

Alliance for Regional Development

HUMAN CAPITAL TEAM



OECD Report Key Findings

Implement strategies that respond effectively

Address business needs at all levels



Improve data-gathering and information-sharing capacity

Work across county and state boundaries

Streamline processes and programming

Putting the findings into Action

- Articulate Midwest as a Center of Excellence for workforce
- Collaborative branding of region's workforce capabilities and resources
 - To recruit new business
 - To retain and expand business by educating employers about assistance available
- Change the image/perception of workforce development
 - Responsive, nimble, agile
 - All skill levels and professions
- Communicate the process for employers to find workers
 - Common language and unified messaging



Putting the findings into Action

- Replicate and build on a model that works
 - Matching skills to open positions – skills bank, brain bank
 - Hiring events that are innovative, replicable and scalable
 - Pre-screening of job candidates
 - Attendees leave with JOBS
- Diffusion of innovation
 - All three states agreed to use the same approach to Hiring Events
 - Enhanced, streamlined process to match employers and job seekers



Creating and conveying the message

- Messages
 - Tri-state region has an excellent workforce
 - Tri-state region has excellent workforce development infrastructure
 - Workforce development agencies are partners to business
 - Great workforce = business growth and success
- Audiences
 - Phase One: Employers within the tri-state region (business retention and expansion)
 - Phase Two: Site selectors and employers outside of the tri-state region (business recruitment)



Creating the message



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Lights. Camera. Action.

- Produce a series of videos targeted to employers
 - Interviews with employers and job seekers
 - Demonstrate the effectiveness of the Hiring Event model
 - Collaborative branding of the region's workforce and workforce development infrastructure
 - Video production and project coordination contributed by higher education institutions and state agencies



Getting the tool into the right hands

- Dissemination within each State
 - Regional Economic Developers
 - Local Economic Developers
 - Municipalities
 - Workforce Agencies



Ensuring the message and medium are right; planning for Phase Two

- Survey groups to determine
 - Posting on a website
 - Utilization or hits
 - Recommendations for improvement
- Compile, analyze, and distribute results
- Determine next steps



Addressing OECD Findings

- ✔ Work across county and state boundaries
- ✔ Address business needs at all levels
- ✔ Implement strategies that respond effectively
- ✔ Streamline process and programming
- ✔ Improve data-gathering and information-sharing capacity





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