

TALENT WARS



NORTHERN COLORADO PROSPERS TALENT SUMMIT

October 4, 2019

Trends in Talent Attraction
What People Look for in Jobs and Locations



NORTHERN COLORADO PROSPERS

About DCI

59
YEARS
SPECIALIZING
IN
MARKETING
PLACES

500+
represented
places

cities
states
regions
countries

4 OFFICES

NEW YORK



LOS ANGELES



DENVER

TORONTO



60
MARKETERS
WITH A PASSION FOR
PLACES



The Talent Situation

The New York Times

*America's Biggest Economic Challenge
May Be Demographic Decline*

Vox

**The US is experiencing a widespread
worker shortage. Here's why.**



America Is In Full Employment, So
Why Aren't We Celebrating?

CITYLAB

**Mapping the Growing Gap Between Job
Seekers and Employers**



“

**Talent attraction is going to become more
important than project attraction.**



Darin M. Buelow
Principal, Deloitte Consulting LLP

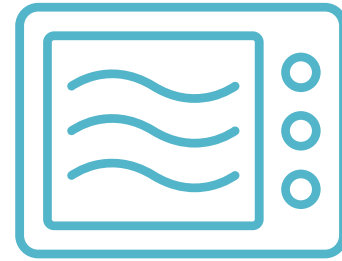
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Why Talent Attraction Marketing?



Development

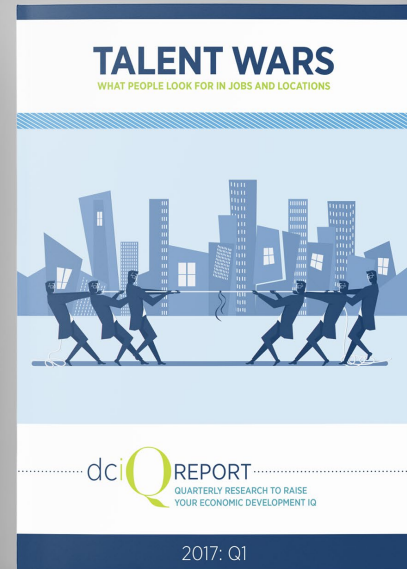
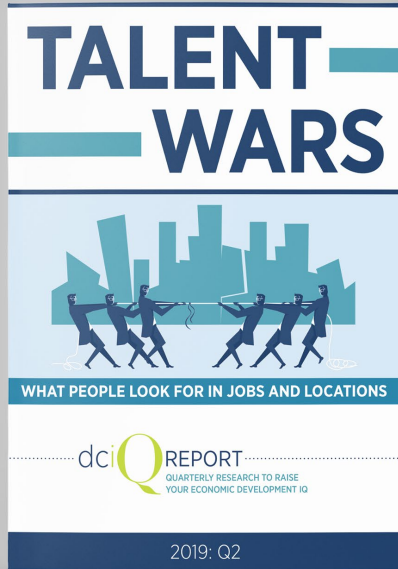


Marketing

Our Talent Attraction Clients



The National Research



Who We Surveyed

1,500
PEOPLE



AGES
21-74



**REPRESENTATIVE
OF DIFFERENT
INDUSTRIES**



**AND
EDUCATION
LEVELS**
From High
School Degree
To Master's
Degree+

The Talent Opportunity

85%

OPEN TO JOB RELOCATION



5

TALENT ATTRACTION MYTHS

1

MYTH:



People choose location first,
job second.

The Primary Reason You Would Consider Relocating?



Top Factors When Considering a New Job Opportunity



Salary



Work/life balance



Company benefits



Meaningful work



Location of new job opportunity



Advancement opportunities at company



Company culture



Diversity policies



FACT:

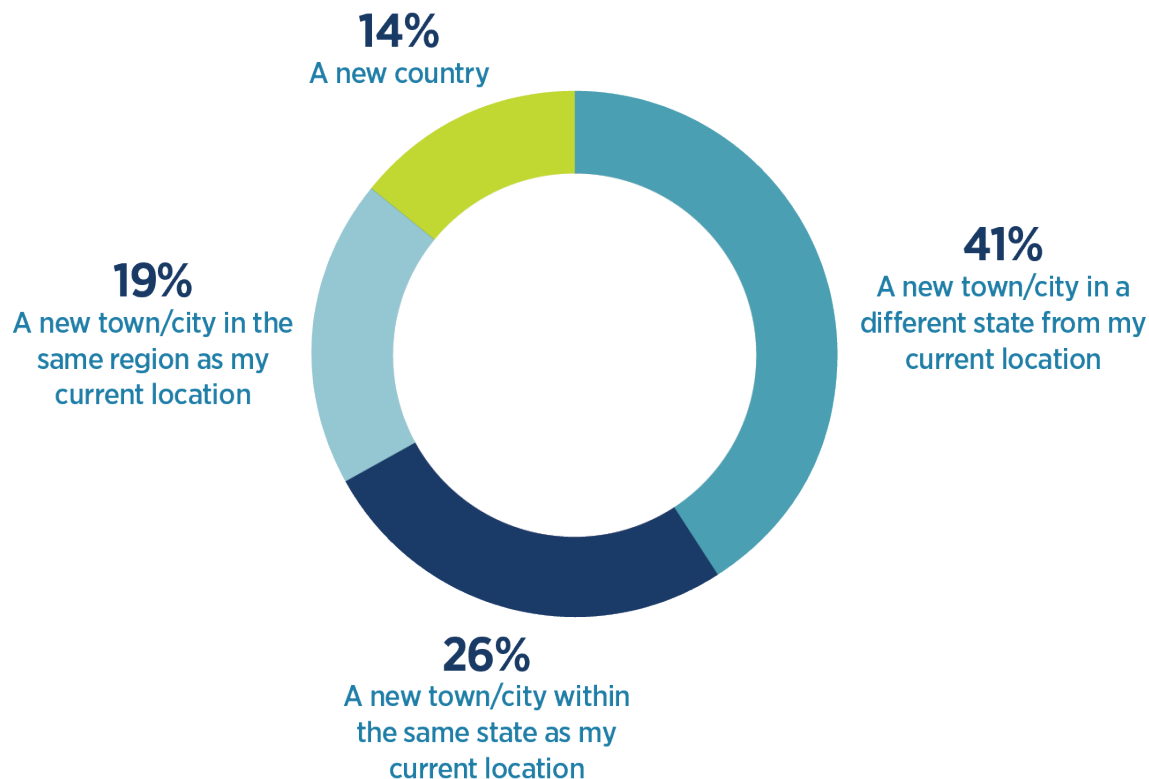
People place **career opportunities** over location.

2 MYTH:

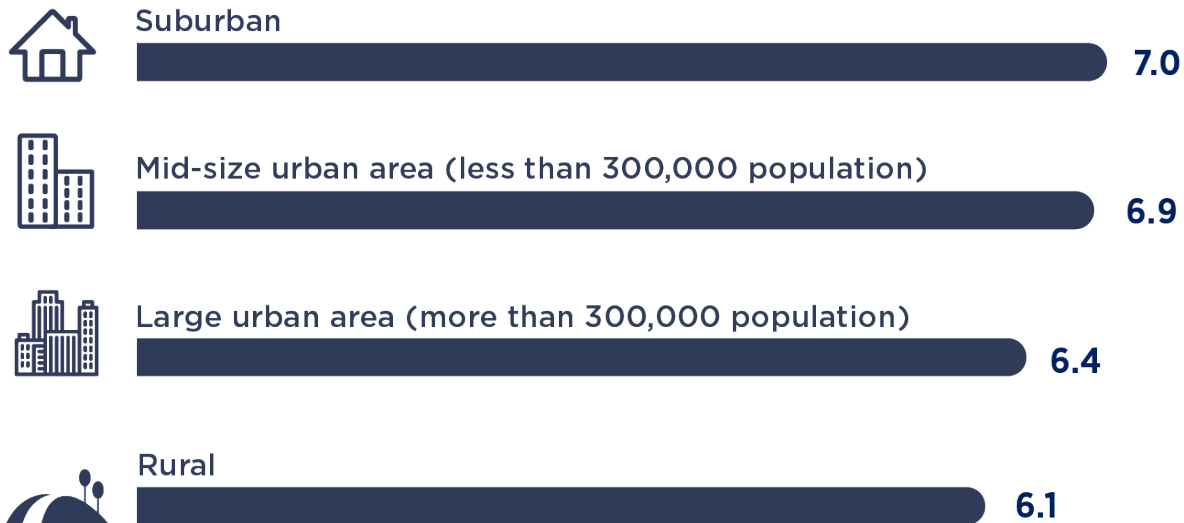


Talent wants cities,
so we need to show we
have **big city amenities.**

Talent is Willing to Move...Just About Anywhere



Willingness to Relocate to Each Type of Location



1 = NOT WILLING, 10 = VERY WILLING

FACT:

It's not just about cities—
talent is interested in a
variety of locations.

3

MYTH:



Quality schools and
nightlife/cultural amenities
are top location factors.



COST OF LIVING
HOUSING COST
HOUSING AVAILABILITY

Top Factors When Considering Relocation



Top Factors When Considering Relocation



FACT:

Cost of living and housing
are top location factors.

4

MYTH:

“

Millennials are different.

The Headlines

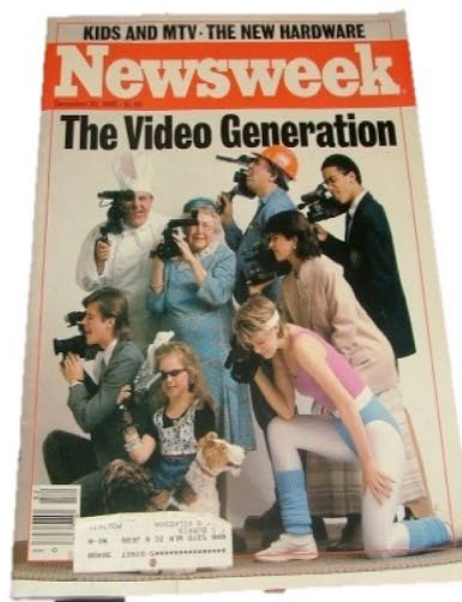
2013



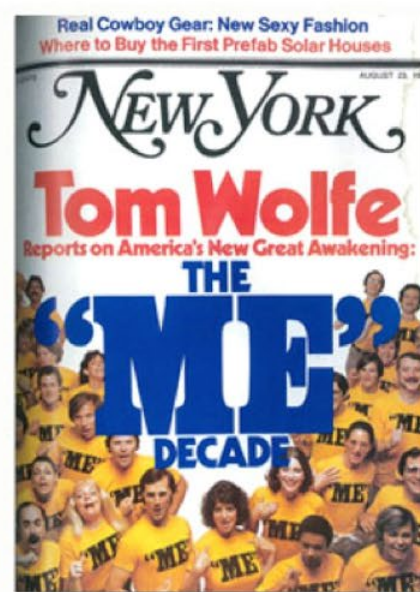
1990



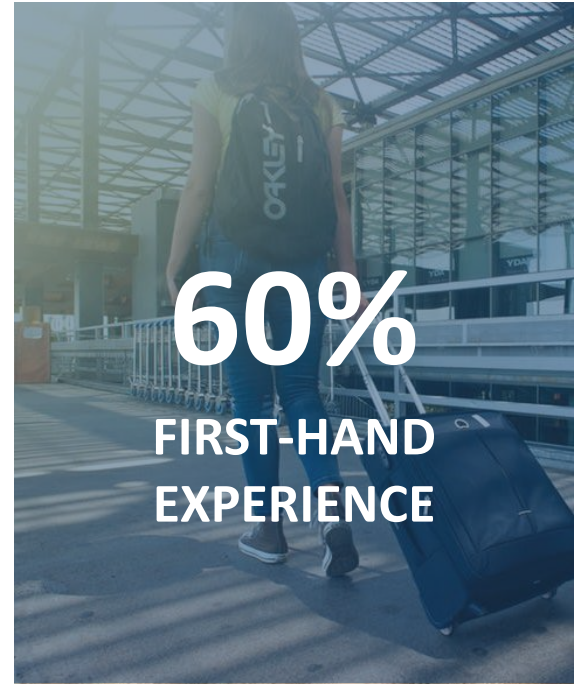
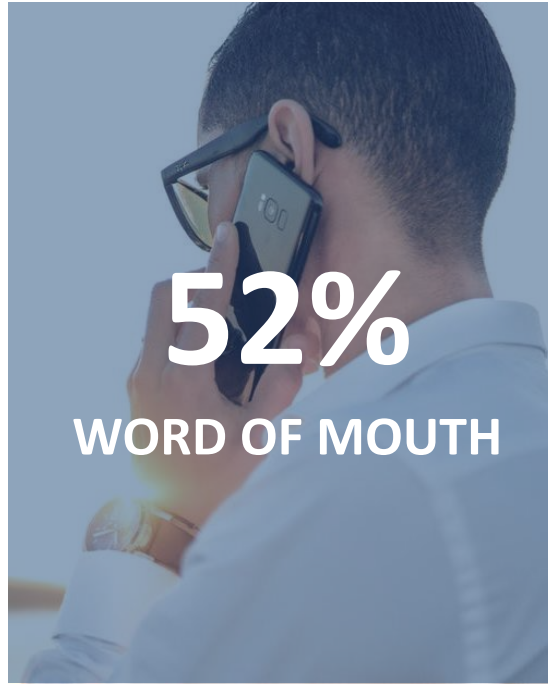
1985



1976



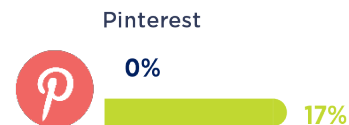
How Location Impressions are Formed



The Facebook Factor

Most-used social media sites for new job searches and top social media sites for influencing location perceptions

● For Jobs ● For Location



FACT:

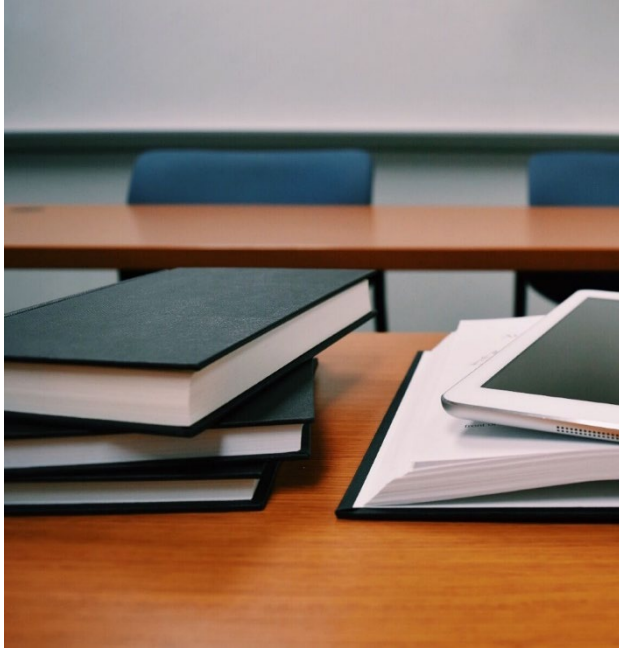
Millennials aren't special.
We all have the same priorities.

5 MYTH:



Higher ed is responsible for
the skills gap.

When Career Decisions Are Made



High School – 34%

College – 33%

Undecided – 16%

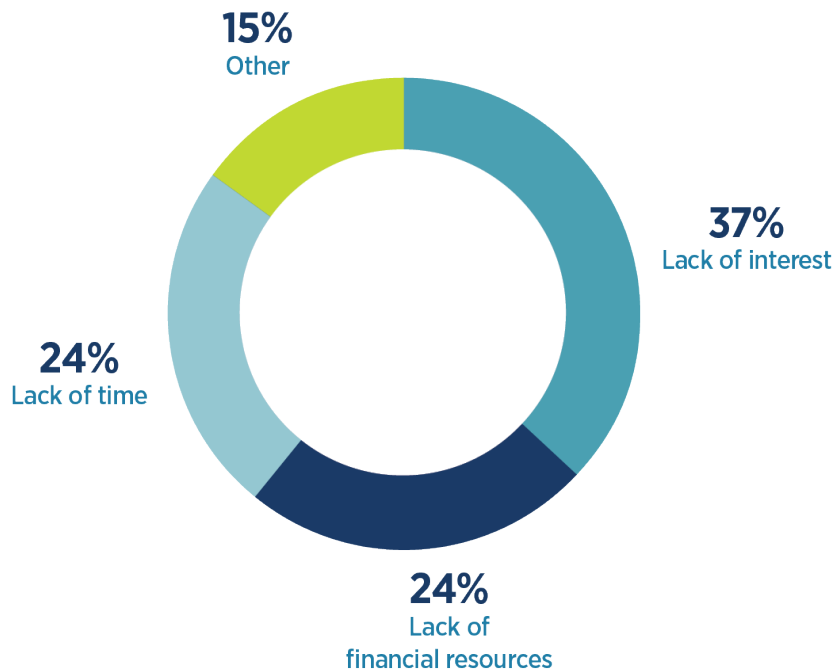
A photograph of two male technicians working on the engine of a large aircraft. The technician on the right is wearing safety glasses and a red long-sleeved shirt under a dark blue vest, reaching into the engine compartment. The technician on the left is wearing a black beanie, safety glasses, and a dark jacket, holding a white clipboard. The background shows an airport tarmac with other aircraft and a clear sky. A large white text overlay is centered over the image.

80%

WILLING TO UNDERGO TRAINING

Why Some Aren't Interested in Training

What is the primary reason you are not interested in undergoing additional training or education to shift your career path?



FACT:

**Lack of awareness is responsible
for the skills gap.**

What Does Talent Want?

Most Helpful Incentives Communities Can Offer



1

Moving costs reimbursed



2

Rent or housing discount or subsidy



3

Free trip to location



4

Free training/tuition reimbursement for an upgraded career



5

Student debt assistance/repayment

CASE STUDIES:

4 Talent Takeaways

1. Show Talent the Money

BUSINESS
INSIDER

TECH | FINANCE | POLITICS | STRATEGY | LIFE | ALL

BI PRIME | INTELLIGENCE



Vermont will pay some new residents \$10,000 if they work remotely — here's how to do it

Leanna Garfield Jun. 1, 2018, 1:32 PM



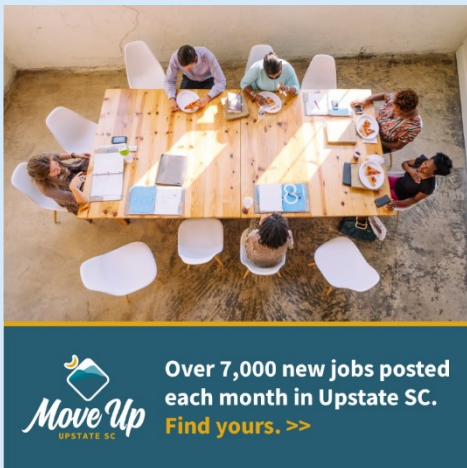
LEADERSHIP

Tulsa, Oklahoma, will pay you \$10,000 to move there and work from home

Ruth Umoh | @ruthumohnews | 2:40 PM ET Tue, 13 Nov 2018

Initiative pays recent grads' student loans to move to Decatur

2. Make it Easy to Find the 1st...and 2nd Job



SOCIAL ADS TARGETING:

- Mid-Metros within 5 Hours
- Feeder Cities Along East Coast

ON-PAGE INDEED JOB RESULTS

Site Controller Posted 2 days ago

DRAEXLMAIER Group - Duncan, SC

3-5 years experience within controlling or finance. Coordination of and support in internal finance cluster projects. Cooperate in internal working groups.

[Learn More](#)

Financial Analyst I Posted 2 days ago

Fluor Corporation - Greenville, SC

This requires an understanding of the activities being performed with respect to accounting and finance theory. This is an entry level position.

[Learn More](#)

3. Arm Employers



4. Make Real Connections

WICHITA INSIDERS

These Wichitans are ready to answer any and all of your pressing questions about life in Wichita.



CLAUDIA YAUJAR-AMARO

Hola! I am Claudia, a Mexican immigrant who is in love with Wichita. I am the co-owner of AB&C Bilingual Resources, LLC, a bilingual media creation company whose mission is to connect communities through effective communication tools. AB&C provides multiple services to revitalize businesses and individuals. I am very excited and blessed to be living in Wichita during this time and look forward to making it the most inclusive city in the world!

Contact me via [email](#) or [LinkedIn](#).

4. Make Real Connections



Ask me about:

- Being bi-cultural
- Diversity and inclusion
- Leadership development
- Latino community in Kansas

**SO, HOW IS NOCO
PUTTING THIS INTO
ACTION?**

THANK YOU!

TALENT WARS



WHAT PEOPLE WANT FOR JOBS AND LOCATIONS



REPORT

QUARTERLY RESEARCH TO RAISE
YOUR ECONOMIC DEVELOPMENT IQ

2019: Q2



WorkinNorthernColorado.com: Your Platform for Jobs Talent Summit

October 4, 2019



NORTHERN COLORADO PROSPERS



Putting Talent Takeaways to Action



01

MAKE IT EASY TO FIND JOBS – AND A CAREER



02

ARM EMPLOYERS TO SELL LOCATION

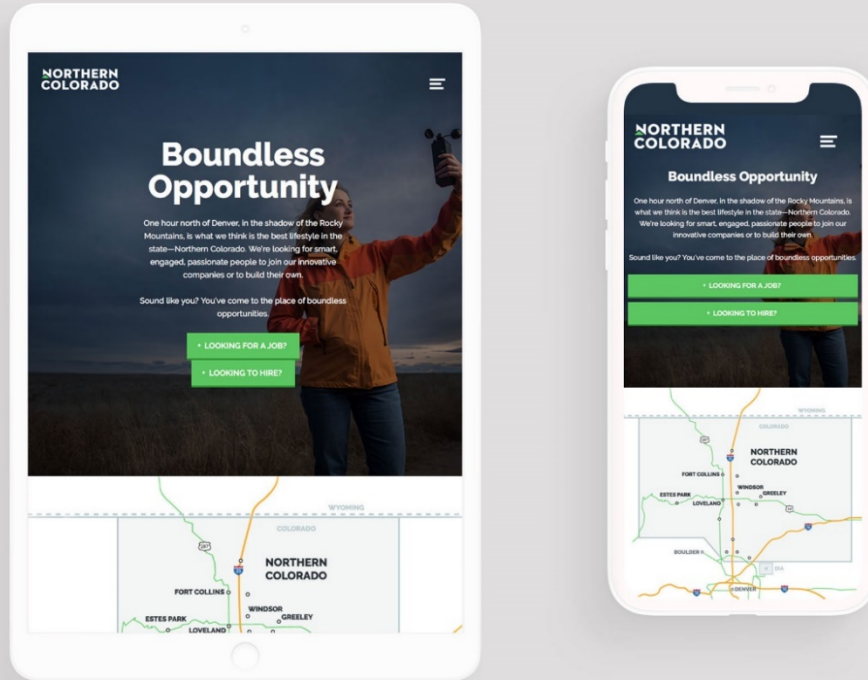


03

VISUALLY REPRESENT THE REGION

Your Platform for Jobs

WorkinNorthernColorado.com



WorkInNorthernColorado.com

What You Have Said About Northern Colorado

“We are struggling just to find people”

“Northern Colorado is all-around expensive”

“There is a sense of community pride”

“Offers a harmony between life and work”

“Being here is intentional”

Mission



Help Northern Colorado companies attract and retain talent.



Increase the funnel of people considering a career in Northern Colorado.



Inspire the pursuit of well-balanced life in the region.

Who Are We Talking to?



1

Regional HR Execs

2

Homegrown Talent

3

Colorado Talent

4

**Talent Outside
Colorado**

Six-Month Results



5,000+
Jobs Posted



30+
Employer Sign-Ups

A Toolkit for Talent & Employers

Regional Job Board

Relocation Resources

Community Profiles

**Quality of Life
Resources**

Industry Profiles

HR Resources

Talent Portal Tour

NORTHERN COLORADO

Boundless Opportunity

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.

[+ LOOKING FOR A JOB?](#)

[+ LOOKING TO HIRE?](#)

What's Next

Employer Badge



**WE'RE
HIRING**

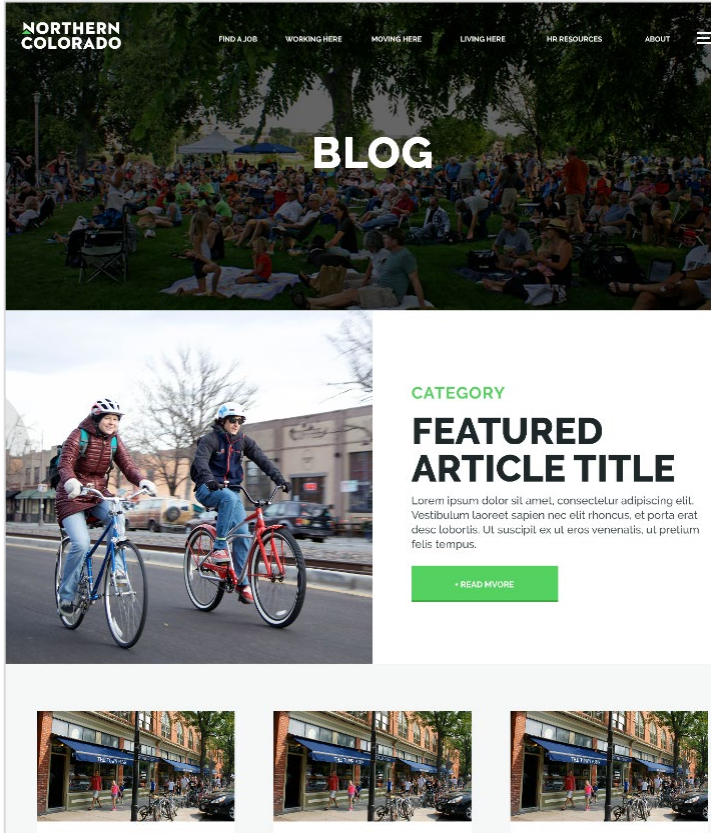


WE'RE HIRING

**WE'RE
HIRING**

**NORTHERN
COLORADO**

Blog



1

Love Where You Live

2

Explore NoCo

3

Careers & Companies

4

Our People

Ambassador Stories

AMBASSADOR SPOTLIGHT

MADISEN GOLDEN

Colorado born and bred, Madisen Golden planned a post-collegiate move to Seattle. When it came time, the appeal of Northern Colorado was too strong, and the **Colorado State University** grad chose to start her career in Fort Collins. Now, she's helping build community and change lives for good.

+ READ MORE



What you can do

1

Sign up for the HR toolkit

2

Place the employer badge on your website

3

Share the website with prospective talent

4

Follow the Fort Collins Chamber on social media

5

Share blogs, stories & updates on social media



THANK YOU

