

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

ECONOMIC ALLIANCE INITIATIVE

Talent Development Coalition

The Economic Alliance is committed to growing our population and maintaining a high quality workforce for our business community. Our Talent Development Coalition is a group of human resources professionals who meet quarterly to guide our region's talent attraction, retention and pipeline strategies.

Contact: Laura Seyfer at lseyfer@cedarrapids.org

ECONOMIC ALLIANCE INITIATIVE

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

Website: icriowa.org/inclusive-icr

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



Hawkeye Chapter - Association of Talent Development

ATD Hawkeye Chapter serves Eastern Iowa and surrounding areas as the leader in workplace learning, performance, and talent development. Our mission is to provide talent development and networking opportunities for the purpose of achieving work-related competence, higher performance, and professional growth.

Contact: Brenda Meeker at brendameeker@hawkeyeatd.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:

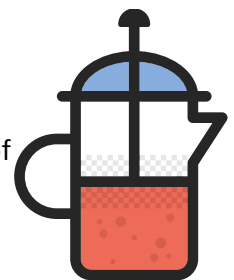
- Advanced Manufacturing
- Architecture, Construction, and Engineering
- Business Services
- Healthcare
- Information Technology
- Transportation and Logistics

Contact: Maria Taylor at Maria.Taylor@kirkwood.edu

East Central Iowa Workforce Development Board (ECIWDB)

ECIWDB strengthens East Central Iowa's workforce system to improve connecting vulnerable populations to education, training and support services that lead to quality local employment while promoting practices that enhance local hiring and retention of skilled workers.

Website: eciwdb.org



TALENT ATTRACTION & RETENTION

ECONOMIC ALLIANCE INITIATIVE

CR Talent Hub

The CR Talent Hub is a hub of professional candidates seeking opportunities in Cedar Rapids Metro. 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 monthly with employers.

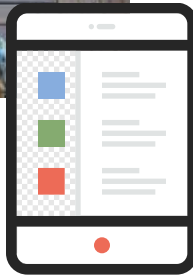
Contact: Laura Seyfer at lseyfer@cedarrapids.org

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, 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
- Registered Apprenticeships
- Ex-offender Initiative
- Promise Jobs

Employer Incentives: at <https://www.workforce.iowa.gov/employers>

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

Website: www.workforce.iowa.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.

Contact: Emily Russ at emily@medcoiowa.org

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

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 O'Bannon at al@lbajourney.org

Website: lbajourney.org

Ignite CR

Ignite CR is a program for college students and interns working in the Cedar Rapids metro. This summer event series gives students the opportunity to meet one another, explore our incredible culture, connect with young professionals, and imagine a future for themselves in Cedar Rapids.

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

ImpactCR - Young Professionals Networking Group

ImpactCR, an initiative of the Economic Alliance, creates opportunities for learning and development, support civic engagement and to cultivate the future business and community leaders of the Cedar Rapids Metro area. With ImpactCR, young professionals don't just swap business cards, they join to create something meaningful and truly connect to this community.

Contact: Laura Seyfer at lseyfer@cedarrapids.org

Leadership for Five Seasons

The Adult Leadership for Five Seasons program is a 10-month experience limited to 35 selected applicants each year that runs from August through May. Adult LFS empowers participants with a comprehensive understanding of our community's challenges and opportunities, while also providing broader knowledge of our region and the role future leaders can play as engaged citizens.

Contact: Rebecca Sullens at rsullens@cedarrapids.org

WORKFORCE PIPELINE / REPORTS & RESOURCES

Corridor Rides - Vanpooling

Vanpool is a public program offered by CorridorRides and operated by Commute with Enterprise. This program can help ensure your employees have a reliable ride to work. This program is a service of ECICOG.

Contact: Brock Grenis at Brock.grenis@ecicog.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.

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.workforce.iowa.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.workforce.iowa.gov/labor-market-information



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: Amanda R. Freyerabend, 319-784-1701

Email: amanda.feyerabend@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: Mitch Thomas at

mitch.thomas@mranet.org

Website: www.mranet.org

Kirkwood Corporate Training - Customize Training Programs

Corporate training from Kirkwood offers your organization an incredibly deep, diverse resource base to develop leaders from within, employee behavior change, skill mastery, and so much more. Our customizable training is led by industry-proven experts and focused on real-world application so your people spend more time investing their developed skills directly into your business. Let us help you take your company to the next level today!

Contact: corporatetraining@kirkwood.edu

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:** Joe Demarest, 319-399-8780, jdemarest@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

Workforce Innovation & Opportunity Act

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 one of the three categories, Youth/ young adult, Low-income adult, or dislocated worker.

Website: workforce.iowa.gov/jobs/worker-programs/wioa

Website: www.eciwdb.org

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: Cassie Mitvalsky, 319-398-1057

Email: cassie.mitvalsky@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

Contact: Erin Maeder at maedere@crlibrary.org

Iowa Child Care Resource and Referral

CCR&R is your childcare partner. Child care-related work benefits can be valuable for businesses looking to develop, grow and retain their workforce. Educating employees about quality child care isn't just a great perk for the employees. It can play a critical role in your workforce retention strategy and give your employees much-needed peace of mind on the job.

Website: iowaccrr.org/employers



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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