WINNING THE TALENT RACE

The Talent Attraction Scorecard & Building a 6-Phase Talent Pipeline
AGENDA

• Talent Attraction Scorecard Findings
• 6 Phases for Building a Talent Pipeline
• Q&A
The Six Phases of Talent Attraction, Development, and Retention

Talent Attraction
Timeline: 6 months recommended
Goal: How can you impact your target landscape today?

Strategies:
Who, where, and how can you reach your target? Develop a list of candidates and strategies to meet your goals.

Data:
What data points can you uncover on talent pools and marketing metrics that matter?

Transferable Skills
Timeline: 6 months to 2 years recommended
Goal: How can you retain or upskill workers already in your seat?

Strategies:
What key partnerships do you need to develop? Create action plans for short-term training.

Data:
What opportunities can you uncover using job posting analytics and skills transferability data?
“TALENT IS THE NEW CURRENCY IN ECONOMIC DEVELOPMENT”
IN THE NEWS THIS WEEK

THE WALL STREET JOURNAL.

• Amazon Plans to Split HQ2 Evenly Between Two Cities

• Foxconn Considers Bringing Chinese Workers to Wisconsin as U.S. Labor Market Tightens
EFFECTIVE TALENT ATTRACTION = EFFECTIVE BUSINESS ATTRACTION
THIRD ANNUAL
TALENT ATTRACTION
SCORECARD
METRICS

- Net Migration
- Job Growth
- Skilled Job Growth
- Educational Attainment
- Regional Competitiveness
- Annual Openings Per Capita
2018 FINDINGS
LARGE COUNTIES (100K+)
THE BIG LEADERS

2018

1. MARICOPA COUNTY, AZ
   Index Score 46.87

2. CLARK COUNTY, NV
   Index Score 37.90

3. RIVERSIDE COUNTY, CA
   Index Score 36.16

4. COLLIN COUNTY, TX
   Index Score 35.86

5. LEE COUNTY, FL
   Index Score 24.88

6. PALM BEACH COUNTY, FL
   Index Score 23.77

7. KING COUNTY, WA
   Index Score 23.68

8. DENTON COUNTY, TX
   Index Score 22.84

9. WILLIAMSON COUNTY, TX
   Index Score 22.00

10. MECKLENBURG COUNTY, NC
    Index Score 21.50

2017

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2016

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TOP 2 FOR 2 YEARS

1. MARICOPA, AZ
   - #1 Index score: 48.87
   - #7 Regional competitiveness: 34,976
   - #4 Largest population: 4,310,821

2. CLARK COUNTY, NV
   - #2 Index score: 37.90
   - #9 Regional competitiveness: 27,780
   - #12 Largest population: 2,191,693

2012-16 Net migration:
- Maricopa County, AZ: 42,027
- Clark County, NV: 34,649

2015-16 Net migration:
- Maricopa County, AZ: 42,027
- Clark County, NV: 16,135
Texas
Adding 3 to the list
FLORIDA DOMINATES

17 COUNTY AVERAGES

- 2015-16 Net migration: 4,602
- Job growth: 14%
- Skilled job growth: 15%
- Generation Z & millennial workforce growth: 31%
- Educational attainment: 11%

[Population chart showing age distribution]
<table>
<thead>
<tr>
<th>Generation</th>
<th>Region</th>
<th>Growth Rate</th>
</tr>
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<tbody>
<tr>
<td><strong>GEN Z</strong></td>
<td>Guadalupe County, TX</td>
<td>66.8%</td>
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<tr>
<td></td>
<td>Newton County, GA</td>
<td>65.8%</td>
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<tr>
<td></td>
<td>Berkeley County, SC</td>
<td>65.0%</td>
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<td></td>
<td>Comal County, TX</td>
<td>64.5%</td>
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<tr>
<td></td>
<td>Clarke County, GA</td>
<td>62.3%</td>
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<tr>
<td><strong>GEN X</strong></td>
<td>Kings County, NY</td>
<td>49.6%</td>
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<tr>
<td></td>
<td>Washington County, UT</td>
<td>45.4%</td>
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<tr>
<td></td>
<td>Deschutes County, OR</td>
<td>43.2%</td>
</tr>
<tr>
<td></td>
<td>Guadalupe County, TX</td>
<td>42.5%</td>
</tr>
<tr>
<td></td>
<td>Comal County, TX</td>
<td>42.3%</td>
</tr>
<tr>
<td><strong>MILLENIALS</strong></td>
<td>Guadalupe County, TX</td>
<td>75.1%</td>
</tr>
<tr>
<td></td>
<td>Williamson County, TN</td>
<td>58.2%</td>
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<tr>
<td></td>
<td>Comal County, TX</td>
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</tr>
<tr>
<td></td>
<td>Scott County, MN</td>
<td>57.1%</td>
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<tr>
<td></td>
<td>Kenosha County, WI</td>
<td>55.7%</td>
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<tr>
<td><strong>BOOMERS</strong></td>
<td>Berkeley County, SC</td>
<td>61.3%</td>
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<tr>
<td></td>
<td>Kings County, NY</td>
<td>59.2%</td>
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<tr>
<td></td>
<td>Williamson County, TN</td>
<td>59.1%</td>
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<tr>
<td></td>
<td>Cherokee County, GA</td>
<td>53.0%</td>
</tr>
<tr>
<td></td>
<td>Wilson County, TN</td>
<td>52.3%</td>
</tr>
</tbody>
</table>
SMALL COUNTIES (5K-99K)
THREE YEARS STRONG

CAMERON COUNTY, LA

Index score: 96.62
Job growth: 411%
Skilled job growth: 529%

Cameron, LA – Skilled job growth (2013–17) with high LQ

- Construction & Extraction (LQ 12.14)
- Architecture & Engineering (LQ 13.9)
- Business & Financial Operations (LQ 0.47)
- Management (LQ 0.98)
- Installation, Maintenance, & Repair (LQ 1.28)
- Production Occupations (LQ 1.13)
GEORGIA FOR THE WIN

Workforce Growth 2013-17

- GEN Z
  - Ages 14–21
  - Twiggs County
  - Burke County
  - Oconee County

- MILLENNIAL
  - Ages 22–34
  - Twiggs County
  - Burke County
  - Jackson County

- GEN X
  - Ages 35–54
  - Burke County
  - Twiggs County

- BOOMER
  - Ages 55+
  - Burke County

Map of Georgia with counties labeled:
- BURKE COUNTY
- TWIGGS COUNTY
- WHITE COUNTY
- JACKSON COUNTY
- OCONEE COUNTY
- BUTTS COUNTY
- WALTON COUNTY
- ATKINSON COUNTY
- FANNIN COUNTY

Job growth:
- 2
- 6
- 13
- 19
- 27
- 32
- 35
- 40
- 46

Skilled job growth:
- 13%
- 21%
- 22%
- 23%
- 25%
- 26%
- 28%
- 29%
- 35%

80% - 99%
HOW TO IMPLEMENT IN YOUR REGION
KNOW THYSELF
THE WORKFORCE STOOL

Talent Development

Talent Attraction

Talent Retention
Develop Your Talent Ecosystem

- People
- Regional Economy
- Businesses

Universities
Community Colleges
Workforce Boards
Economic Development Organizations
HR Executives
Major Employers
Staffing Firms
Industry Associations

Higher Ed
BUILDING YOUR SIX-PHASE TALENT PIPELINE
TALENT ATTRACTION: 0-6 MONTH

Businesses need talent, and they need it now
LOOK IN AND OUT

- Find workers who grew up or have relatives in your area
- Find high school and college alumni
- Identify individuals outside your region who are ready to move in 2-6 months if the opportunity exists
FINDING COLLEGE ALUMNI

WORKFORCE INSIGHT REPORT
Alumni working in Manatee County, FL

WALL STREET JOURNAL
Where Graduates Move After College

Top Schools

State College of Florida, Manatee-Sarasota: 5%
University of South Florida: 3%
Manatee Technical Institute: 2%
Seminole State College of Florida: 2%
University of Florida: 1%
Keiser University: 1%
Florida State University: 1%
University of Phoenix: 1%
St Petersburg College: 1%
University of Central Florida: 1%
Introducing the Make It. MSP. Talent Initiative

Collaboration of dozens of companies, cities, universities, nonprofits to retain and attract talented people in Twin Cities
TRANSFERABLE SKILLS: 6 MO. - 2 YR.

Develop skills from within
HOW TO RETOOL & UPSKILL

• Be employer-driven
• Focus on skills and job titles
• Look to coding academies, apprenticeships, incubators
• Let workforce development agencies lead
EASTERN KENTUCKY

- Telecommunicators
- Electricians
- Minors (6 companies, 2,000 new jobs, $1.9 billion investment)
- Lineworkers
- Welders
- Industrial Mechanics
TECHNICAL & CERTIFICATE PROGRAMS: 2-4 YEARS

Shift to long-term, sustainable planning
TECHNICAL & CERTIFICATE PROGRAMS:

- Understand long-term talent pipeline growth
- Partner wherever possible: businesses, EDOs, workforce boards, and community colleges
CITY OF BURLESON, TEXAS

BURLESON WORKS PROGRAM

Engineering Drafter

Mechanic

Welder
ADVANCED SKILL SETS: 4-7 YEARS

Align with Universities
THINK LONG TERM

- Partner with colleges and universities
- Project future workforce needs
- Develop a curriculum that has longevity
ALUMNI MIGRATION

University of Minnesota

University of California (The UC System)

University of Florida
INFORMATION GAP: 7-10 YEARS

Change perceptions and build awareness
ALIGNING WITH YOUTH EDUCATION

- Invest in education
- Showcase career opportunities in the area
- Get information in front of middle school and high school students
SOUTH FLORIDA TECHGATEWAY

- Information on the thriving-but-underappreciated tech cluster
- Maps academic institutions, tech employers, tech creators
- Posters to middle schools and high schools
STARTING EARLY: 10-15 YEARS

Lifelong skills require a lifetime to learn
STARTING EARLY:

- Invest in technology and software
- Focus on STEM education
- Improve computer resources
SO, WHERE TO BEGIN?
KEY TAKEAWAYS

- Understand your strengths
- Unlock the potential of data
- Be mindful of your talent ecosystem
- Identify a point person for each talent phase
- Build on realistic timelines for change
Better Data for Better Communities

Trusted by 350+ Organizations

Powering 60% of States 80% of Large Metros

#1 Ranked by C2ER Top Information Resource
QUESTIONS?
THANKS FOR ATTENDING

- Use our guide to get started
- Get in touch to partner on talent attraction in your region:
  
cara.christopher@economicmodeling.com
  jwright@economicmodeling.com