

# **Workforce Development**

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- Find innovative best practices in **comparable communities**
- Find best practices in rural workforce **data collection**

# Issue Statement



In South Central Iowa...

## Shrinking Workforce

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## Attracting Workers

60.1% of employers have a **general lack of applicants** for open positions.

## Lacking Qualifications

**60.9% of employers** struggle to find qualified applicants.



# Innovate120 Analysis

## WHAT

An entrepreneurial hub and business education center based in Maquoketa, IA

- Operates 5 programs

## HOW

Success through programs and internships leads to retention of businesses and students

- Companies like Google, John Deere, and Scotts Miracle-Gro

## WHY

A model program in Area 15 would benefit present workforce and development

- Entrepreneurial Investment Award

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## Policy Recommendation 1

# Replicate Innovate 120 Activities

A model program presented via storymap

## Programs

- Three program designs
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## Logistics

- Model programs and locations provided
  - Cost and program analyses



# Policy Recommendation 1

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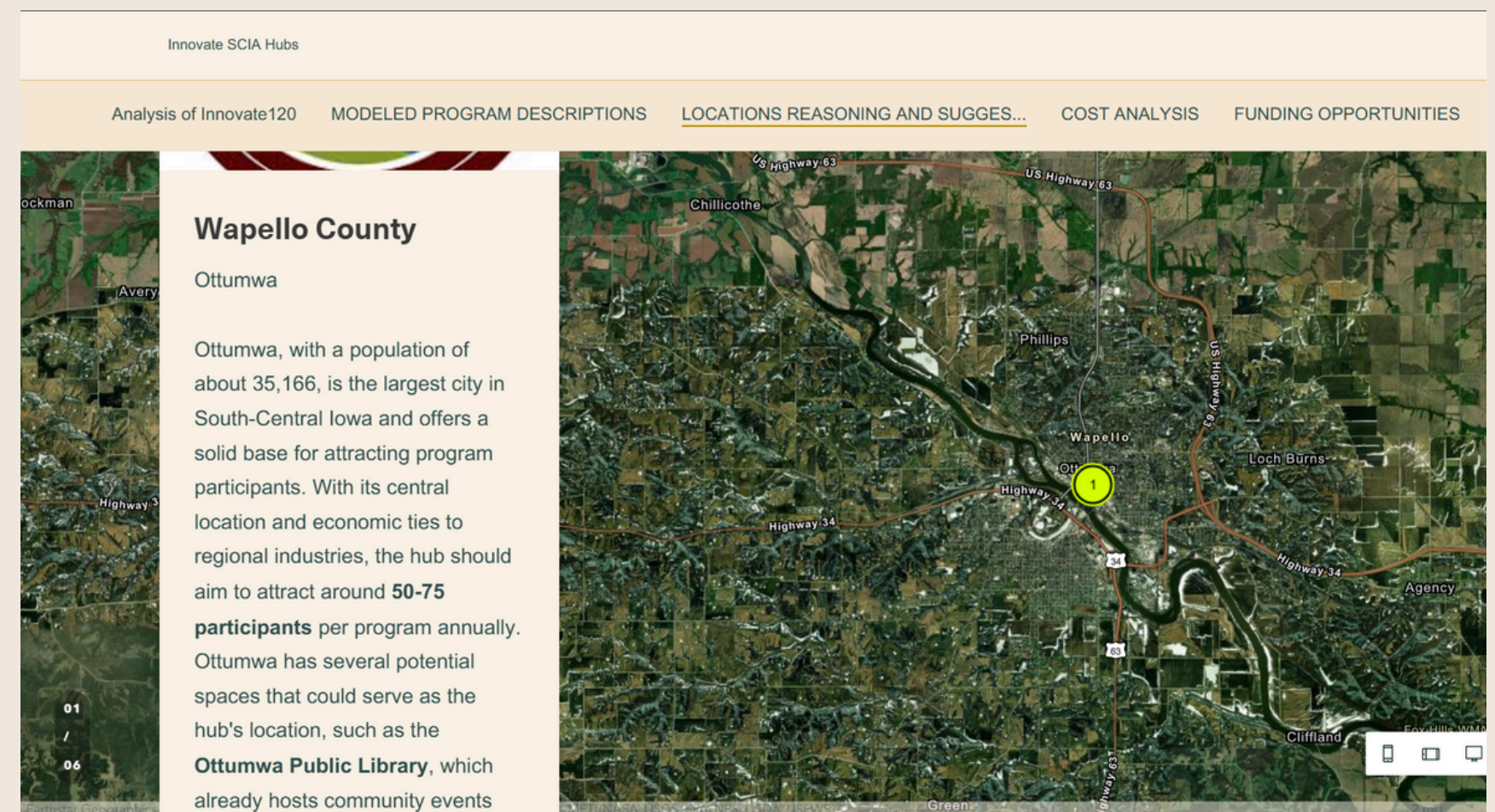
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## Policy Recommendation 2

# Meeting Employers' Needs



### Area 15 Employer Contact List

- **Phone numbers and email addresses** of each employer
- County breakdown of every employer by **industry and size**
- **3,806 employers** with contact information for 1,291



# Policy Recommendation 2

# Meeting Employers' Needs



Employer Name	City	Size	County	Sector	Contact Email	Contact Number	Contact Name
Oskaloosa Public Library	Oskaloosa	10 to 19	Mahaska	Information	<a href="mailto:mgaughan@oskaloosalibrary.org">mgaughan@oskaloosalibrary.org</a>	(641) 673-0441	Marion Gaughan (Library Director)
Cellular Advantage-Us Cellular	Oskaloosa	5 to 9	Mahaska	Information	<a href="mailto:oskaloosa@celladvantage.com">oskaloosa@celladvantage.com</a>	(641) 672-1028	John Williams (Store Manager)
Gilman Investment Co	Oskaloosa	50-99	Mahaska	Management		(641) 673-8230	Donald Arendt
Clow Valve Co	Oskaloosa	250-499	Mahaska	Manufacturing	<a href="mailto:info@clowvalve.com">info@clowvalve.com</a>	(641) 673-8611	Mark Willett
Musco Corporation	Oskaloosa	250-499	Mahaska	Manufacturing	<a href="mailto:joe.crookham@musco.com">joe.crookham@musco.com</a>	(641) 673-4740	Joe Crookham
Cunningham Inc	Oskaloosa	100-249	Mahaska	Manufacturing	<a href="mailto:info@cunninghaminc.com">info@cunninghaminc.com</a>	(641) 673-8479	Chuck Cunningham

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Cellular Advantage-Us Cellular	Oskaloosa	5 to 9	Mahaska	Information	<a href="mailto:oskaloosa@celladvantage.com">oskaloosa@celladvantage.com</a>	(641) 672-1028	John Williams (Store Manager)
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Musco Corporation	Oskaloosa	250-499	Mahaska	Manufacturing	<a href="mailto:joe.crookham@musco.com">joe.crookham@musco.com</a>	(641) 673-4740	Joe Crookham
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## Focus Groups

- Outline basis: Iowa Workforce Needs Assessment Data
- **Goal: Meeting employer needs**
- **2 Discussion Group Options:**
  - Business Size
  - County



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## Consent Agreement

I, \_\_\_\_\_ (name), in representing \_\_\_\_\_ (organization) consent to participate in this focus group on \_\_/\_\_/\_\_\_\_ (date) and consent to have my answers transcribed for the purpose of programming created by Pathfinders RC&D.

By signing this agreement, I agree to allowing my answers to be used for any of the following:

- Internal research
- Identity-protected data publication
- Basis for employer-assistance programs

I, \_\_\_\_\_ (name), have read the above text and agree to my voluntary participation in the focus group.

Signature: \_\_\_\_\_

Date: \_\_/\_\_/\_\_\_\_

## Focus Group Question Bank

Which of these programs would be of interest to your organization's needs? (*List Top 3*)

- Task oriented internship program connected with local high school(s).
- Job position internship program for college students.
- An innovation or networking center to collaborate with other businesses.
- Career development assistance or training programs for potential employees.
- Interview/resume/cover letter workshops for potential employees.
- Grant writing assistance.
- A centralized job application site for the county.

What are your perceptions about the general applications you receive for open positions?

How are you using (social media) technology for your business? What are your perceptions about using this?

When you think of success, what do you think this looks like for your business/company?

When you think of this success, what do you think is most likely to stand in the way of reaching it?



# Policy Recommendation 3

# Maintaining a Young Workforce

## Survey on What Keeps People in Rural Areas

**Rural South Central Iowa Young Residents Survey**  
This survey is to understand why young people tend to leave, stay, or return to their rural hometowns. Please fill out the survey as thoroughly as you can. Please circle each option that meets your preferences.

**1. What is your age?**  
Under 18  
18-20  
21-24

**2. What is your highest level of education?**  
Still in high school  
High school diploma/GED  
Associates degree  
B.A./B.S.  
M.A./M.S.  
PhD  
N/A

**3. Do you plan on moving out of your rural area?**  
Yes  
No  
Unsure

**4. If you answered yes, please provide an answer for why**  
Education  
Employment  
Bigger social scene  
Economic opportunities  
Other Social Factors  
Family  
Other

**5. If you answered no, please provide an answer for why**  
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**6. Could you see yourself returning to your rural area in the next 10 years?**  
Yes  
No  
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**7. If you answered yes, please provide an answer for why**  
Family ties  
Quality housing  
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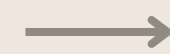
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**Plans** after graduation  
**Perception** of the area  
How the area could be **improved**  
Employment **concerns**

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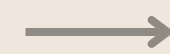
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→ Plans after graduation  
 Perception of the area  
 How the area could be improved  
 Employment concerns

→ Gather insight on why young people choose to stay, leave, or return to rural areas

1	Employer Name	Address
2	Indian Hills Community College	Indian Hills Community College 525 Grandview Avenue Ottumwa, IA 52501
3	Great Prairie Area Education Agency	2814 N. Court Ottumwa, IA 52501
4	Oskaloosa Senior High School	1816 N 3rd St, Oskaloosa, IA 52577
5	Pekin Community School District /HS	1062 Birch Ave Packwood, IA 52580
6	Maharishi School	804 Dr. Robert Keith Wallace Drive Fairfield, IA 52556
7	North Mahaska Jr/Sr High School	North Mahaska Community Schools PO Box 89 2163 135th Street New Sharon, IA 50207
8	Sigourney Junior/Senior High School	907 East Pleasant Valley Sigourney, Iowa - 52591
9	Tri-County school	3003 Hwy 22 P.O. Box 17 Thornburg, IA 50255
10	Van Buren High School	405 Fourth Street Keosauqua, IA 52565
11	Davis County High School	503 E. Locust St. Bloomfield, IA 52537



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