employees and have been doing this for more than 120 years! We're here to help with all your HR and employer needs.

Contact: Cherrie Spurlin, Executive Director
Email: cherrie.spurlin@mranet.org
Website: www.mranet.org

Eastern Iowa Human Resource Association

EIHRA is an affiliate of our national organization, the Society of Human Resource Management. Their mission is to create a collaborative community to serve Human Resource practitioners and further their professional development. Whether you are new to the field or have many years of experience, EIHRA is a local starting point for networking, information professional development and continued support of excellence in Human Resources.

Contact: Kate Pine at eyeoneihra@gmail.com
Website: www.eihra.org



WORKFORCE PIPELINE / CONNECTIONS

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
- **Coe College:** Nanci Young, 319-399-8780, nyoung@coe.edu
- **Cornell College:** Jason Napoli, 319-895-4458, jnapoli@cornellcollege.edu
- **Kirkwood Community College:** Danielle Ebaugh, danielle.ebaugh@kirkwood.edu
- **Mt. Mercy University:** Kalindi Garvin, kgarvin@mtmercy.edu

Catherine McAuley Center

Refugee & Immigrant Services Program provides refugee resettlement services as an affiliate of the U.S. Committee for Refugees and Immigrants (USCRI), as well as a wide range of education and support services centered around the unique needs of refugees and immigrants.

Website: cmc-cr.org/refugee-and-immigrant-services

Contact: 319-731-0445

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

Contact: Casey Estling, 319-398-4823, casey.estling@kirkwood.edu

Website: www.kirkwood.edu/wlc

WIOA Work Experience and Internship Programs

Federal program designed to help job seekers access employment, education, training and support services to succeed in the labor market. Individuals must qualify for enrollment into WIOA

in of the three categories, Youth/ young adult, Low-income adult, or dislocated worker. Kirkwood funds all their wages and cover the workman's compensation insurance and the employer provides the supervision. Participants can work part-time up to 520 hours or 26 weeks.

Contact: Selinya Carew

Email: Selinya.Carew@iwd.iowa.gov

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: Norma Havlik-Smith, 319-398-1057

Email: norma.havlik-smith@kirkwood.edu

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: Allan Boettger, 319-335-1023

Email: Allan-Boettger@uiowa.edu

Opportunity Center at Ladd Library

The City of Cedar Rapids, in partnership with the Cedar Rapids Public Library, Kirkwood Community College, United Way, and HACAP, 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.crlibrary.org/skills





Laura Seyfer
Workforce Specialist

Economic Alliance Workforce Specialist

The Economic Alliance 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: Laura Seyfer at lseyfer@cedarrapids.org, 319-730-1420



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