

SKILLS ADVANTAGE

Multiple businesses in the Corridor have endorsed Skills Advantage worker certification program. This innovative new program communicates the necessary skills to gain employment and reach successful performance in the workplace. Skills Advantage certifies worker readiness in three major areas: Locating Information, Applied Math and Reading for Information. The assessment tool utilizes the WorkKeys job skills assessment system, developed by ACT, Inc.

RAPID RESPONSE WORKFORCE ASSISTANCE

Whether your business is increasing staff or downsizing operations, Cedar Rapids | Iowa City Technology Corridor™ partners help connect companies with appropriate workforce business services. Our Rapid Response team can refer your employees to training facilities to build their skill base or help dislocated workers transition to new employment. Other dislocated workers service options include mini-job fairs, career counseling and resume assistance and referrals to human services agencies.

CORRIDOR HUMAN RESOURCE ADVISORY NETWORK

The advisory group is a valuable resource for Corridor partners. The network discusses human resource related issues, and provides direct feedback regarding Corridor marketing efforts and workforce business services. In addition, the group provides assistance to connect accompanying spouses and partners with employment opportunities and the community during relocation.

CAREERBUILDER.COM

With a presence in more than 130 newspapers across the U.S. and more than 26 million unique visitors to newspaper Web sites each month, CareerBuilder.com is the nation's leading recruitment resource. CareerBuilder.com, a service of the Iowa City Press-Citizen, puts jobs in front of poised jobseekers, wherever they are – at home or at work – in print and on the Internet.

PROFESSIONAL & TECHNICAL DIVERSITY NETWORK (PTDN)

Diversity strengthens the bottom line, and it's a determining factor in the global marketplace. PTDN represents a partnership between employers and community and professional organizations to attract, retain and develop diverse professional and technical specialists. Iowa City Area Development Group and Priority One support PTDN efforts to connect new employees to resources and provide opportunities for members and others to build relationships, share ideas and strategies and promote professional growth.

THE WORKPLACE LEARNING CONNECTION

The Workplace Learning Connection positively touches the lives of thousands of students and hundreds of businesses in the Corridor. TWLC connects students' career interests to nearly 200 occupations in area businesses. Students observe and explore real-life work and learn about future opportunities through job shadowing, practicum and intern programs. Students receive credit through their high schools for career-specific classes and some work-based learning opportunities. Elementary school children learn about important skills such as listening, following directions, teamwork and attendance. For information see www.workplace-learning.org.

Iowa City Area Development Group

325 East Washington Street, Suite 100 | Iowa City, IA 52240
319-354-3939 | FAX: 319-338-9958
www.IowaCityAreaDevelopment.com

PRIORITY ONE

424 First Avenue NE | Cedar Rapids, IA 52401-1196
Phone: 319.730.1425 | Fax: 319.398.5228
www.Priority1.com

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WORKFORCE BUSINESS SERVICES

In today's creative economy, workforce is an essential component to business success. In a commitment to a vital and prosperous economy, economic development partners, Iowa City Area Development Group and Priority One, have launched a number of workforce business services to assist companies in the Cedar Rapids | Iowa City Technology Corridor™.

CORRIDORCAREERS.COM

Corridor Careers is a valuable resource for job seekers and businesses. The site, maintained by Gazette Communications, has a listing of available jobs that vary from professional and technical careers to hourly jobs in the Technology Corridor. After defining job specifications, businesses using the Web site can immediately view matched candidates. Businesses also have the capability to use recruiting management and applicant tracking tools through CorridorCareers.com. A new feature allows HR staff to aid accompanying spouses and partners in their job searches. The Web site receives more than 35,000 visits a month.

CORRIDOR CAREER FAIR

The Corridor Career Fair, which has a reputation as one of the finest in the Midwest, provides opportunities for businesses located in the Corridor to showcase career options that range from entry-level positions to those requiring experienced workers. It features employment and recruiting opportunities, as well as workshops for those who want to fine-tune their skills or change careers. The Corridor Career Fair is a Technology Corridor project, sponsored by the Iowa City Area Development Group, Priority One, the Cedar Rapids and Iowa City Area Chambers of Commerce, Gazette Communications, Iowa Workforce Development Group, Kirkwood Community College and the University of Iowa.

CORRIDOR EMPLOYMENT DIRECTORY

The Technology Corridor Employment Directory CD/Rom is a convenient, low-cost approach to promote job opportunities to a large audience. The Iowa City Area Development Group and Priority One circulate more than 7,000 CDs to prospective employees interested in finding a career in the Cedar Rapids | Iowa City Technology Corridor™. The directory, distributed at many university and community college career fairs around the Midwest, provides a company overview, career opportunities and contact information including e-mail addresses and direct links to Web sites and CorridorCareers.com. This information is also available to jobseekers on-line.



ALUMNI MARKETING CAMPAIGN

Iowa City Area Development Group and Priority One, in partnership with alumni associations from the state's three regent institutions and the region's private four-year colleges, employ a direct-mail postcard campaign inviting alumni with degrees in engineering, business and information systems to return to the Cedar Rapids | Iowa City Technology Corridor™. The postcard directs alumni to CorridorCareers.com to find employment opportunities. Recent postcards spotlight Corridor companies and quality of life amenities. Complementing ads also appear in the University of Iowa, Iowa State University and Mount Mercy College alumni magazines.

RECRUITING ACTIVITIES

Iowa City Area Development Group and Priority One staff attend numerous recruiting fairs at colleges and universities in Iowa and throughout the Midwest to promote job openings and to present the region's excellent quality of life. In response to employers' recommendations to increase workforce diversity in the region, our economic development staff also participates in national diversity fairs. Community members and businesses are invited to attend recruiting events as partners with the Iowa Careers Consortium, a division of the Iowa Department of Economic Development.

"PICK YOUR PACE" EMPLOYEE RECRUITMENT PACKET

Regional businesses find this innovative, new marketing program that focuses on professional employee recruitment a helpful way to promote the splendid quality of life in the Corridor. The handsome packet contains an array of materials including a quality of place DVD, Employment Directory CD and miniature poster cards welcoming new people and highlighting the region's assets: Arts and Culture; Business; Community; Dining and Shopping; Education; Healthcare; Housing; Sports and Recreation. The packet includes blank stationery for a personal note and placeholder for business cards. The packet can be easily mailed or given out at an interview.

EMPLOYER BENEFIT PROFILE

The Cedar Rapids | Iowa City Technology Corridor™ partnered to complete the region's, and the state's first employer benefit study. The report provides insight in this competitive market, a description and nature of employee benefits for the Corridor region. The confidential survey, conducted by the Iowa Workforce Development Strategic Workforce Initiatives Unit, compares benefits for nearly 600 Corridor businesses. Benefit information represents 16 categories and data to specific industries is available.

LABORSHED STUDIES

Business leaders find Laborshed studies that identify worker availability and define wage and benefit data very beneficial. The recurrent studies by Iowa Workforce Development, Iowa City Area Development Group and Priority One survey workers in the Corridor to determine educational attainment, occupations, wage and benefit requirements, job search techniques and commuting patterns. Detailed analysis of individual industries is available. The studies analyzed labor in major occupational cluster categories:

- Advanced Manufacturing (electronics, consumer products, medical devices/supplies)
- Life Sciences (biotechnology/bioprocessing)
- Information Technologies (software solutions, finance and insurance services and educational services)

SKILLS UPDATE

Technology Corridor partners continue to advocate for economic health and stability in our communities and the region. Previous studies resulted in Skills Advantage, an assessment tool certifying worker readiness. Together with business, education and community leaders, Technology Corridor partners are designing a third study to close the skill gap, enhance teamwork and productivity and further ensure Corridor businesses are competitive in the global marketplace.