Boundless Opportunities

One hour north of Denver, in the shadow of the Rocky Mountains, is what we think is the best lifestyle in the state—Northern Colorado. We’re looking for smart, engaged, passionate people to join our innovative companies or to build their own. Sound like you? You’ve come to the place of boundless opportunities.

Building a Workforce Development System
Building a Workforce Development System

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
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

Source: Labor Department via FRED
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
WorkInNorthernColorado.com

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Recruiting Reimagined

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 elevate your 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.
WorkInNorthernColorado.com Resource Pages
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.
Scroll down to Search Jobs, then click on an industry tile.
Positions you post to Indeed automatically post here; more than 5,200 jobs posted since May.
WorkInNorthernColorado.com
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*

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Dallas – Ft. Worth, TX</th>
<th>Kansas City, MO</th>
<th>Los Angeles, CA</th>
<th>Oklahoma City, OK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer/Information Systems Managers (SOC Code 113021)</td>
<td>0.85</td>
<td>1.45</td>
<td>1.0</td>
<td>1.13</td>
</tr>
<tr>
<td>Business and Financial Operations Occupations (SOC Code 130000)</td>
<td>1.08</td>
<td>1.20</td>
<td>1.15</td>
<td>1.01</td>
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<tr>
<td>Information Security Analysts (SOC Code 151127)</td>
<td>1.38</td>
<td>1.52</td>
<td>0.68</td>
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</tr>
<tr>
<td>Computer Programmers (SOC Code 151131)</td>
<td>1.38</td>
<td>1.54</td>
<td>0.95</td>
<td>0.92</td>
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<tr>
<td>Computer Hardware Engineers (SOC code 172061)</td>
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<td>0.54</td>
<td>1.24</td>
<td>0.64</td>
</tr>
<tr>
<td>Healthcare Practitioners and Technical Occupations (SOC code 290000)</td>
<td>0.90</td>
<td>1.10</td>
<td>0.83</td>
<td>1.12</td>
</tr>
<tr>
<td>Transportation/Material Moving Occupations (SOC code 530000)</td>
<td>1.17</td>
<td>0.96</td>
<td>0.57</td>
<td>0.85</td>
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<tr>
<td>Engineering/Architecture Occupations (SOC code 170000)</td>
<td>1.04</td>
<td>1.09</td>
<td>0.99</td>
<td>1.18</td>
</tr>
</tbody>
</table>
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 dsc 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
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

Which regions are producing more Registered Nurses than they can hire locally?
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
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
“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 well-coordinated, effective workforce development system capable of assessing the demand for labor and meeting that demand.” (draft 8/28/19)
General Desired Outcomes of Partnership

- **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
TALENT 2.0 Short-Term

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 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 TALENT20 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?
### 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 •

<table>
<thead>
<tr>
<th>Core Components of Workforce Development System</th>
<th>Workforce Development Function / Activity / Program</th>
<th>Primary Responsibility</th>
<th>To-date</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
</table>
| **Workforce Development System Alignment**    | Strategic assessment of current and future labor needs | • 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 | |
| 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 | | | |
How to Engage

- Give feedback on WorkInNorthernColorado.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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