

# 2011 DUBUQUE WORKS [ *annual report & resource guide* ]



dubuque *works*

a workforce initiative

Dubuque Works was recognized by the International Economic Development Council for Excellence in Economic Development.

*“We recognize **Dubuque Works** for providing successful strategies to promote new paradigms in economic development in this period of global recovery,” said William Best, IEDC chair.*  
*“Our awards honor organizations and individuals for their efforts in creating positive change in communities. **Dubuque Works** is showing that they are at the forefront of the economic development profession and are using innovative and effective practices that can be replicated in other communities.”*



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*Roy D. Buol* [ MAYOR ]

CITY OF DUBUQUE

"The Dubuque City Council selected DubuqueWorks programs as a management agenda top priority for Dubuque for 2010-2012. The City of Dubuque is proud to support Dubuque Works and the services they are providing. This initiative is critical to Dubuque's continued job creation success."



*Jesús Avilés* [ PRESIDENT & CEO ]

MYSTIQUE CASINO & DUBUQUE RACING ASSOCIATION

"Integrating into a new community with a new job, finding a home and a suitable school for the children can be overwhelming; that's where the dedicated service of the talented professionals at Dubuque Works have made such a great impact in the lives of the many newcomers that have chosen Dubuque as their community to live, work, and play; their successes have been dramatic!"



*Wayne Demmer* [ COUNTY SUPERVISOR ]

COUNTY OF DUBUQUE

"I have been so impressed with the collaboration of all the different organizations who have come together with one common goal to recruit and retain workforce in Dubuque County. I have seen how their efforts are paying off. I have heard of several businesses who have been able to recruit some highly sought after personnel due to Dubuque Works programs and staff."



# DEAR *dubuque works* SUPPORTER,

The strength of our region's performance in 2011 is built upon the foundation work completed in 2010. You see economic development isn't about one thing; it's about so many things.

It is about connecting job seekers to our community through AccessDubuqueJobs.com, so that when the moment is right, we already have thousands of resumes at our fingertips to hand to a local employer or a Global Human Resource Leader diligently weighing Dubuque against competitors worldwide.

It is about being the kind voice on the other end of the phone that a newcomer hears after they realize they have 2 weeks to pack up their family, leave their friends and relocate to our community.

It is about engaging our 18,000 college students pre-graduation so that they feel welcome, they feel at home, and most importantly – they've made the business connections that allow them to stay.

It is about the thousands of middle school and high school students who gather to do nothing more than explore the trade and technology career paths that fuel our regional economy.

It is about the single mother of 4 who gets a second chance at life and the opportunity to become an employed and productive member of our community.

The Dubuque Works group, although individual entities all on their own, have joined forces to seek opportunities for collaboration. You see, the successes that Dubuque Works realized in the first two years of collaboration are the ground work for building the workforce of our future.

Thank you to the City of Dubuque, Dubuque Racing Association and Dubuque County for their on-going support in the quest to build new paradigms in Workforce Development and create positive change in our community

Sincerely,

*Rick Dickinson*  
Executive Director & COO

# RECRUITING & RETAINING [ a talented workforce ]



GREATER DUBUQUE  
DEVELOPMENT CORPORATION

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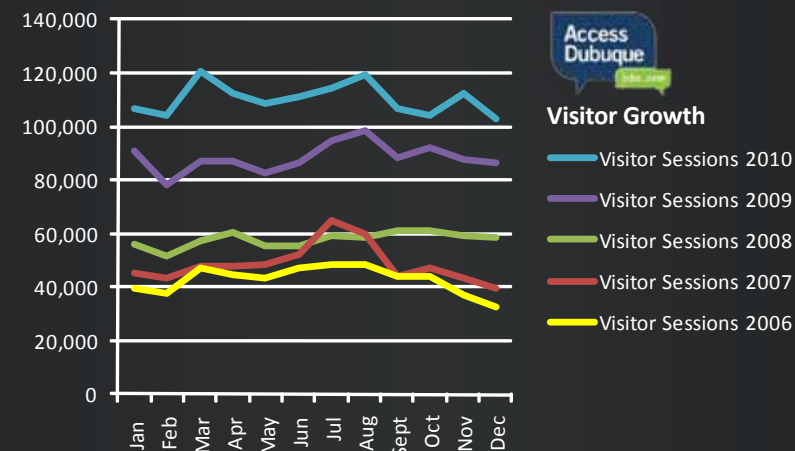
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TELEGRAPH HERALD

## ACCESSDUBUQUEJOBS.COM

- Thirty-seven businesses in the Dubuque area were active investors when Greater Dubuque Development took over the workforce initiative in January of 2007. Currently workforce investors hold steady at 103, a 14% increase over 2009. AccessDubuqueJobs.com has a current investor retention rate of 98%.
- AccessDubuqueJobs.com experienced its largest increase in site traffic since the site launch in 1997, currently averaging 110,440 visitor sessions per month in 2010. This is a 24% increase over the average traffic in 2009 and a 127% increase over average traffic in 2007 when Greater Dubuque Development was given the responsibility for site promotion. Visitor sessions hit an all-time monthly high in March of this year with 120,735 visitors.
- According to the 2010-2011 Laborshed Analysis Study, AccessDubuqueJobs.com once again outperformed national job search websites including Monster.com and Careerbuilder.com for employment searches in the Tri-State market.

- Greater Dubuque Development successfully launched the “Putting Dubuque to Work” Workforce Recruitment Marketing Campaign to drive job seekers to the AccessDubuqueJobs.com web site in the Fall of 2010. This investor appreciation campaign included the faces of local employees in print and billboard ads throughout the city and on the web.



## CEO NETWORK

- The Mid-American Economic Development Council recognizes outstanding efforts in development of marketing materials, marketing events and economic development efforts in ten Midwestern states. Greater Dubuque Development’s CEO Network luncheon received first place honors in the Workforce Development Category. The luncheon hosted local leaders from 20 different companies who spoke directly with over 500 students at the University of Dubuque, Loras College, Clarke University, University of Wisconsin-Platteville and Northeast Iowa Community College. The event was hosted on all 5 college campuses in the Greater Dubuque area.



## RECRUITING & RETAINING [ a talented workforce ]



GREATER DUBUQUE  
DEVELOPMENT CORPORATION

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### RELOCATION GUIDE

- The Relocation Guide, Greater Dubuque Development's staple community recruiting package, is sent nationally and internationally to individuals considering relocation to Dubuque. A total of 1,401 Relocation Guides were sent around the world in 2010.

### NEWCOMER SERVICES

- Greater Dubuque's exclusive one-stop concierge service for newcomers and employers helps make the transition to our community seamless. This program ensures that individuals and families who have chosen Dubuque as a place to live, work, and play are not only welcomed into the community, but are equipped with the knowledge needed to make the most of the experience.

- Since the inception of the Newcomer Relations program in the spring of 2009, Greater Dubuque Development has worked with local businesses to help recruit, relocate and retain potential and existing employees. Results include:
- Assisted more than 625 candidates with their relocation needs;
- Partnered with 60 businesses representing many sectors of the business community including: IBM, Medical Associates, Progressive Processing, McGraw-Hill, Medline, John Deere, Finley Hospital, Prudential, Loras College, Bodine Electric, Liberty Bank, and more;
- Provided 174 personal tours of the community to help newcomers get acquainted with the community;
- Facilitated sold-out sessions of Distinctively Dubuque, the area's premier welcoming and retention program.

Comments from Distinctively Dubuque Participants:

*"Thank you, thank you, thank you for offering Distinctively Dubuque. I have met amazing people and experienced Dubuque in a way I couldn't have on my own. This is an amazing program that everyone should attend!"*

*"Thanks for everything you did last night for Distinctively Dubuque. It was a very neat experience and I learned a lot about Dubuque. When I moved to Dubuque, I wasn't sure what to expect and had thought about leaving, but the connections and friendships I made in Distinctively Dubuque reinforced my initial feelings that Dubuque is a great place to call home!"*

*"I was very seriously considering leaving the Dubuque area because I struggled to feel like I fit in. Just one night at this program and that changed. I realized I just need a little help. This program has added to my knowledge and enjoyment of Dubuque. What a great program and yes I will be a Dubuquer!"*

- In spring of 2009 Greater Dubuque Development began studying and tracking the availability of market rate workforce housing in the area. After extensive research, it was determined that there was no comprehensive database of rental units for newcomers to access in Dubuque. In an effort to assist newcomers with their housing search, Greater Dubuque Development created and maintains a rental database of available housing.

# IMPROVING THE IMAGE [ of skilled trades ]



DUBUQUE AREA LABOR  
MANAGEMENT COUNCIL

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## PARENTS GUIDE

- A “Parent’s Guide” was created and distributed to the parents of 8th grade students in Dubuque County schools as well as some in Jo Daviess and Grant County. The guide features information about various opportunities in the skilled trades, “green” careers, and how to help their children explore career paths.

## COUNSELOR AND TEACHER EXPLORATION DAY

- A Counselor and Teacher Exploration Day was held on April 20th. The group toured the Gas Utility program at the NICC Peosta campus, participated in a panel discussion about the renewable energy industry and was given an update on local job trends. The day ended with a tour of A.Y. McDonald Manufacturing and a panel discussion about the manufacturing skills shortage.

## WOMEN IN NON-TRADITIONAL CAREER'S

- The Dubuque Area Labor-Management Council’s newly formed Women in Non-Traditional Career’s (WINC) committee along with Dubuque Works and the Dubuque Community School District hosted a career exploration program for 8th grade girls on May 18th, 20th, 25th and 27th. The program was conducted at Hempstead High School under the guidance

of Hempstead High School teachers. Women presently working in the different career areas were present to answer questions, give insight, and assist in the activities planned. The girls explored aerodynamics, graphic design, engineering stress analysis, CNC, plastics, electrical, welding, auto care, information technology and carpentry.

## CAREER AND TECHNICAL FAIRS

- Over 500 students from nine area schools attended the Career & Technical Fair held at the Grand River Center on November 2nd and 3rd.
- Seven manufacturing and construction careers were highlighted including: Virtual Technology, CNC Operators, Carpentry, Green Careers, Plumbers and Fitters, Welding, and Construction Management.
- Eight health care careers were highlighted including: Hospital Nurses, Radiology, Dialysis Nurses, Respiratory Care, Pharmacists, Physical, Speech and Occupational Therapists, Dieticians, and Medical Laboratory Technicians.
- Six informational technology careers were highlighted including: Software Developers, Operations Support, Networking, Database, GPS/GIS and Web Developers.
- High School Career Fairs were held at Western Dubuque High School (April 16th), Hempstead High School (October 21st) and Senior High School (December 2nd). The career fairs highlighted skilled occupations in the Greater Dubuque Area and featured over 50 different speakers.

## PROMOTIONAL MATERIAL

- Education Program (Manufacturing, Construction, Health Care, and Information Technology) booklets have been distributed in the schools, at career exploration events, through Iowa Workforce Development and at Northeast Iowa Community College. An updated version of the Manufacturing/Construction booklet was completed this fall.
- The “Working in the Tri-States” video that the Dubuque Area Labor-Management Council created in 2003 has been updated and placed on YouTube.com as well as the AccessMyFuture.com site.
- The 8th Grade Career Exploration Fairs were held on December 9th and 10th at the NICC Town Clock Center. Approximately 850 students attended to learn about 15 different careers. Two additional snow dates have been set for April to have all remaining 8th grade students in the Dubuque area attend. All 8th grade students from Dubuque County and East Dubuque will attend this fair. The program is partnership between Dubuque Works, DALMC, NICC and Iowa Works.

## ACCESSMYFUTURE.COM

- The website, AccessMyFuture.com, continues to be promoted through face-to-face contact with students, print, billboards, busses, giveaways, and other targeted marketing to the middle school and high school audience. The website is in collaboration with ECIA.

# ENHANCING CAREER AWARENESS & FOCUSING ON THE [unemployed & underemployed]



IOWA WORKS

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## NATIONAL CAREER READINESS CERTIFICATE (NCRC)



- The NCRC is a validated tool for businesses to use as a part of their recruitment and screening process or for incumbent employee promotion. The NCRC gives job seekers the opportunity to validate their core employability workplace skills
- Fifty-three businesses in our region (30 from Dubuque County) have signed a letter of commitment to stand up for a skilled workforce and support the workforce NCRC initiative.

*"At Progressive Processing we have used the NCRC as a preferred qualification for positions. This has helped us recruit the most qualified candidates as the NCRC is a relevant credential that predicts workplace success." - Director of Human Resources, Progressive Processing, LLC (Hormel Foods)*

Tri-State Human Resources Association (TRIHRA)  
*"recommends the National Career Readiness Certificate (NCRC) as a valuable hiring tool".*

- 1,854 individuals (as of 12/31/10) have completed NCRC assessments in Region 1 with 1,673 individuals (90%) achieving their NCRC credential.
- 200 students are funded annually by Dubuque Works to take the NCRC assessment. As of 12/31/10, 338 students have begun testing (202 from the Greater Dubuque area). 77% of students completing all 3 assessments have achieved their NCRC credential. 66% of all students beginning testing in Region 1 (54% of Greater Dubuque area students) have achieved their NCRC credential. Overall, student results have not met goals due to incomplete testing and poor performance.
- A survey was sent (email and mail) in September, 2010 to 1,000 individuals who achieved the National Career Readiness Certificate credential from July, 2009 to July, 2010. Results of the survey indicated that 91% of respondents were including NCRC on their resumes and applications compared to 55% in the previous survey. Individual comments received included:

*"Getting my NCRC was so critical to my landing my current position. My employer strongly recommended it in their job search for employment with them. I still talk to unemployed friends of mine and tell them to get an NCRC. Thanks for putting me in a position to be rehired."*

## YOU'RE HIRED!

- A second "You're Hired" event was held in September, 2010 with 100 diverse job seekers in attendance.
- Fifteen Human Resource (HR) professionals from our community gave individual presentations or participated as HR panel members providing tips and insights to job seekers on today's job market.
- Thirty job seekers met one on one with HR professionals for mock interviews and resume critiques. Feedback was extremely positive from employers and job seekers.

## BUSINESS CONSORTIUM

- The initial IowaWORKS Business Consortium was held in fall of 2010 to educate businesses on IowaWORKS services and job trends, share information on NCRC and elicit feedback and ideas to move forward on meeting the needs of our business community. This group will meet bi-annually in spring and fall.

## ENHANCING COLLEGE [ to employment connections ]



DUBUQUE AREA CHAMBER  
OF COMMERCE

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DUBUQUE  
AREA CHAMBER OF COMMERCE

### INTERNSHIP CONNECT & ACCESS DUBUQUEJOBS.COM



- The Internship Connect program has added 16 new employer profiles to the internship site on AccessDubuqueJobs.com. There are now a total of 70 local businesses offering Internships throughout the year.
- Internship postings are free for all employers on AccessDubuqueJobs.com

### EMPLOYER INTERNSHIP GUIDE

- The Employer Internship Guide was developed as a reference handbook for businesses developing or growing an internship program
- The guide contains material covering the benefits of hosting interns, gauging company readiness, suggestions and considerations for intern projects, how to recruit, key contacts, samples, templates and more

### TOTAL INTERNSHIP MANAGEMENT WORKSHOP

- The Chamber of Commerce hosted a Total Internship Management Workshop with David Cofer of Intern Bridge
- Intern Bridge is a leading college recruiting consulting and research firm that helps to close the gap between employers and students by developing resources for employers
- Thirty-six attendees representing 13 businesses attended the workshop
- One-on-one meetings were conducted to assist businesses through the internship program development process
- Four new internship programs were developed in 2010 as a result of the workshop and an additional twelve businesses are working with the Chamber on internship program matters

### INTERNSHIP LEADERS ACADEMY

- The Dubuque Area Chamber of Commerce Internship Leaders Academy was offered as a tool for student leaders preparing themselves for internships and the workforce.
- 20 student leaders from Clarke University, Loras College, Northeast Iowa Community College and University of Dubuque completed the nine week series

- 5 Participants from each institution were handpicked and recommended by college president based on:
  - Application essay
  - Second year student
  - Academic aptitude
  - Demonstration of Reliability
  - Demonstration of Eagerness to learn skills to apply in the workforce
- Business mentors provided the group with real-world advice in correlation with curriculum from *The Adventures of Johnny Bunko*, *The Last Career Guide You Will Ever Need*.
- The academy focused on cultivating student leaders by building necessary skills for workforce success and providing invaluable professional networking opportunities with area business leaders.

*"I was very surprised with the whole program ... I came in with little to no expectations ... The Academy gave us a venue to really connect with other students and business leaders around the Dubuque area which is what every college student is looking for."*

# FOCUSING ON THE [ *unemployed & underemployed* ]



COMMUNITY FOUNDATION  
OF GREATER DUBUQUE

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## BRIDGES OUT OF POVERTY

- Bridges Out of Poverty training teaches middle class individuals about the hidden rules of each socio economic class and how these hidden rules can serve as barriers to effective communication. Bridges out of Poverty trained over 100 people in 2010.

## GETTING AHEAD IN A JUST-GETTIN'-BY WORLD

- Getting Ahead in a Just-Gettin'-By World is a curriculum designed to help local low-income families create more stable, secure lives by learning the hidden rules of middle class culture. Results include:
  - 62 individuals participated in the Getting Ahead program in 2010
  - 35 graduated from the program
  - Note: 12 participants did not graduate due to getting employment or education opportunities
  - 7 participants are now employed
  - 11 Getting Ahead graduates now participate in the Circles Program

## EARNED INCOME TAX CREDIT



- Project H.O.P.E. supported the Earned Income Tax Credit program in partnership with Operation New View. Marketing materials were developed and volunteers were gathered resulting in over 2000 returns completed. The project helped underserved communities in Dubuque receive \$662,204 in income tax refunds.

## BANK ON

- A committee of 9 local financial institutions was convened to establish BankOn, a program to encourage the use of traditional banks and credit unions in place of payday lenders and check cashing establishments.

## OFFERING EMPLOYEES [ *training & development opportunities* ]



COMMUNITY FOUNDATION  
OF GREATER DUBUQUE

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**NORTHEAST IOWA  
COMMUNITY COLLEGE**

### **GETTING AHEAD IN A JUST-GETTIN'-BY WORLD**

• NICC's role is to help solve the training challenges of businesses using creative, competency-based, cost-effective solutions. Its mission is to meet the training needs of local business and industry by providing high-quality instruction in the most effective and efficient way possible. A key component of workforce development is developing intellectual capital within organizations. To this end, the economic development and continuing education division created a business consortium. At the beginning of the year a company pays a flat fee plus \$3.00 per full time equivalent. Currently, fourteen companies with 2,650 employees are part of the NICC Business Consortium. Educational opportunities range from business writing to the Leadership Institute. Over 25 sessions have been available to businesses in 2010. If you are interested in learning more about the consortium contact Wendy Knight.

- In its first year, the Northeast Iowa Community College Business Consortium had 14 companies with 2,650 employees eligible for training in 2010. Companies signed up for all types of classes, including the Leadership Institute.
- Offered 21 trainings for a total of 143 hours
- 546 employees attended sessions
- Total value if paid out of pocket-All Partners \$75,181
- Total investment-All Partners-\$29,400

# *funding* [ PARTNERS ]

