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TRENDS AND OPPORTUNITIES

1. Current and Future Pipeline
2. Stronger Linkage of Talent to Economic Development
3. Ultra-Competitive Environment for Economic Development and Talent
4. Businesses Demanding Solution-Based Strategies
5. Balanced Approach to Talent
6. Asset Mapping - Critical
7. Placemaking and the Millennial-mindset
TALENT RESOURCES AND PROGRAMS

Talent Recruitment & Retention

- Customized, 3rd party Concierge Service for individual, trailing spouse, family
- Identification, connections, introductions, to assist in building social networks, career connections, volunteer opportunities
- Demonstrate our region’s ability to meet or exceed existing quality of life
TALENT RESOURCES AND PROGRAMS

Talent Retention & Development

- 8 month program to build community awareness, connectivity, and engagement
- 35-40 leaders per year
- 25 years of programming
- Over 850 graduates
- Over 150 community and non-profit projects
TALENT RESOURCES AND PROGRAMS

Talent Recruitment, Retention & Development

Shift in Focus

• Professional development to community building
• YP Week, Artery, Cultivate

• Balanced autonomy

• Increased engagement
  • 750+ participants • 39 events • 3400+ engagements
TALENT RESOURCES AND PROGRAMS

K-12 Programming– Talent Development & Retention

• Your Future
  200+ businesses
  1500+ opportunities
  13 schools
  1100+ students

• 8th Grade Career Fair
  3000+ students
  110 business professionals
  48 business tracks
RECRUITING NEW, ENTRY-LEVEL, EMPLOYEES TO THE FOX CITIES FROM AROUND THE MIDWEST

IEDC “Best in Show” Award Winner
TARGETED COMMUNICATION STRATEGY

- UNIVERSITY FACULTY
- STUDENTS
- EMPLOYERS
NEEDS & GOALS

- LOCAL DEMAND
- FINANCIAL SUPPORT
- PARTICIPATING EMPLOYERS
- REGISTERED STUDENTS
- LOGISTICAL SUPPORT
TALENT UPLOAD PROCESS

Assess Need/Set Goals

Recruit Employers

Plan Event Dates, Activities and Logistics

Execute Event

Survey students and employers, track successes

Recruit Students
RECRUIT EMPLOYERS
3 DAY EVENT

DAY 1
- TRAVEL
- REGISTRATION
- WELCOME
- RECEPTION

DAY 2
- BREAKFAST
- FACILITY TOURS
- CAREER FAIR

DAY 3
- YP TECH PANEL DISCUSSION
- COMMUNITY TOUR
- TRAVEL
STUDENT OUTCOMES

159 Total Students

17 Universities

3.34 GPA

Very Social
STUDENT OUTCOMES

Starting your career in the Fox Cities

- BEFORE TALENT UPLOAD
- AFTER TALENT UPLOAD

Living as a young professional in the Fox Cities

- BEFORE TALENT UPLOAD
- AFTER TALENT UPLOAD
OVERALL OUTCOMES

18 accepted offers with 8 employers

20+ permanent positions/internships offered

40+ still in negotiation/interview process
BENEFICIARIES

COMMUNITY

FUTURE EMPLOYEES

EMPLOYERS
CONTINUAL IMPROVEMENT PROCESS

- Listen
- Brainstorm
- Pivot
- Revisions
THANK YOU

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