

TALENT PIPELINE REVIEW FINAL RECOMMENDATIONS



KERR ECONOMIC DEVELOPMENT CORPORATION



TRACYE MCDANIEL | JENN TODD-GOYNES

FEBRUARY 6, 2023

Image Courtesy of Kerrville CVB

AGENDA

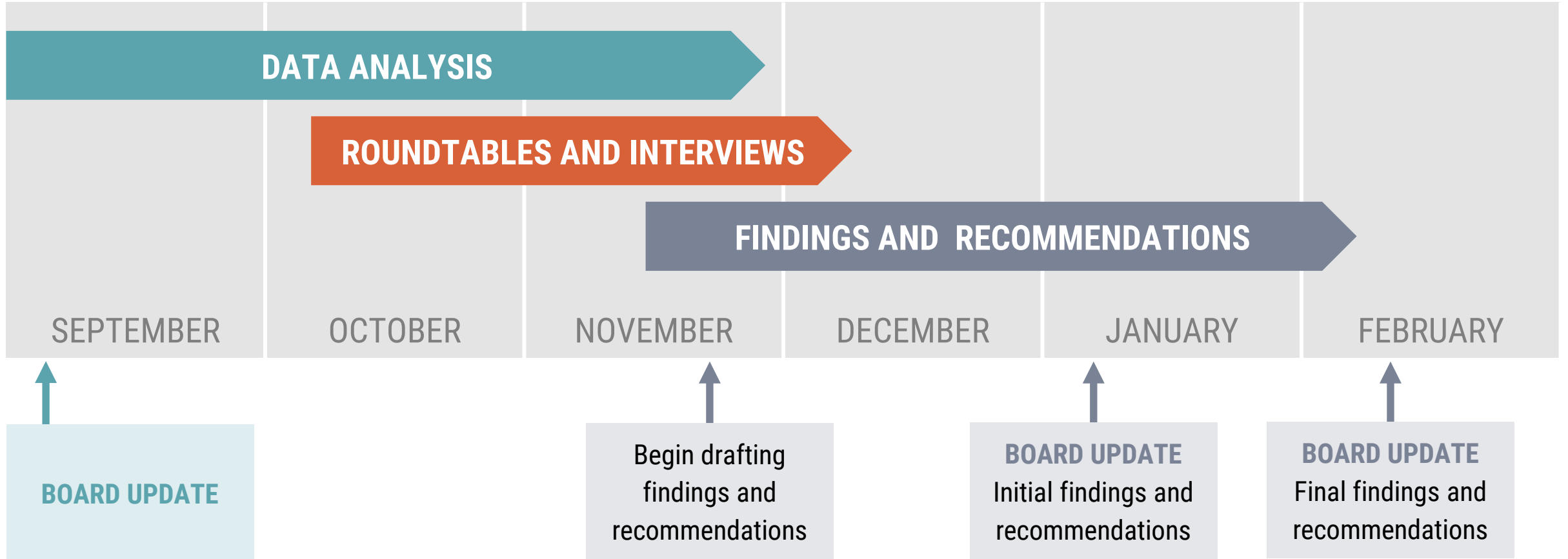
- ▶ Project Overview
- ▶ Action Plan



TX Kerrville Lupe by Barbra Brannon via Flickr (CC BY 2.0)

PROJECT OVERVIEW

PROPOSED SCHEDULE



PROJECT GOAL

PHASE 2: Talent pipeline review resulting in recommendations for retaining, attracting, and developing the talent to support current and future workforce needs.

The background is a solid orange color with several overlapping, semi-transparent orange shapes. On the left side, there are two large, overlapping circles. Below them, there are several overlapping rectangular and trapezoidal shapes of varying shades of orange, creating a layered, geometric effect.

ACTION PLAN

ACTION AREAS



MARKETING AND BRANDING

Position Kerr County as a dynamic and welcoming region to a wide range of audiences.



ANCHOR INSTITUTIONS

Involve Kerr's major employers and institutional assets in addressing talent challenges.



EXISTING WORKFORCE

Connect segments of the existing population that are not in the labor force to employers and employment opportunities.



COMMUNITY CONVENOR

Bring a cross-section of entities together to identify and prioritize talent-related challenges and brainstorm potential solutions.

GOAL 1

Marketing & Branding



MARKETING AND BRANDING RECOMMENDATIONS

- 1 Develop a **multi-year unified marketing, branding, and communications plan** to attract businesses and talent to Kerr.
- 2 Market to **commuting workers and local graduates**: partner with local media, identify opportunities for engagement at job fairs, and leverage alumni networks.
- 3 Leverage the Kerrville Folk Festival and other hallmark events that attract visitors from outside the region to **promote Kerr as a place to live and do business**.

CASE STUDY: MAKE IT TAMPA BAY

What is it?

- ▶ Marketing campaign to entice tourists and business owners to make Tampa Bay home.
- ▶ A partnership between the Tampa Bay Economic Development Council and Visit Tampa Bay (the county's destination marketing organization).

Why is it unique?

- ▶ The campaign specifically targets millennial job seekers and business owners who previously traveled to the region.
- ▶ Social media accounts and the website provide easy access to job postings, events, neighborhood information, entrepreneurship resources, and local business owner profiles.



CASE STUDY: BOOMERANG GREENSBORO

What is it?

- ▶ A targeted marketing campaign to recruit young professionals who grew up or attended college in Greensboro, NC.
- ▶ Sponsored by Action Greensboro, a 501(c)(3) entity within the chamber.

Why is it unique?

- ▶ The campaign began with gift boxes mailed to potential boomerangers with locally sourced items.
- ▶ A campaign website includes connections with people who have chosen to relocate; concierge services connecting talent to jobs, co-working space, housing, and educational information; and success stories from people who moved back.
- ▶ From 2020-2022, approximately 300 people moved back and 300 contacted the city about becoming a boomerang.



GOAL 2

Anchor Institutions



ANCHOR INSTITUTION RECOMMENDATIONS

- 1** **Involve Kerr's major employers and institutions** in addressing talent challenges: launch a workforce survey, strengthen connections between students and prospective employers, and market Kerr to students in high-demand educational programs.
- 2** Work with anchor institutions to **undertake sector-specific talent initiatives**, to include inter-organizational industry forums focused on building the talent pipeline.

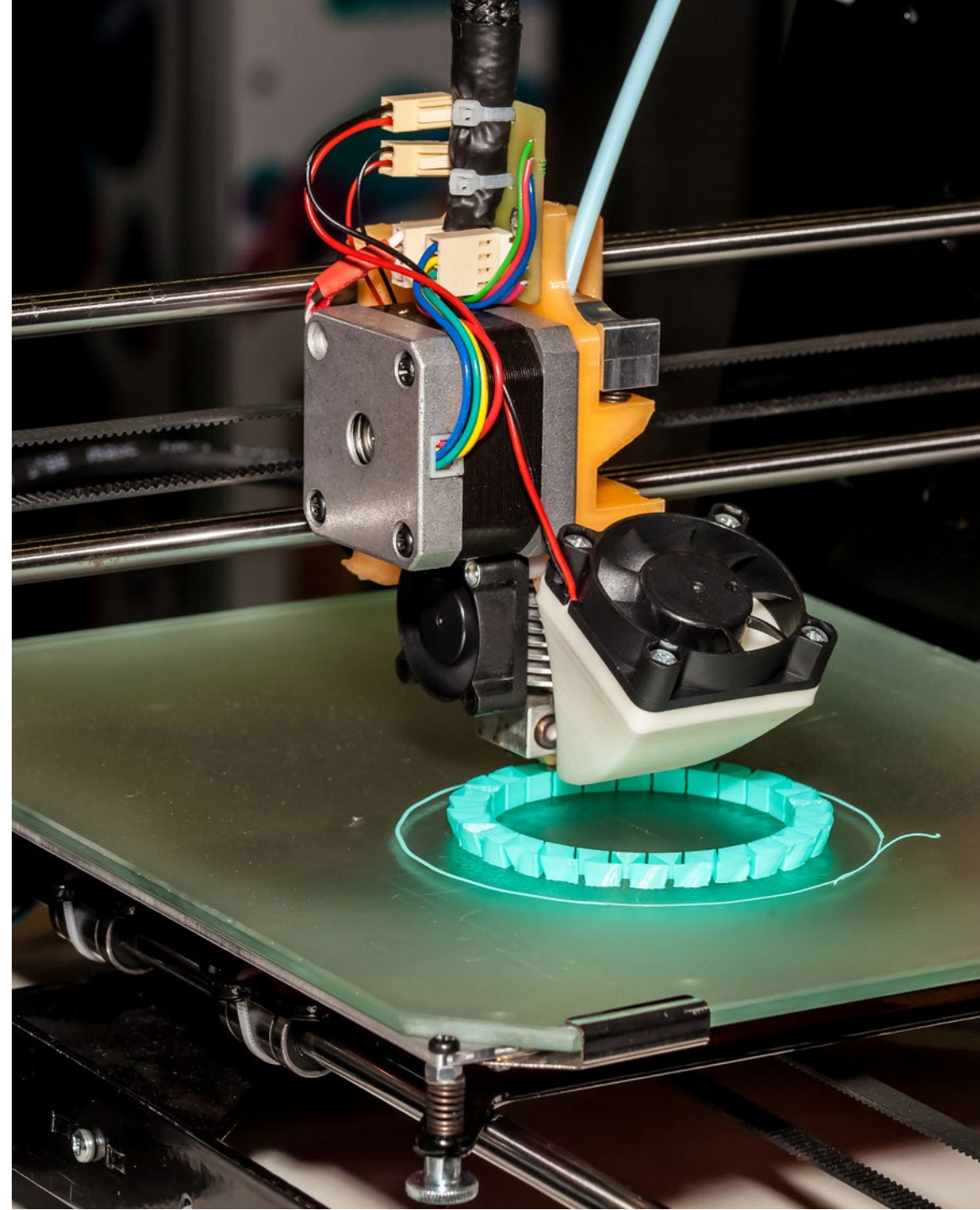
CASE STUDY: PFLUGERVILLE MANUFACTURING ACADEMY 3D TRAINING PROGRAM

What is it?

- ▶ An initiative to build the local manufacturing talent pipeline.

Why is it unique?

- ▶ The program is designed to reach future workers as young as high school while also upskilling workers to meet current demand.
- ▶ Partners include the Pflugerville Community Development Corporation, Austin Community College, Workforce Solutions Capital Area, local manufacturers, and the industry consortium.
- ▶ The curriculum is designed to be flexible with in-person and virtual training and connects students with an employer facility.



GOAL 3

Existing Workforce



EXISTING WORKFORCE RECOMMENDATIONS

1

Connect those who are unemployed or underemployed with employers and job opportunities through internships, interpersonal connections, and by making channels of re-entry easier.

2

Work with employers to **identify and address specific barriers to employment**, using results from the employer survey (Goal 2).

3

Identify or develop **a curriculum for “soft” skills** in coordination with education providers and employers.

CASE STUDY: PATHWAYS TO WORK

What is it?

- ▶ A cross-sector workforce development initiative.

Why is it unique?

- ▶ The United Way of Metropolitan Dallas brought together funders, employers, and training providers to advance entry-level workers into high-demand, middle-skill jobs.
- ▶ Priority is on jobs that require a high school diploma with additional training, but not a four-year degree in healthcare, information technology, and construction.
- ▶ Pathways to Work offers work-readiness resources to participants, work-based learning experiences, and supportive services such as transportation and childcare.



GOAL 4

Community Convener



COMMUNITY CONVENER RECOMMENDATIONS

- 1** Host **roundtable discussions with employers and issue-related organizations** on topics such as housing, childcare, and worker retention to identify potential solutions; **coordinate with existing efforts** such as the Kerrville Area Chamber of Commerce's housing committee.
- 2** **Elevate the concerns of employers** by sharing their talent challenges at Kerrville City Council meetings and through KEDC's messaging campaigns.

CASE STUDY: MID-AMERICA REGIONAL COUNCIL HOUSING PARTNERSHIP

What is it?

- ▶ A regional housing initiative to expand and sustain access to affordable housing.

Why is it unique?

- ▶ The Housing Partnership was formed after a 2019 event focused on regional workforce housing challenges.
- ▶ The partnership has created a Housing Data Hub to inform policy and decision-making with analytics, to include an emphasis on the economic impacts of housing.
- ▶ In addition to data, the Partnership focuses on leadership connections, financing and development tools, production capacity, rental and ownership support systems, supportive public policy, and public engagement and support for housing.

For more information: <https://www.marc.org/economy/housing>



CASE STUDY: HEALTHY HOMES FOR BENNINGTON

What is it?

- ▶ A partnership between Southwestern Vermont Health Care (SVHC), the Town of Bennington, and the Bank Of Bennington to improve access to affordable home ownership and build the local workforce.

Why is it unique?

- ▶ The initiative acquires homes that are distressed, vacant, or in foreclosure and renovates them with the assistance of local contractors.
- ▶ SVHC employees have priority when applying for renovated properties; the goal is to sell to first-time homebuyers.
- ▶ Financial assistance is available via closing cost assistance, and participants must take a homebuyer education course.





STRATEGIES

13492 N Hwy 183
Suite 120-254
Austin, TX 78750

+1 512 3439113

www.tipstrategies.com

*Based in Austin
with offices coast to coast*