

NEWSLETTER

Calendar of Events

Advantage Iowa Trip
April 11-15, 2005
New York, NY

Greater Dubuque Executive Committee Meeting
April 26, 2005
8:30 a.m.
Chamber of Commerce Board Room

Greater Dubuque Board of Directors' Meeting
June 28, 2005
8:30 a.m.
Chamber of Commerce Board Room

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Workforce Recruitment Campaign: Targeting Dislocated Workers

The *Dubuque: Your hometown. Your future.* workforce recruitment campaign may encourage former Dubuque residents to return home for career opportunities, but it has also been designed to bring new faces to the community.

One strategy to target new residents has been put in place by the campaign's Promotions Committee that communicates directly with workers from other communities that have been displaced as a result of layoffs or downsizing. The following plan is used to identify and target these potential employees. These activities take advantage of processes already in place by Iowa Workforce Development (IWD) that occur in the event of any layoff or downsizing occurrence in the State of Iowa. This plan is being used for business dislocations that occur in Iowa, Wisconsin and Illinois. IWD staff will work with other states to update information and coordinate services.

Step 1 IWD becomes aware of a dislocation. The Campaign Administrative Board may also recommend an area to focus dislocation efforts.

Step 2 IWD staff meets with the company to explain IWD services—including the development of outplacement workshops, and discussing employment, recruitment, and retraining opportunities—as well as to explain Dubuque's workforce recruitment initiative and the website accessdubuquejobs.com.

Step 3 In Iowa, the northeast Iowa Manager notifies other Regional IWD Managers to see if they are working with the business. In other states, IWD will contact the state workforce offices. IWD obtains a company profile of dislocated employees which includes the number of employees affected, education levels, skills and occupations. The Promotions Committee uses this information to assist in determining the appropriate protocol to work with the company and reach potential employees. Actions can include:

- Meeting with company employees to explain the opportunities available in Dubuque or speaking with company officials who will distribute *Dubuque: Your hometown. Your future.* information



IWD Region One Manager Wendy Mihm-Herold leads campaign efforts to identify and inform displaced workers of opportunities in the Greater Dubuque area.

Dislocated Workers Case Study: Lands End—Dodgeville, WI

The recent displacement of workers from Lands End in Dodgeville, WI is an example of how these employees are notified about opportunities in Dubuque area. The following steps took place in the weeks immediately following the announcement of the layoffs.

1. IWD contacted Lands End's Dodgeville Human Resources department to discuss the [accessdubuquejobs](http://accessdubuquejobs.com) website as a resource for its dislocated workers.
2. IWD reviewed data on where the employees lived and their occupations and skills.
3. IWD called the Wisconsin workforce development office to discuss the accessdubuquejobs.com website. The Wisconsin office agreed to promote the site at the Rapid Response meeting which took place with all the employees affected by the lay off.
4. Brochures with the *Dubuque: Your hometown. Your future.* campaign logo and website were distributed to affected employees.
5. Ads promoting career opportunities in Dubuque were placed in the Dodgeville Chronicle.
6. Billboards promoting career opportunities in Dubuque were placed along the highways into and out of Dodgeville.

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“Good workers and our company's history, here in Dubuque help us to close deals.”

President & CEO of Dubuque-based company
InfoAction—March 2005

Greater Dubuque part of Regional Marketing Grant

Mike Blouin, director of the Iowa Department of Economic Development was on hand March 21, 2005 at the Grand Harbor Resort and Waterpark to announce a new IDED initiative. Blouin announced a \$175,000 grant for a collaborative marketing proposal submitted by the East Central Intergovernmental Association (ECIA). The grant will assist Cedar, Clinton, Delaware, Dubuque, Jackson and Jones Counties in their economic development marketing efforts.

“We are a state of three million people. We have to continue to find new ways to work together,” said Blouin. “Our department is

working to assist local efforts and I am very excited to help these counties in their efforts to sell themselves as an economic region.”

“The grant will match contributions from local governments and private sector groups involved in the continuing effort to create a stronger Iowa economy,” Blouin explained.

Business and community leaders from around the state were included in the creation of this initiative. The Professional Developers of Iowa (PDI) an association of economic developers from around the state, was instrumental in designing the program.

“This award is the result of a great effort among our partners representing local

government, economic development organizations, private industry, and chamber of commerce to create and implement a plan that will benefit not just one city or county but the entire six county region.,” said Kelley Deutmeyer, Executive Director of ECIA. “The State award assists us in leveraging local resources and will move us to the next level to implement a plan emphasizing our collective strengths.”

IDED sought proposals from groups around the state for collaborative marketing efforts. Winners of awards will receive funding for the next two years with money for the third year dependent on legislative action.

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Workforce Recruitment

- Determining advertising and other local media placement that promotes the opportunities in Dubuque
- Participating in area job fairs or scheduling specialized career events if it is high-demand skill needed in the Dubuque workforce

Step 4 Dubuque-area businesses are notified about the potential labor pool that meets their occupational needs. For example: IWD will let a Dubuque company looking for engineers know that potential applicants have been laid off from another company.

Step 5 All job seekers employed and unemployed who are registered for services with IWD are available for job matching statewide. IWD staff in Dubuque has access to this database and can identify workers who are interested in relocating to Dubuque as well as the wages they are willing to accept and the job seeker’s skills and qualifications. When businesses notify IWD of a job opening, the staff searches the IWD database along with www.accessdubuquejobs.com, Smart Career Moves, Americas Job Bank and sends notices to colleges for potential candidates that could fill job opportunities in the Dubuque area.

These activities have been a primary focus of the Promotions Committee the past several months and has resulted in direct contact with thousands of potential employees from both large and small companies across the state and into Wisconsin. The progress and success of these activities will be monitored and shared with the campaigns’s Administrative Board.



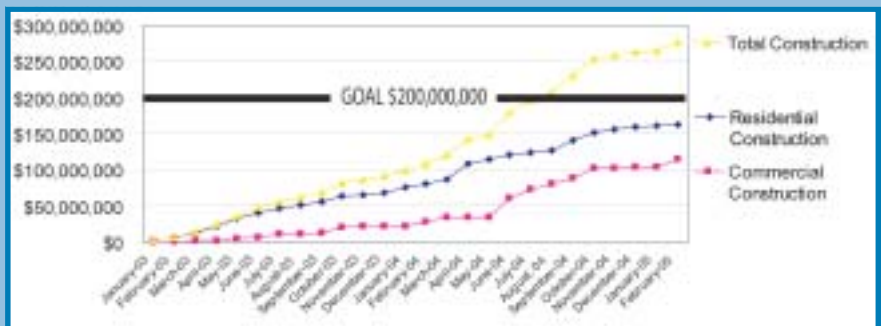
Job Creation

In January 2005, Iowa Workforce Development implemented new methodology in the calculation of Monthly Labor Force Estimates. Labor force estimates for states and local areas are key economic indicators of economic conditions. This unanticipated change presents challenges in comparing current data to past data. Iowa Workforce Development is in the process of benchmarking data back to 1979. This will give a more accurate picture of historical data compared to the new methodology’s labor estimates. Once complete, we will once again be able to track the progress toward the River Valley Initiative’s job creation goal.

The unemployment rate for January, 2005 was reported as **7.1%** and the residential civilian labor force was **47,000**.

New Construction

Since the beginning of the River Valley Initiative—January 2003 through February 2005—residential construction totals \$163,050,405 while commercial construction weighs in at \$114,051,006. Total construction equals \$277,101,411.



SOURCE: These construction numbers reflect residential and commercial building permits issued for the cities of Dubuque, Peosta and Asbury as well as unincorporated Dubuque County. Data from the remaining incorporated cities in the Greater Dubuque area was not available at this time.

Clearly, the positive momentum in Dubuque is conducive for growth.

President & CEO of a 500+ employee company
 InfoAction—March 2005

What is InfoAction?
 Greater Dubuque’s business retention and expansion program, InfoAction, is based on a systematic, on-site visit process with area CEOs, business owners and top managers. Greater Dubuque staff meets one-on-one with nearly 200 companies each year.