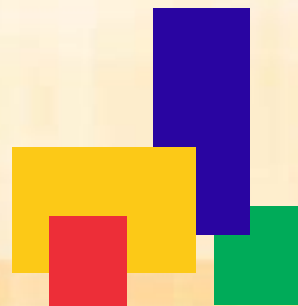


you'll fit right in!

Recruiting Skilled Workforce



Campbell County
Economic Development
Corporation

Future Predictions:

1. There will be a lack of skilled workers for several years to come.
2. The role of economic development professionals is changing.

Interviews with Business and Community Leaders:

- Lack of skilled workforce causes businesses not to grow and expand.
- Without a skilled workforce, it is impossible to recruit new business and industry.

What we learned from workforce interviews with business and industry leaders:

- Learned...what industry skills were needed by employers.
- Learned...what community marketing materials were needed.
- Learned...that a workforce recruitment website was needed.

Sturgis Motorcycle Rally

- Full page ad in the Official Rally Directory
- Slogan:
“You’ll fit right in!”
- Booth at local Harley Davidson Shop

You'll fit right in!

Gillette
WYOMING

Welcome to an town where you instantly feel right at home! Gillette's youthful enthusiasm, diverse population and endless opportunities await you. When travelling to Sturgis this year, take time to stop and see what Gillette has to offer.

We invite you to visit...
you just might decide to stay!

For information on Gillette, Wyoming, contact
Campbell County
Economic Development Corporation
(307) 686-2603,
fax (307) 686-7268, 800-376-0848
www.gillettewyoming.com ccedc@vcn.com

Susan Jerke Design • Photography by Megan Huber © 2005

Lessons learned from Sturgis promotion:

1. Approximately one-third of Sturgis bikers are retired.
2. Approximately one-third are from California.
3. Only one-third of the bikers are potential workforce candidates.

*Every biker
is a
potential
marketer!*

Cost of Sturgis Promotion to CCEDC

● Magazine advertisement	\$1,000
● Promotional give-aways	<u>\$2,500</u>
Total	\$3,500

- Staff time

Texas & Oklahoma newspaper advertisements during 2005 hurricane season

- Oil related states
- Investor participation
- Partnership with Dept. of Workforce Services
- Funding assistance from City of Gillette
- Partnering with other Wyoming ED's

Results of Texas & Oklahoma promotion:

1. Over 300 telephone calls to our office.
2. Weather is a big concern when it comes to where people will live and work.
3. It was beneficial to work with other county ED's.

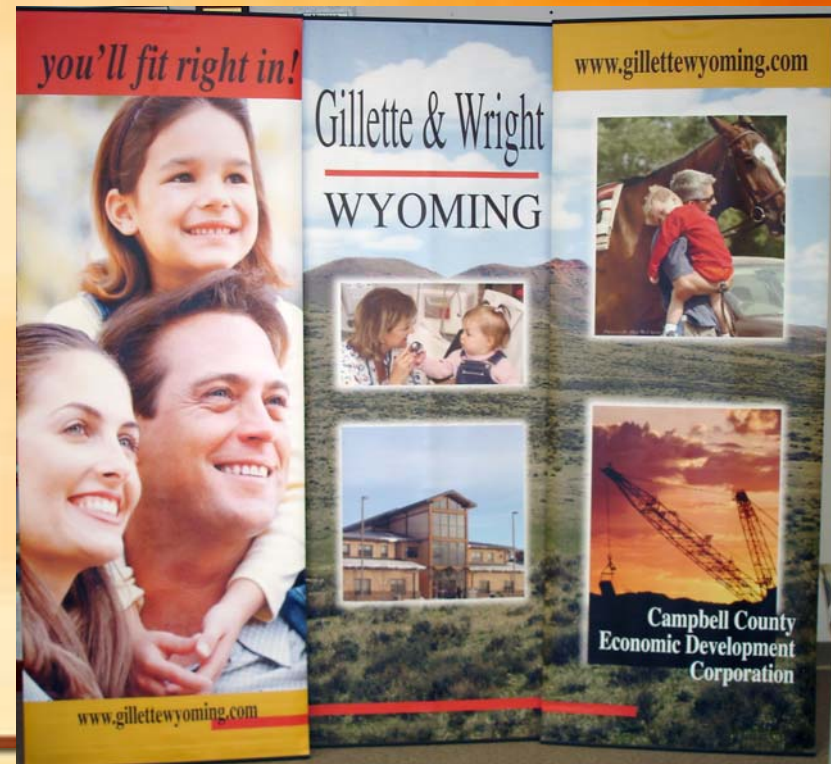
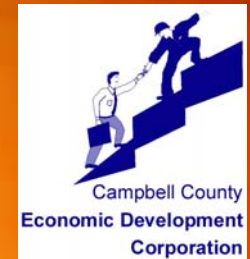
Cost of Texas and Oklahoma promotion:

- Ad production, cost of
CCEDC's share of ad,
and telephone charges \$3,000
- Staff time

Updated Image



- Fresh, contemporary logo
- Light, portable booth
- Inexpensive, easy to change panels



Michigan Job Fairs

In 2006, three Michigan job fairs were organized.

January 2006

- Flint, Lansing & Jackson

May 2006

- Saginaw, Kalamazoo & Grand Rapids

October 2006

- Flint & Grand Rapids

Partnership Opportunities

- Casper Area Economic Development Alliance
- Sweetwater County Economic Development Association
- Carbon County Economic Development Corporation
- Local Dept. of Workforce Services
- Wyoming Businesses & Employers

Organizational functions:

1. Schedule a job fair facility in each location.
2. Develop a marketing campaign and place radio and newspaper advertisements.
3. Make motel, flight, and rental car arrangements.
4. **Invite local employers.**

Attend a **JOB FAIR**
in your area to learn about
the opportunities waiting
for you in the State of Wyoming!

GRAND RAPIDS
Tuesday, May 2, 2006
9 am - 6 pm

Best Western Midway Hotel Conference Room
4101 28th St. S.E. • Grand Rapids MI
Hotel (616) 942-2550

Wyoming Job Listings:
<http://onestop.state.wy.us>
www.gillettewyoming.com
www.casperworks.com
www.sweda.net
www.wyomingcarboncounty.com

THE STATE OF

WYOMING
HAS JOBS!

Critical job shortages in WYOMING:

Welders • Electricians
Mechanics
Nurses • Pharmacists
Engineers • Laborers
Machinists • CDL Drivers
Construction Workers
Educators • Roustabouts



Campbell County EDC Goals for the Michigan Job Fairs:

1. To recruit skilled workforce to live and work in Campbell County and Wyoming.
2. To get national media attention.



Grab their Attention!

Wyoming Billboard in Michigan

- Near Flint, MI in September of 2006
- Funding partnerships
 - CCEDC
 - Dept. of Workforce Services
 - Casper Area ED
 - Sweetwater County ED



Billboard Media Attention

- Front cover of the *New York Times*
- *Wall Street Journal*
- CBS Evening News
- NBC Nightly News
- ABC Michigan affiliates
- Michigan media

Results of the Michigan Job Fairs:

- Approximately 3,500 Michigan people attended Wyoming Job Fairs.
- Huge Michigan media campaign.
- Huge local, state, regional and national media coverage.

Measuring Results of Michigan Workforce Recruitment Trips:

- Reporting from investor companies and other businesses
- Employment records
- Drivers license registrations
 - ***Over 300 MI license changes to Campbell County***
 - ***Over 600 throughout Wyoming in 2006***

Cost of Michigan Job Fairs:

● CCEDC expenses	\$22,000
● Billboard (\$5,000 divided by four partners)	\$ 1,250
● Telephone, copying, printing, etc.	<u>\$ 1,500</u>
Total Expenses	\$25,250
● Staff time	

Continue the Recruiting Efforts!

- Follow up with television commercials
- Continue newspaper advertising
- Virtual job fairs
- Christmas cards
- Return to Michigan to do job interviews by partnering employers
- Press releases

Hospitality & Service Workers Needed

- Restaurants closing
- Motels not having enough workers
- Service issues
- Lack of loyalty among workforce



Recreation VO-cation!



A New Opportunity for Campbell County
Service & Hospitality Industry Employers!

What is Recreation VO-cation?

- Workforce Recruitment program to attract year-round and seasonal RVers for temporary, service industry jobs for the summer of 2007 (and beyond?)
- Partnerships formed:
 - Campbell County Economic Development Corporation (CCEDC)
 - Wyoming Dept. of Workforce Services (DWS)
 - CAM-PLEX Multi-Event Facilities
 - Adecco Staffing Service
 - Campbell County Employers



How does Recreation VO-cation Work?

- Employers advertise temporary, summer positions with Adecco Staffing Services.
- Adecco, DWS and CCEDC will advertise positions to target audience (Rvers).
- Workers apply directly through Adecco, who will manage the workers (hiring/firing, tax liability, etc.) Employers sign contract with Adecco.
- CAM-PLEX provides RV spaces for a set fee to employees participating in the program.



What Employers Can Participate?

- Service and Hospitality Industry in Campbell County.
- Jobs may encompass a wide variety of duties and titles.
- Available employment must be temporary (May 1 - September 30).
- Can be full or part-time (flexible).



Recreation VO-cation Results:

- Less than half dozen actual workers.
- Great local and national media attention
 - Fox News
 - Wall Street Journal
 - WorkKamper.com
 - Denver Post
 - RV Dream Radio
 - Wyoming Business Report
 - Images Magazine
 - Radio talk shows



Recreation VO-cation Program Expenses

● CCEDC Expenses	\$3,500
● Advertising Expenses	<u>\$3,500</u>
– Total Expenses	\$ 7,000

Staff Time

Workforce Recruitment Conclusions:

- Know what skills your employers need.
- Your job wages, benefits, etc. must be competitive regionally and nationally.
- Think “outside the box” for ways to attract workforce.
- ***Stop talking about what you would like to do...just go for it & actually try something!***

Thank You!

Campbell County Economic
Development Corporation
Workforce Recruitment

