

WORKFORCE DEVELOPMENT TASK FORCE

FINDINGS:

- Some Lincoln companies are successful in recruiting/retaining talent using innovative methods.
- Some Lincoln employers (especially smaller companies) do not have access to wage data for benchmarking.
- A single welcoming strategy for all demographics is unlikely to be successful; different age groups and job categories will require different strategies.
- Lincoln needs additional workers in all categories of employment: unskilled, highly skilled technical, professional, etc.
- Companies need help in creating and planning internships and apprenticeships.
- UNL is educating a large number of international students who would like to remain in the US after graduation; few local job opportunities are currently open to these students
- Knowledge Management Council's 2014 study identified 248,000 "potential job seekers" in the Lincoln labor market.
- The Knowledge Management Council is an excellent local resource with more potential to assist the community with workforce development.
- There is lack of alignment between potential available workers (who lack needed job skills) and current job vacancies.

RECOMMENDATIONS:

1. **Create a "Lincoln Companies Sharing Campaign"**. Purpose of the campaign is for Lincoln companies to showcase their successful strategies and encourage other companies to join the campaign.
 - a. The Partnership will host employer forums to share strategies for compensation, benefits and culture that attract talent to fill vacancies.
 - b. The Partnership will gather and make available comparative wage data for its members.
 - c. The Partnership will sponsor "how to set up an internship/apprenticeship program at my company" education. The Partnership will work to connect local companies with grant funding to

- pay for the costs associated with planning to host an internship/apprenticeship.
2. **Encourage the sponsorship of international employees.**
 - a. The Partnership will host employer forums to explain the “how to’s” of international employment.
 3. **Marketing – marketing – marketing!**
 - a. Expand Lincoln’s re-branding efforts.
 - b. Advertise the benefits of living in Lincoln to those living outside Nebraska with a special focus on former Nebraskans
 - c. Develop a broader message about the fun factor of Lincoln (broader than the Haymarket)
 - d. Develop a “Recruit your family & friends to Lincoln” campaign
 4. **The Partnership will lead a community welcoming and engagement strategy.**
 - a. Request the YPG Board of Directors to designate as one of its highest priorities the leadership and implementation of a welcoming strategy targeted to the YPG demographic.
 - b. The Partnership will develop a series of videos to promote Lincoln to different subpopulations across all industries.
 - c. Expand the Relocation Directory to include a comprehensive Community Resource Directory. Purpose of the directory is to easily connect new people to those with similar interests, hobbies, etc.
 5. **Expand existing pipeline talent development efforts between the private sector and training and educational institutions.**
 - a. The UNL College of Business Administration will lead an initiative to develop programming to embed and engage college and university students in local companies. (Example: Cincinnati, Ohio)
 - b. Support the development and promotion of Code School(s)
 - c. Expand participation in internships and apprenticeships for high school students.
 - d. Focus on job skills development by forming a coalition of local nonprofit organizations and local business leaders.
 6. **Connect with existing groups of HR leaders (such as the Knowledge Management Council) for assistance and support in implementing all recommendations.**
 7. **Public Policy actions**
 - a. Continue to educate the Chamber and LPED membership about LB840 funding.
 - b. Monitor the proposed ten year income tax credit to graduates of public/private institutions. There would be more support for this initiative if it is expanded to include a broader range of individuals in addition to those with a four year degree.