

A SOLUTION-  
DRIVEN OVERVIEW  
OF WORKFORCE  
EFFORTS FOR THE  
CEDAR RAPIDS AREA



WORKFORCE SOLUTIONS  
WORK PLAN  
**2022**





## TALENT ATTRACTION

“We need people to fill all kinds of jobs here in the Iowa City-Cedar Rapids region we call ICR Iowa. Talking with candidates from the Talent Hub saves time, headspace, and gives a company a little more insight than just a resume can. These people want to work for a company here as they have taken the time to submit their resume through this platform.”

-SHANNON HANSON, ICR TALENT HUB CONNECTOR

- Placemaking Advocacy
- ICR Iowa
- ICR Talent Hub
- Workforce Solutions Guide
- ICR Monthly Talent Employer Call
- Talent Reels
- Welcoming Week
- ICR Talent Coalition

## TALENT RETENTION

- Ignite ICR
- ImpactCR
- Higher Education Coalition
- Inclusive ICR
- Leadership for Five Seasons
- Talent Reels
- Workforce Solutions Guide
- Business Support Programs
- Advocacy for Childcare/  
Housing Initiatives

“I got involved with ImpactCR when I was new to the Cedar Rapids area and found so much value in the program, I decided to join the board. ImpactCR creates a unique space for young professionals, no matter the industry or experience, to create connection and engage with the community. By partnering with non-profit organizations, area employers, and key CR leaders, we provide a variety of resources for attendees to find what lights them up in the area and makes Cedar Rapids their ideal place to work and live. I’m so grateful to work with a talented board of individuals who also share a passion for our community and I’m excited to see how we’ll continue to grow!”

-TAYLOR GEHRLS, IMPACTCR BOARD MEMBER

## FUTURE PIPELINE

“Cedar Rapids area colleges and universities have a long-standing tradition of working together to address our students’ needs and how those align with this region’s workforce strategies. The Cedar Rapids Metro Economic Alliance serves as a catalyst for driving important conversations and opportunities between colleges, students and employers. Coe College students benefit from our collaborative relationship with the other area college and university career services centers and our local economic development team. Working together makes us all stronger.”

-NANCI YOUNG, DIRECTOR OF CAREERS, COE COLLEGE

- ICR Future
- ICR Future Career Fair
- Ignite ICR
- Higher Education Coalition
- Handshake

## CONNECTING EMPLOYERS TO RESOURCES

- Future Ready Iowa / Employer Innovation Funds
- Work-based learning opportunities
- Internships / Apprenticeships
- Immigrant /Refugee programs
- Fair Chance Hiring
- Home Base Iowa
- Urban Dreams

“The Catherine McAuley Center matches refugee and immigrant job seekers to employer needs, leading to quality placements for clients and lasting relationships with local employers. CMC assesses clients’ skills, experience, and employment goals and provides job readiness coaching, while also offering English classes and help adjusting to American life and culture. CMC also partners with employers to help new refugee and immigrant employees understand their role, complete orientation, and successfully perform their work duties.”

-PAULA LAND, EXECUTIVE DIRECTOR  
CATHERINE MCAULEY CENTER



“Workforce is the number one issue that we hear about from our members. Due to this need, we are focusing our efforts on talent attraction, retention, connecting businesses and college students, and connecting our members to local resources with the workforce solution guide. Businesses need the workforce pipelines to tap in to and we are here to help them navigate through the rough waters. The pandemic

has changed how the world operates, which includes businesses and their workforce. We are seeing more and more companies get creative and escape the traditional workforce norms to help with their retention and recruitment needs.”

-LAURA SEYFER, WORKFORCE SPECIALIST







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CEDAR RAPIDS METRO  
**ECONOMIC  
ALLIANCE**