

# Momentum West





## Momentum West

A collaborative regional economic development organization in west central Wisconsin.



One of nine regional economic development organizations recognized by WEDC.



# Regional Talent Initiative

- Result of conversation w/partners
- Positioned to tackle on larger scale
- Grant money: WEDC/OB Grant
- Formed steering committee comprised of representatives from: Higher Ed, EDC's, workforce development, business and industry
- Developed RFP for help in guiding the process

## Workforce Analysis and Talent Retention & Attraction Action Plan components:

- Workforce analysis of the Momentum West ten-county region
- Inventory of existing initiatives
- Goals and action initiatives

# The Plan Development Process

- 100+ interviews in region
- Worked with expanded steering committee to:
  - Identify and develop priorities
  - Develop initial strategies and specific actions
  - Crafting the report and preliminary action plans
- Rollout to regional partners



# The finding in a nutshell

- To address our talent issues, we need to:
  - **expand our talent pool** and
  - **make our labor market work more better**

## How?

# Overarching Goals and Initiatives

## Goal 1: Expanding the Talent Pool

### **Initiative 1.1:**

Develop a targeted marketing campaign for young educated workers

### **Initiative 1.2:**

Coordinate outreach to draw area alumni back to the region

### **Initiative 1.3:**

Market local jobs to out-commuters working in the Twin Cities

### **Initiative 1.4:**

Provide job and support services for traditionally underrepresented groups

## Goal 2: Improving Labor Market Efficiency

### **Initiative 2.1:**

Address critical talent needs for targeted industries

### **Initiative 2.2:**

Provide career planning support and information to key audiences

### **Initiative 2.3:**

Provide business-led career learning experiences for young adults

### **Initiative 2.4:**

Raise awareness about job openings and job search practices

# Web-Based Dashboard

- To know where we are
- To stimulate conversation and action
- To track our progress
  
- Focus on 4 key areas
  - Talent demographics
  - Quality of life
  - General economic performance
  - Performance of target growth industries





<b>OVERVIEW</b>	<b>TALENT DEMOGRAPHICS</b>	<b>QUALITY OF LIFE</b>	<b>GENERAL ECONOMIC PERFORMANCE</b>	<b>TARGET INDUSTRY PERFORMANCE</b>
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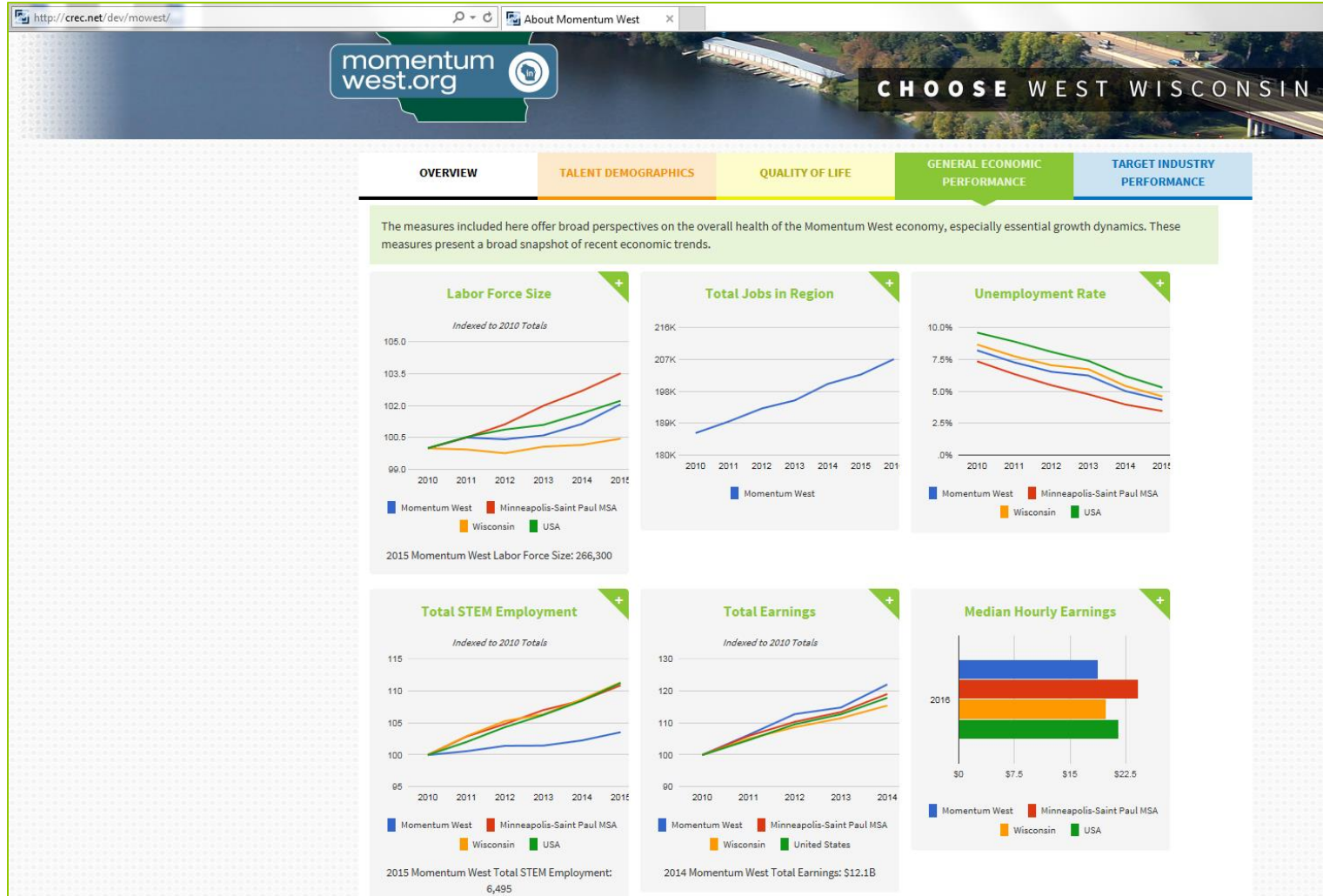
Welcome to the Momentum West Data Dashboard. This dashboard provides a snapshot of how the regional economy is performing in the Momentum West region, which is composed of Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Polk, Rusk, and St. Croix counties.

The Dashboard provides independent and objective data on how the Momentum West economy is performing in four key areas, and helps leaders focus on a few key factors most important in measuring the region's economic progress and talent needs. It covers recent trends and will be updated on a regular basis. It is designed to track local economic performance and to spark local conversations about building a more competitive regional economy.

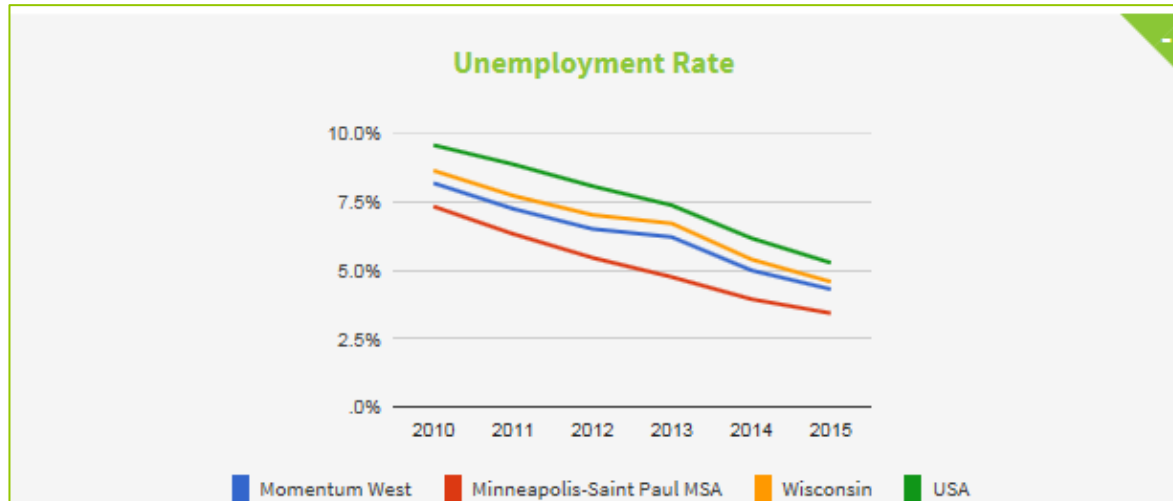
**Momentum West Regional Performance Indicators**

TALENT DEMOGRAPHICS	QUALITY OF LIFE
<ul style="list-style-type: none"> <li>Educational Attainment Rates</li> <li>Age of Population</li> <li>High School Students Post-Graduation Intentions</li> <li>STEM Graduates from the Region's 2 Technical Colleges</li> <li>STEM Graduates from the Region's 3 Four-year Institutions</li> </ul>	<ul style="list-style-type: none"> <li>Cost of Living</li> <li>New Housing Costs</li> <li>Average Commute Time</li> <li>Locally Employed Resident Ratio</li> </ul>
GENERAL ECONOMIC PERFORMANCE	TARGET INDUSTRY PERFORMANCE
<ul style="list-style-type: none"> <li>Labor Force Size</li> <li>Total Jobs in Region</li> <li>Unemployment Rate</li> <li>Total STEM Employment</li> <li>Total Earnings</li> <li>Median Hourly Earnings</li> </ul>	<ul style="list-style-type: none"> <li>Momentum West Target Industry Performance</li> </ul>

# Web-Based Dashboard



# Web-Based Dashboard



### ***What Does it Measure?***

The unemployment rate - the percentage of the region's workforce without jobs - is probably the most used and best known metric of a region's economic health. In general, persistently high and rising unemployment rates indicate economic challenges or a downturn.

### ***What Does it Mean?***

The unemployment rate is frequently viewed as a proxy for a region's overall economic health. It does provide a useful measure of a region's ability to create and retain jobs. When examining regional unemployment rates, it is important to remember that several important classes are not included in these numbers. They include: 1) People, such as the long-term unemployed, who have given up on looking for work, and 2) Sole proprietors, free lancers, and independent workers who are not typically included in formal unemployment statistics.

***Source:*** US Bureau of Labor Statistics, Local Area Unemployment Statistics

# Goal 1: Expanding the Talent Pool

## 1.1

**Initiative 1.1:**

Develop a targeted marketing campaign to communicate the region's unique quality of place assets to students graduating from area universities before they leave the region.

**Goal 1.1:**

Attract young professionals to relocate to the region and stay.

**Actions to Support Initiative 1.1:**

- Gain input and feedback from young professional networks to test different messages
- Assess what young professionals currently identify as "unique quality of place assets" on an on-going basis to update messages and to ensure attention is paid to improving the most relevant assets.
- Adapt existing economic development and tourism messages to emphasize the region's attractiveness as a place to live and work for young adults.
- Expand (or establish) higher educational institution career services provided to alumni
- Inform new residents about relevant amenities and services through social media and direct contact (e.g., Career Connection).

**Potential Convening Organization(s)**

Momentum West with support from the Universities, Young Professionals & Convention & Visitors' Bureaus

**Key Partners**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Area universities</li> <li>• Area technical colleges</li> <li>• Wisconsin Department of Tourism</li> </ul> | <ul style="list-style-type: none"> <li>• Local chambers of commerce</li> <li>• Local convention and visitors' bureaus</li> <li>• Live In Eau Claire</li> </ul> |
|---|--|

# 1.2

## Initiative 1.2:

Develop coordinated communications and outreach to area alumni about the benefits of living in the Momentum West region.

### Goal 1.2:

Entice more alumni from the region's educational institutions (include universities, colleges, and high schools) to return to the region.

### Actions to Support Initiative 1.2:

- Determine employment needs and critical occupations for targeted industries.
- Target messaging about key critical occupations through electronic and print media advertisements to alumni networks.
- Support regional and national alumni events that promote available and potential job opportunities in Momentum West.
- Support local "Welcome New Residents" programs and coordinate with an employee hospitality program for prospective and newly hired employees moving to the region.
- Provide trailing partner support to those relocating to the region (e.g., Career Connection)
- Gain testimonials from newly arrived residents in the form of online reviews about the ease of transition.
- Expand (or establish) higher educational institution career services provided to alumni
- Create a consistent regional online brand for marketing activities.

### Potential Convening Organization(s)

Momentum West working with a coordinated network of the alumni associations at the 3 UW system schools and the 2 technical colleges.

### Key Partners

- Area employers in targeted (e.g., manufacturing, health care, information technology, etc.)
- K-12 institution Alumni Associations

# 1.3

## Initiative 1.3:

Market local job opportunities to out-commuters currently working in the Twin-Cities.

### Goal 1.3:

Help area residents working elsewhere to find jobs in local firms.

### Actions to Support Initiative 1.3:

- Develop an online regional promotion and information hub to raise awareness about regional companies and careers.
- Advertise the availability of opportunities through billboards, electronic, or other media.
- Brand the online resource (e.g., “Work West Wisconsin”)
- Identify employees already commuting from the Twin Cities (with the help of local employers) to encourage them to relocate to Momentum West

### Potential Convening Organization(s)

Momentum West working with a collaborative of New Richmond, River Falls, Falls, and Hudson Chambers of Commerce collaborating with Work River Falls and Work Amery

### Key Partners

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|--|---|
| <ul style="list-style-type: none"> <li>• St. Croix Economic Development Corporation</li> <li>• Chambers of Commerce</li> <li>• County Economic Development Corporations</li> </ul> | <ul style="list-style-type: none"> <li>• Regional Employers</li> <li>• Wisconsin Department of Workforce Development</li> <li>• Area universities and technical colleges</li> </ul> |
|--|---|

# 1.4

## Initiative 1.4:

Provide job and support services targeted to traditionally under-represented groups.

### Goal 1.4:

Seek out non-traditional sources of potential workers from area residents not participating in the labor force and from new population groups moving to the area.

### Actions to Support Initiative 1.4:

- Expand area programs providing adults with employment barriers (e.g., disabled, returning veterans, ex-offenders, and others) help with securing and retaining jobs
- Conduct talent recruitment and hospitality support efforts aimed at a more ethnically and racially diverse population
- Collaborate with employers to identify and adapt existing employment practices in response to the work-life needs of adults with employment barriers or diverse population groups, including older workers (e.g., flexible schedules or special accommodations)
- Identify best practices by employers or communities in the region who have successfully diversified their workforce

### Potential Convening Organization(s)

West Central Wisconsin Workforce Development Board

### Key Partners

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|---|--|
| <ul style="list-style-type: none"> <li>• Regional employers</li> <li>• Wisconsin Department of Workforce Development</li> <li>• Chambers of commerce</li> </ul> | <ul style="list-style-type: none"> <li>• Local economic development organizations</li> <li>• County departments of human services</li> <li>• Other social service providers serving jobseekers with employment barriers</li> </ul> |
|---|--|



# Goal 2: Improving Labor Market Efficiency

# 2.1

## Initiative 2.1:

Address industry talent needs for targeted industries (e.g., health care, advanced manufacturing, information technology, and higher education)

### Goal 2.1:

Identify industry-specific skill requirements for workers and effective strategies for developing and managing talent.

### Actions to Support Initiative 2.1:

- Organize industry-specific employer partnerships to better engage employers with educators and trainers
- Collect information from firms in targeted industries about their current and future worker needs as well as their own assessments of why recruiting new talent has been difficult
- Articulate skills required for those workers and key worker barriers
- Identify current sources of qualified talent for these industries, especially from area educational institutions, training partners, and/or other firms
- Assess how education and training institutions are doing in meeting employer talent needs in these industries
- Determine whether employer hiring policies align with jobseeker requirements and employment practices
- Identify creative solutions to provide greater flexibility in hiring and retaining workers (e.g., talent sharing, job sharing, Don't Reject...Refer, etc.)
- Coordinate efforts to implement one or more creative solutions as pilot response to improve worker retention and more effectively use existing workers (e.g., supporting business collaboratives to provide onsite health care, Career Connection, etc.)

### Potential Convening Organization(s)

West Central Wisconsin Workforce Development Board in partnership with Momentum West

### Key Partners

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Area employer collaboratives</li> <li>• County and municipal governments</li> <li>• Chambers of Commerce</li> <li>• Economic Development Corporations</li> </ul> | <ul style="list-style-type: none"> <li>• Community-based organizations</li> <li>• WI Department of Workforce Development</li> <li>• University career centers</li> <li>• CVTC and WITC</li> </ul> |
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# 2.2

## Initiative 2.2:

Provide career planning support and information (about targeted industries) to key audiences in collaboration with employers, educational institutions, and workforce organizations.

### Goal 2.2:

Improve labor force preparedness by making educators, students, parents, and the community more aware of the skills required to undertake a successful local career.

### Actions to Support Initiative 2.2:

- Provide educators with career-relevant curriculum content, including (1) business problem scenarios to be used in the classroom, (2) a playbook to help students and parents in exploring career options and (3) career profiles for targeted industries
- Share industry-specific information with business leaders about how work and careers are changing and about strategies for recruiting youth for opportunities in their industries

### Potential Convening Organization(s)

West Central Wisconsin Workforce Development Board working with the Momentum West Talent Attraction Committee, Cooperative Educational Service Agencies (CESA), and key industry networks (e.g., area technology alliance, manufacturers, health care leaders, etc.)

### Key Partners

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Local Economic Development Corporations</li> <li>• Chambers of Commerce</li> <li>• Area universities</li> <li>• Northwestern WI Collaborative for STEM</li> <li>• Area technical Colleges</li> </ul> | <ul style="list-style-type: none"> <li>• Wisconsin Department of Workforce Development</li> <li>• Junior Achievement, Boy and Girl Scouts, and other youth service groups</li> <li>• Wisconsin Dept. of Public Instruction and area School Districts</li> </ul> |
|---|---|

# 2.3

## Initiative 2.3:

Provide business-led career learning opportunities for young adults (age 24 and under).

### Goal 2.3:

Increase the awareness about area careers and pathways among of workers, educators, students, parents, and the community.

### Actions to Support Initiative 2.3:

- Organize and expand efforts to recruit business leaders to make classroom presentations
- Develop a region-wide program to support career fairs focused on the talent needs of key target industries
- Produce facility tours that include career exploration programming that responds to the needs of targeted industries (e.g., manufacturing, information technology, health care, etc.)
- Organize job shadowing opportunities for students interested in learning about critical occupations in those targeted industries
- Develop “cooperative” internship programs for small employers (i.e., intermediaries perform recruitment and initial screening)
- Organize youth apprenticeships targeted to critical manufacturing occupations, emphasizing programs targeted to graduating high school seniors or recent high school graduates

### Potential Convening Organization(s)

West Central Wisconsin Workforce Development Board in collaboration with the county economic development corporations

### Key Partners

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Chambers of commerce</li> <li>• Wisconsin Department of Workforce Development</li> </ul> | <ul style="list-style-type: none"> <li>• County departments of human services</li> <li>• Area universities’ career services</li> <li>• Technical college career services</li> </ul> |
|---|---|

# 2.4

## Initiative 2.4:

Raise awareness among job seekers about local openings and among employers about job search practices.

### Goal 2.4:

Improve employer recruitment and hiring practices through stronger collaboration among employers, educational institutions and workforce organizations.

### Actions to Support Initiative 2.4:

- Promote greater use of existing local job boards among companies and jobseekers.
- Provide training to area small and mid-size businesses to update their talent recruitment approaches to reflect jobseeker strategies (e.g., Don't Reject...Refer).
- Expand efforts to help jobseekers improve their resumes, job applications, and interviewing skills.

### Potential Convening Organization(s)

West Central Wisconsin Workforce Development Board in partnership with Momentum West

### Key Partners

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Chambers of Commerce</li> <li>• Economic Development Corporations</li> <li>• Wisconsin Department of Workforce Development</li> </ul> | <ul style="list-style-type: none"> <li>• University career centers</li> <li>• Chippewa Valley and Wisconsin Indianhead Technical Colleges</li> </ul> |
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# Action Plan Feedback

- Break into 8 groups – one for each initiative

Goal 1: Expanding the Talent Pool			
<b>Initiative 1.1:</b> Develop a targeted marketing campaign for young educated workers	<b>Initiative 1.2:</b> Coordinate outreach to draw area alumni back to the region	<b>Initiative 1.3:</b> Market local jobs to out-commuters working in the Twin Cities	<b>Initiative 1.4:</b> Provide job and support services for traditionally underrepresented groups
Goal 2: Improving Labor Market Efficiency			
<b>Initiative 2.1:</b> Address critical talent needs for targeted industries	<b>Initiative 2.2:</b> Provide career planning support and information to key audiences	<b>Initiative 2.3:</b> Provide business-led career learning experiences for young adults	<b>Initiative 2.4:</b> Raise awareness about job openings and job search practices

- Quickly review the implementation templates shared
- Identify 1 or 2 next steps to accomplish a short-term win

# Next Steps

- Momentum West – We will coordinate the plan and provide accountability moments for our community
- Your role – We need your leadership to help move each of the 8 initiatives forward

For additional information on Momentum West please visit our website at [www.momentumwest.org](http://www.momentumwest.org).

To keep up to date, get the **monthly Momentum West Newsletter** by contacting Jake Ganser ([jake@momentumwest.org](mailto:jake@momentumwest.org)) or visiting our website and clicking on [News](#).

### Contact us

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