

Workforce Solutions Breakfast

December 1, 2023 | 8:00 a.m. | Diamond Jo Casino



YOU can be great here.



Welcome & Comments

Jason White

Vice President of Business Services

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Agenda

Welcome & Introductions

Jason White, *Vice President of Business Services*

Workforce Solutions Update

Mandi Dolson, *Director of Workforce Recruitment & Retention*

NEXT GEN Perceptions Survey

Jenni Petersen-Brant, *Director of Communications*

Soft Infrastructure

Nic Hockenberry, *Director of Workforce Programming*

Rick Dickinson, *President & CEO*

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Workforce Solutions Update

Mandi Dolson

Director of Workforce Recruitment & Retention

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114 responses, Representing 78+ Companies

Strengths:

- Local candidates and local jobs
- Known locally by job seekers
- Resume Bank to search for candidates
- Auto-feed from employer ATS
- Look of the new site and easy to navigate/user friendly

Opportunities:

- Not as user friendly
- Long load times
- Applicant flow to the site
- Tracking which applications came from AccessDubuqueJobs.com

Workforce Investor Resources

- **Unlimited Job Postings on AccessDubuqueJobs.com** – PLUS an auto-feed option from employer ATS
- **Resume Alerts** – Set up alerts to receive daily email notifications with resumes that meet your saved search criteria
- **Wage Data by Salary.com & Lightcast** – Access workforce and wage data to confidently make compensation decisions and see how you compare in the market
- **Exclusive Events** – Participate in investors-only events, including semiannual career fairs and workforce breakfasts
- **YOU Can Be Great Here** – An ongoing community marketing campaign driving traffic to AccessDubuqueJobs.com and youcanbegreathere.com
- **Newcomer Services** – Offer recruits community tours and more to discover the Greater Dubuque region

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HR Professionals Cohort

In our conversations with HR professionals, we heard they were seeking more opportunities to network and learn from their peers.

In response, Greater Dubuque Development created the **HR Professionals Cohort** as an opportunity for regional HR professionals to come together and share best practices and ideas with one another.

Next Meeting Dates:

- Tuesday, February 6, 2024
- Tuesday, May 7, 2024

Stay tuned for meeting topics!



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YOU Can Be Great Here Community of Colleges Events

Past Events

Millwork Scavenger Hunt

Wednesday, September 20 | 7 Hills Event Center

Kick off the evening with dinner at 7 Hills Event Center followed by a scavenger hunt to discover fun facts and explore unique treasures located throughout the Historic Millwork District. Prizes will be awarded!

AccessDubuqueJobs.com Fall Career Fair

Wednesday, October 11 | Hotel Julien

Our AccessDubuqueJobs.com Fall Career Fair is the perfect opportunity for shaking hands and meeting face-to-face with the area's top employers. Learn about an array of internship, part-time, and full-time employment opportunities to jump-start your career in the Greater Dubuque area.

College Movie Night

Wednesday, November 15 | Phoenix Theaters

Catch a private showing of The Marvels. Admission, pop and popcorn complimentary!

Future Events

College Hockey Night

Friday, February 2, 2024 | 5:00 p.m. Doors Open, 7:00 p.m. Game Time

ImOn Arena | 1800 Admiral Sheehy Dr., Dubuque

Experience a Dubuque Fighting Saint's game and socialize with fellow students before the puck drop. Evening includes complimentary tickets to the game, pop and pizza.

AccessDubuqueJobs.com Spring Career Fair

Wednesday, February 21, 2024 | 1:00 – 4:00 p.m.

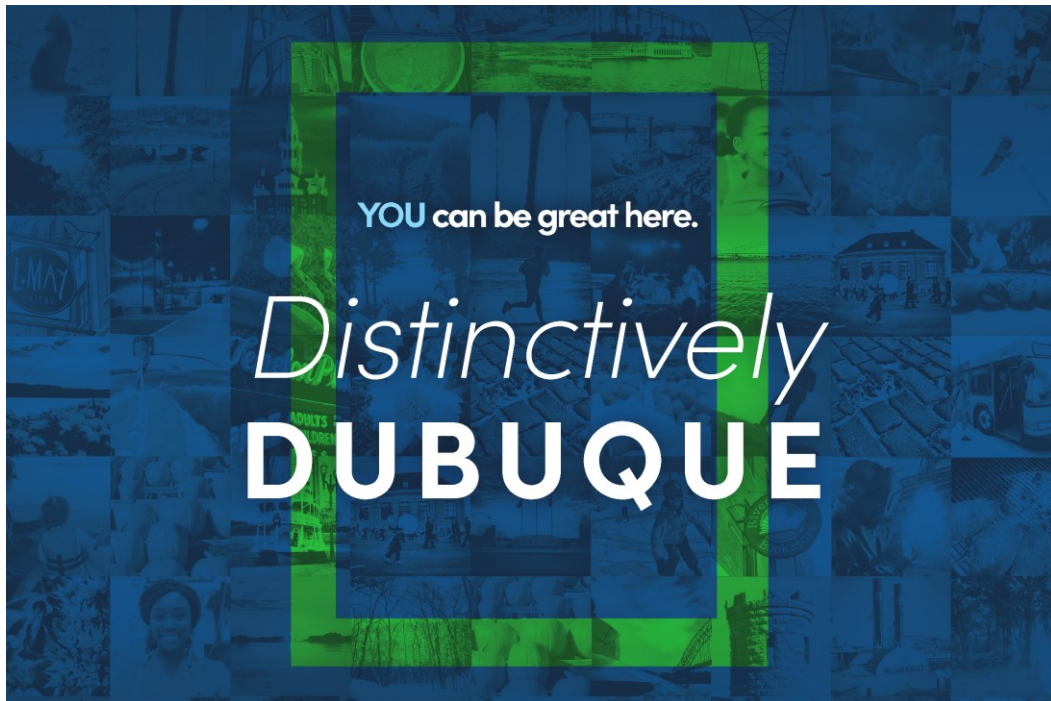
Hotel Julien | 200 Main St., Dubuque

The AccessDubuqueJobs.com Spring Career Fair offers another great opportunity to place yourself and your talents on the radar of the area's top employers.

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2024 Distinctively Dubuque



2024 Upcoming Sessions

Session 1: January 31 – February 28

Session 2: March 13 – April 10

Session 3: August 21 – September 18

Session 4: October 2 – October 30

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Workforce Solutions

Monthly E-Newsletter

 accessdubuquejobs.com

A monthly newsletter containing information on workforce related topics in the Greater Dubuque region.

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And the winner is.....



<https://wheelofnames.com/y4j-x6v>

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NEXT GEN Perceptions Survey

Jenni Petersen-Brant

Director of Communications

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NEXT GEN

perceptions survey.

Greater Dubuque Development Corporation and its Board of Directors want to hear from our next generation of talent to better understand current perceptions of the Greater Dubuque region. The survey provides an opportunity to rank the importance of a wide variety of community factors in considering where to live or work and you'll rate where you feel the Greater Dubuque region stacks up in those same areas. Provide your name and contact information at the end of the survey for the chance to win a \$500 VISA gift card.

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NEXT GEN Perceptions Survey

- **Survey Beta Test** - Participants in Talent Dubuque: An Internship Engagement Program
- **Launched** - November 1, 2023
- **Outreach to Date**
 - Local Institutions of Higher Learning
 - High School Seniors in Dubuque & Dubuque County
 - Young Professionals Groups in Dubuque & Dubuque County
 - AccessDubuqueJobs.com Workforce Investors
 - Distinctively Dubuque Alumni
 - Opportunity Dubuque Participants
 - Dubuque Works Partners
 - Community Organizations - Dubuque Unidos, The Black Mens Coalition, Arts & Culture Nonprofits
 - Greater Dubuque Communications - E-newsletter(s), Direct Email, Social Media, Print Ads

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NEXT GEN Perceptions Survey

As of 11:00 a.m. Thursday, November 30, 2023:

- 1488 responses with 89.5% (1,332) reporting demographic info

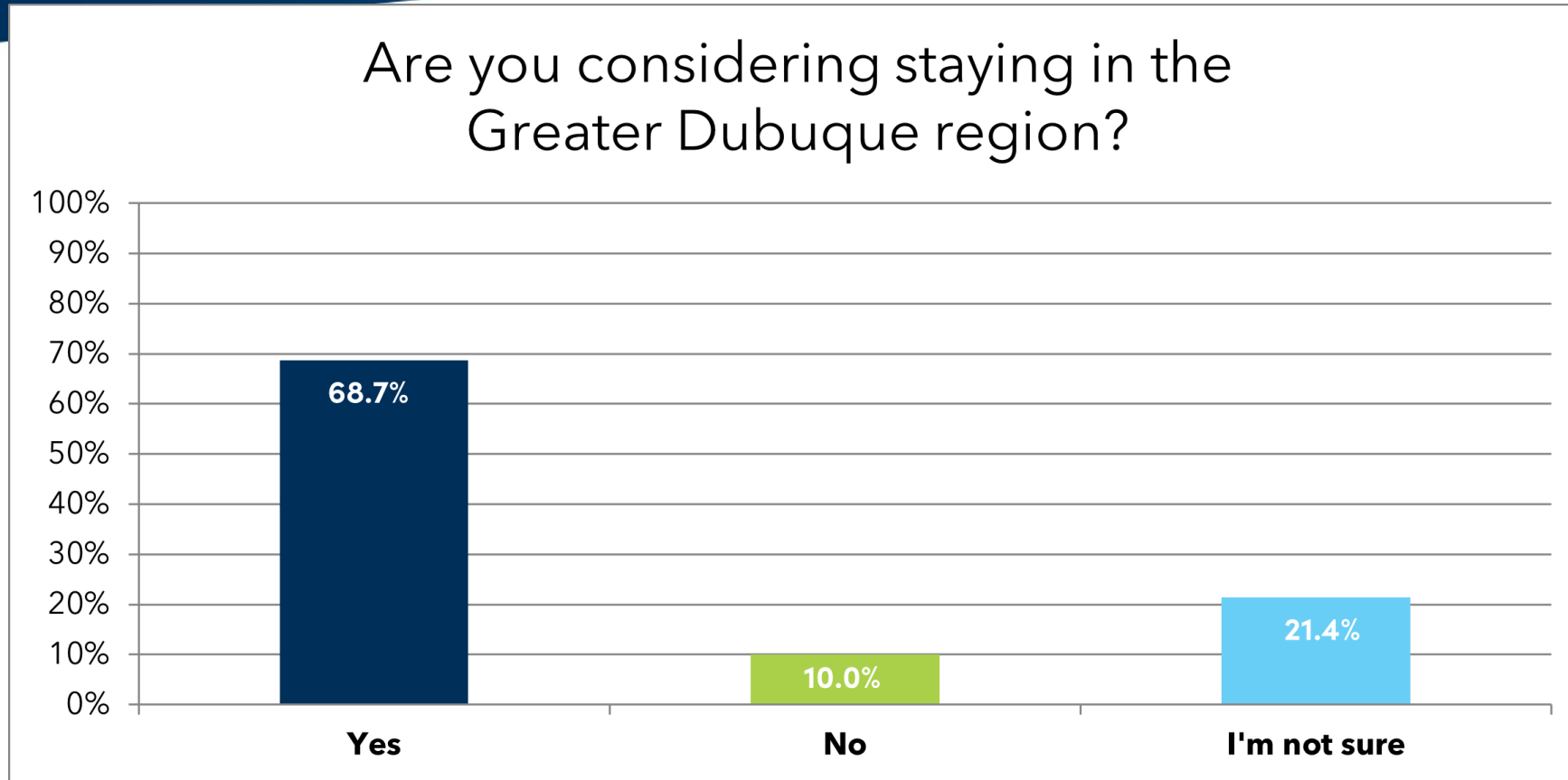
AGE/EDUCATION:

- 72.4% (1,078) of responses from target age of under 40
- 33.6% (448) of respondents are 24 and under.

RACE/ETHNICITY

- 88.1% (1,174) White/Non-Hispanic
- 3.8% (50) Hispanic/Latino
- 2.1% (28) Black/African American
- 0.9% (12) Asian
- 0.4% (5) American Indian/Alaskan Native
- 0.3% (4) Native Hawaiian/Pacific Islander
- 2.0% (26) Two or more races or ethnicities
- 0.3% (4) Other
- 2.3% (30) Prefer not to answer

NEXT GEN Perceptions Survey

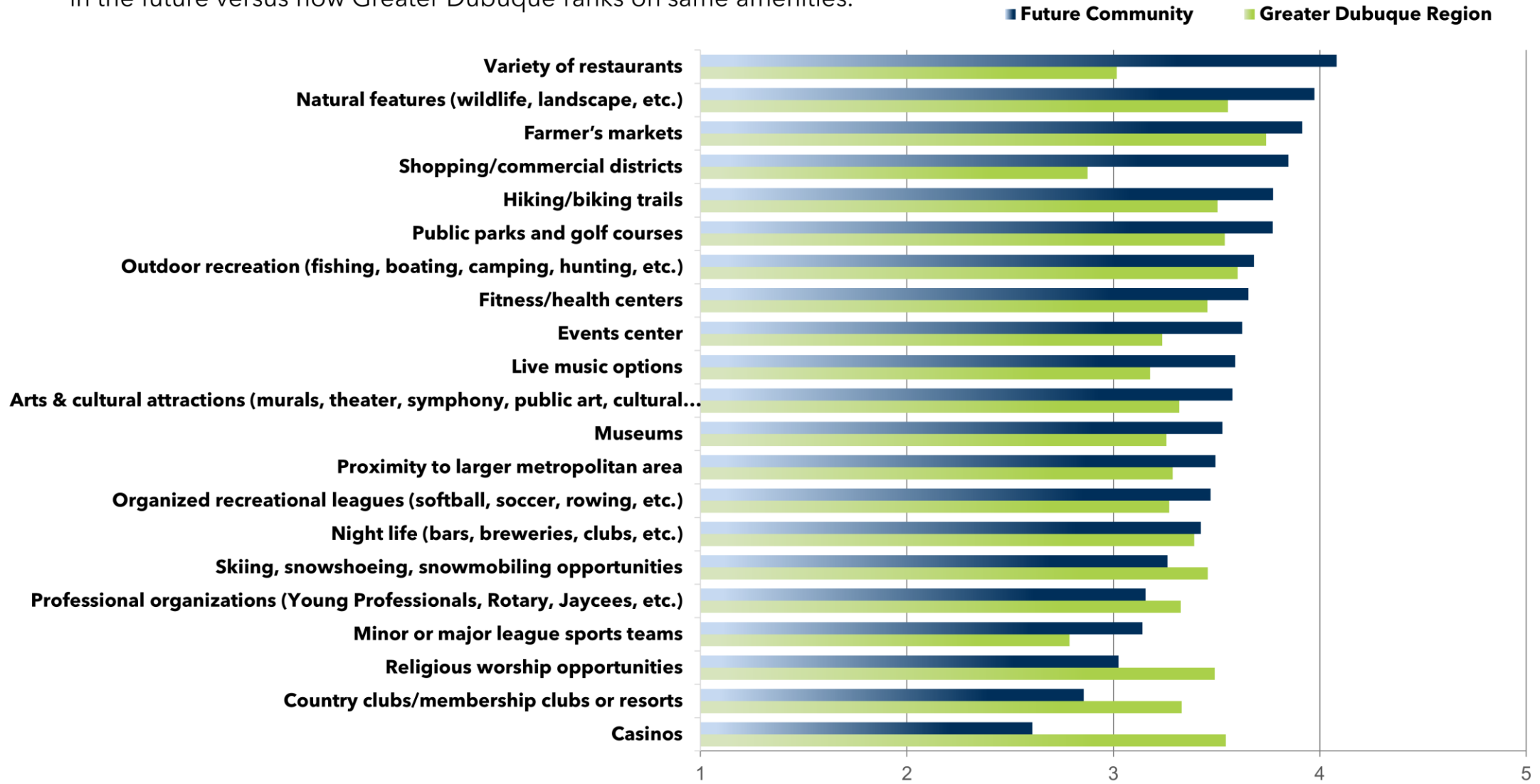


*Chart above and those on following slides reflects all 1,488 responses. Data will be disaggregated by demographic qualifiers after survey closes on 12/15/2023.

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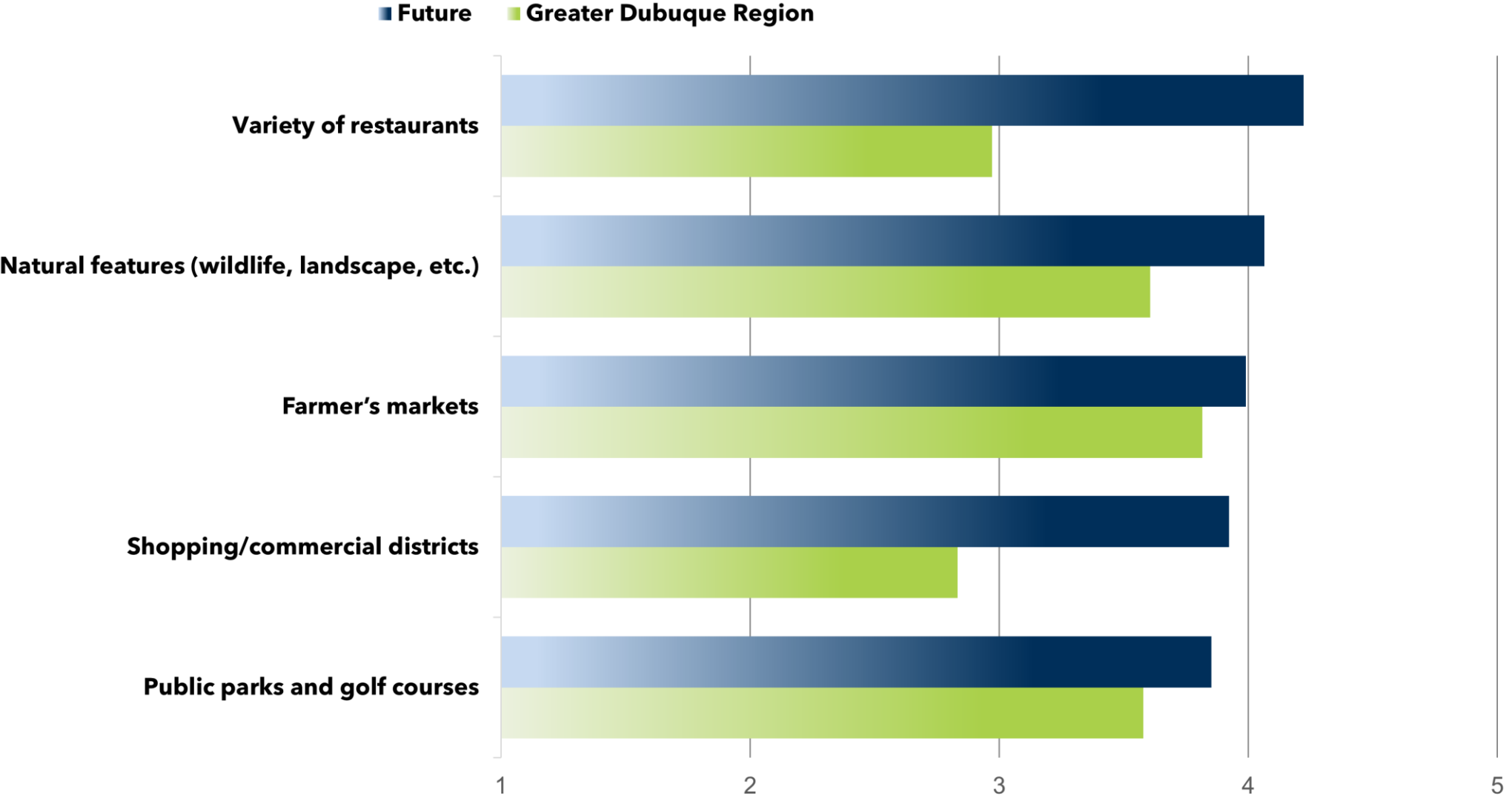
Rating importance of **quality of life amenities** in choosing where you live and work in the future versus how Greater Dubuque ranks on same amenities.



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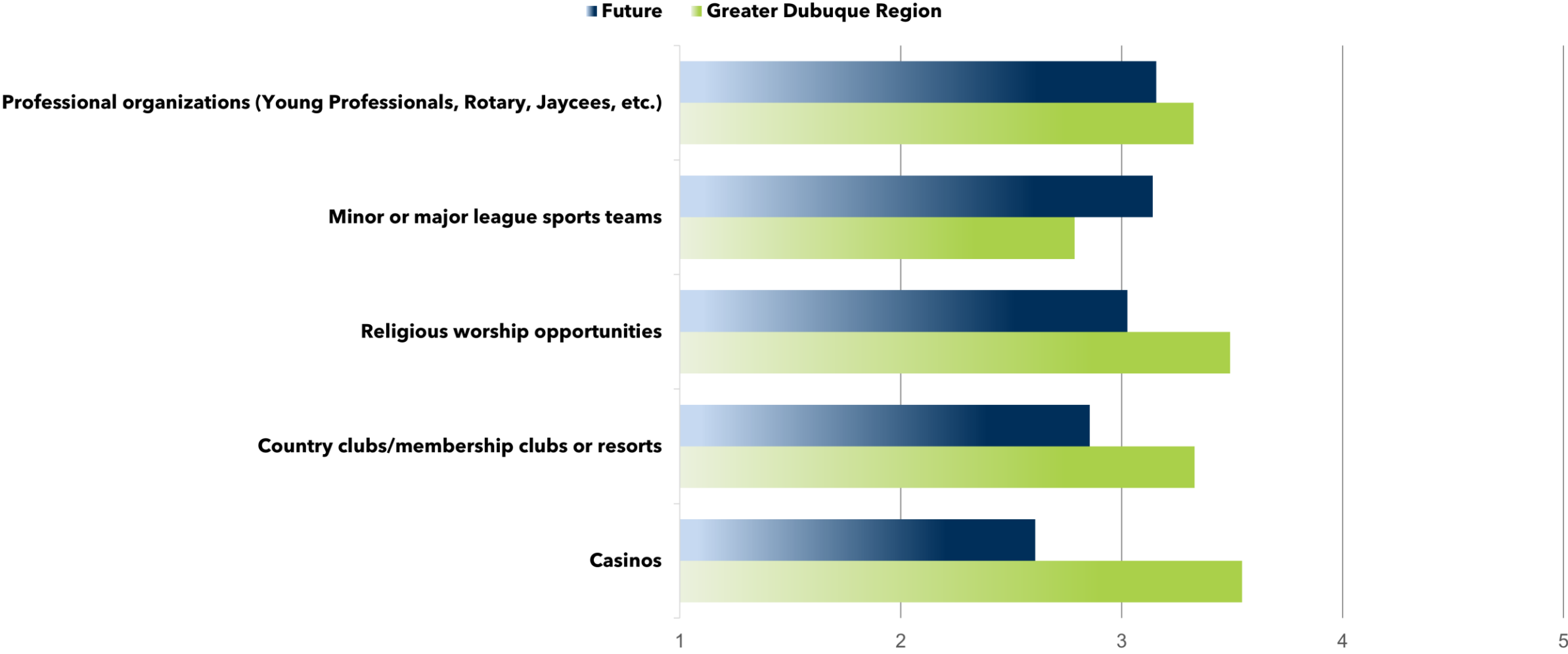
TOP 5 based on rating importance of **quality of life amenities** in choosing where you live and work in the future versus how Greater Dubuque ranks on same amenities.



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LOWEST 5 based on rating importance of **quality of life amenities** in choosing where you live and work in the future versus how Greater Dubuque ranks on same amenities.

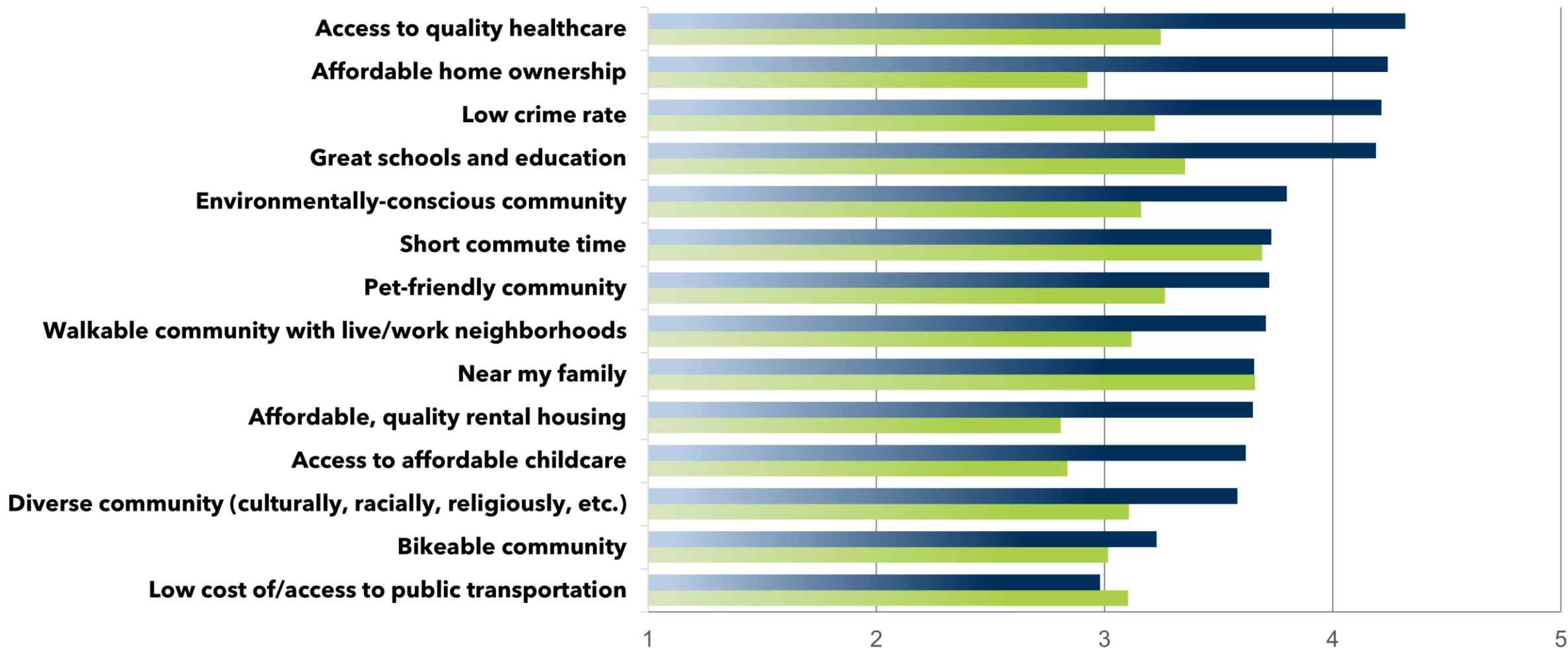


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Rating importance of **community factors** in choosing where you live and work in the future versus how Greater Dubuque ranks on same factors.

■ **Future Community** ■ **Greater Dubuque Region**

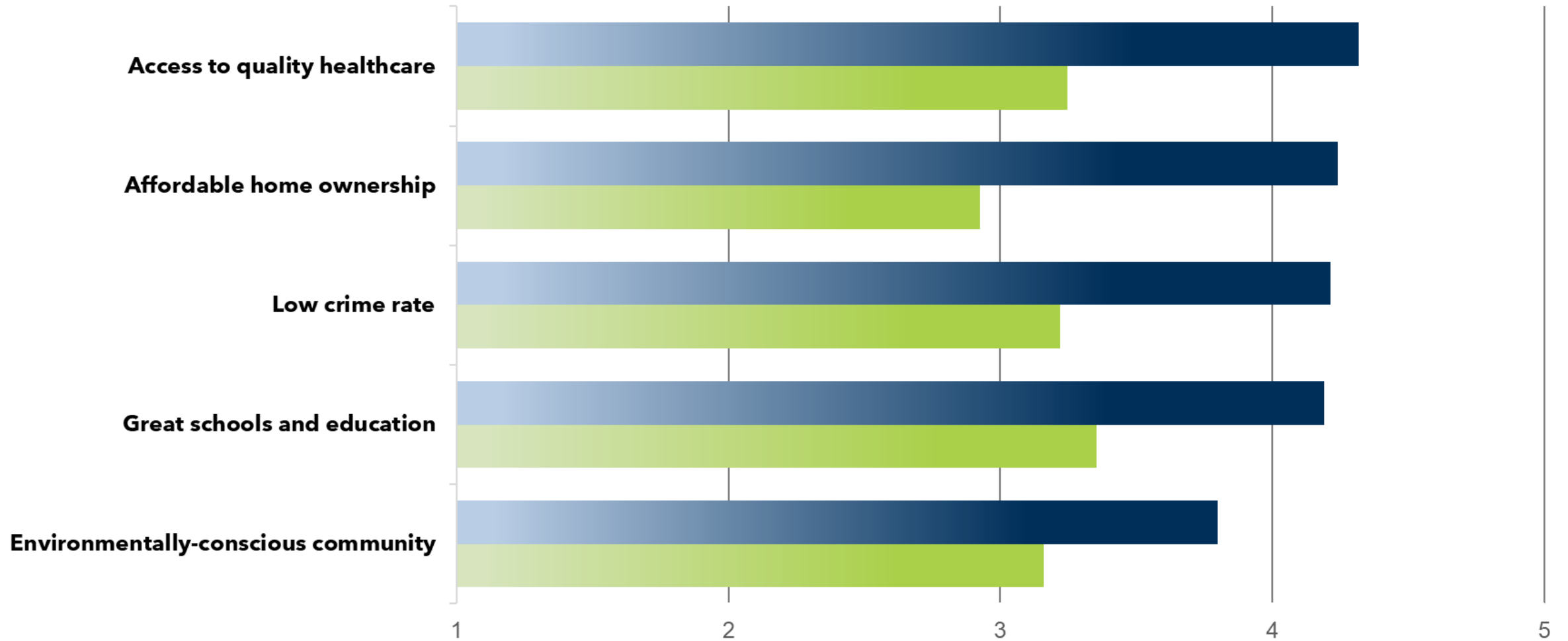


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TOP 5 based on rating importance of **community factors** in choosing where you live and work in the future versus how Greater Dubuque ranks on same factors.

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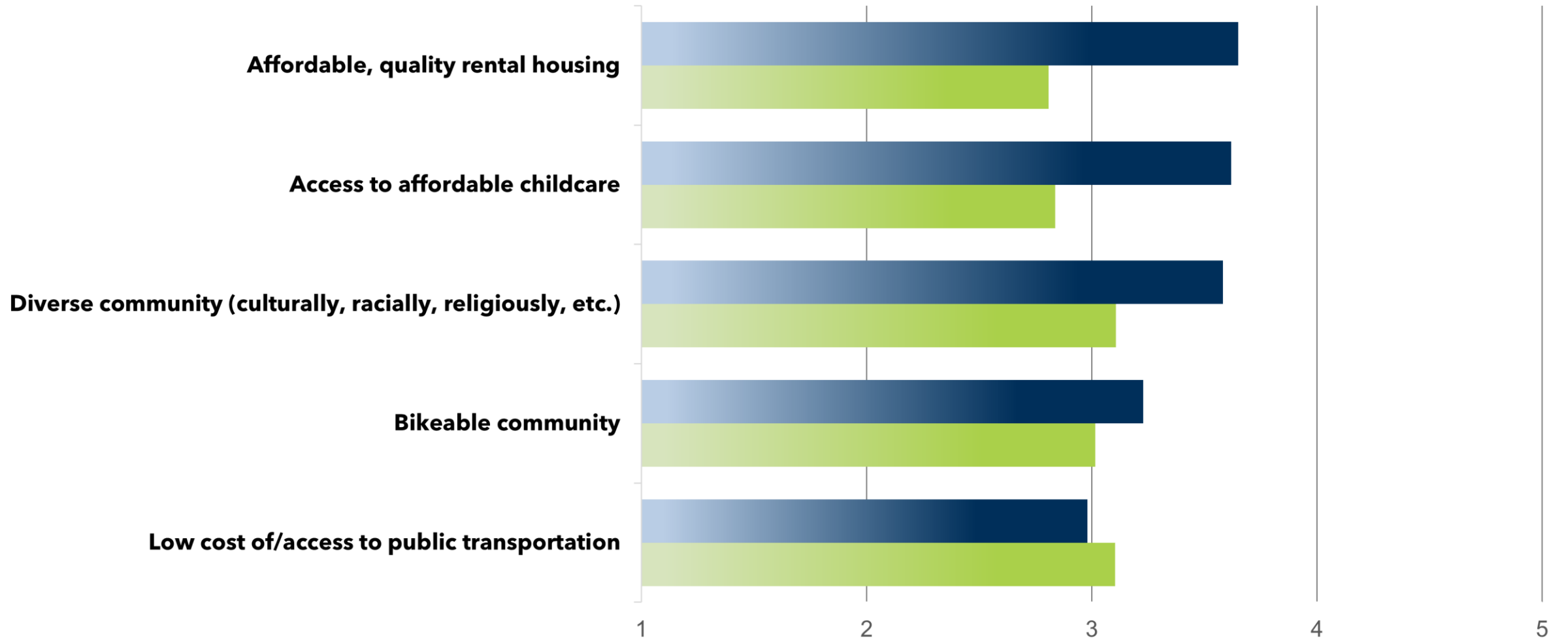


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Lowest 5 based on rating importance of **community factors** in choosing where you live and work in the future versus how Greater Dubuque ranks on same factors.

■ **Future Community** ■ **Greater Dubuque Region**



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Deliverables to Come

- Additional Outreach to Diverse Populations
- Top Competitor Communities and Why
- Summaries Self-Identified Reasons for Staying, Leaving, Unsure
- Data Disaggregated by Demographic Qualifiers

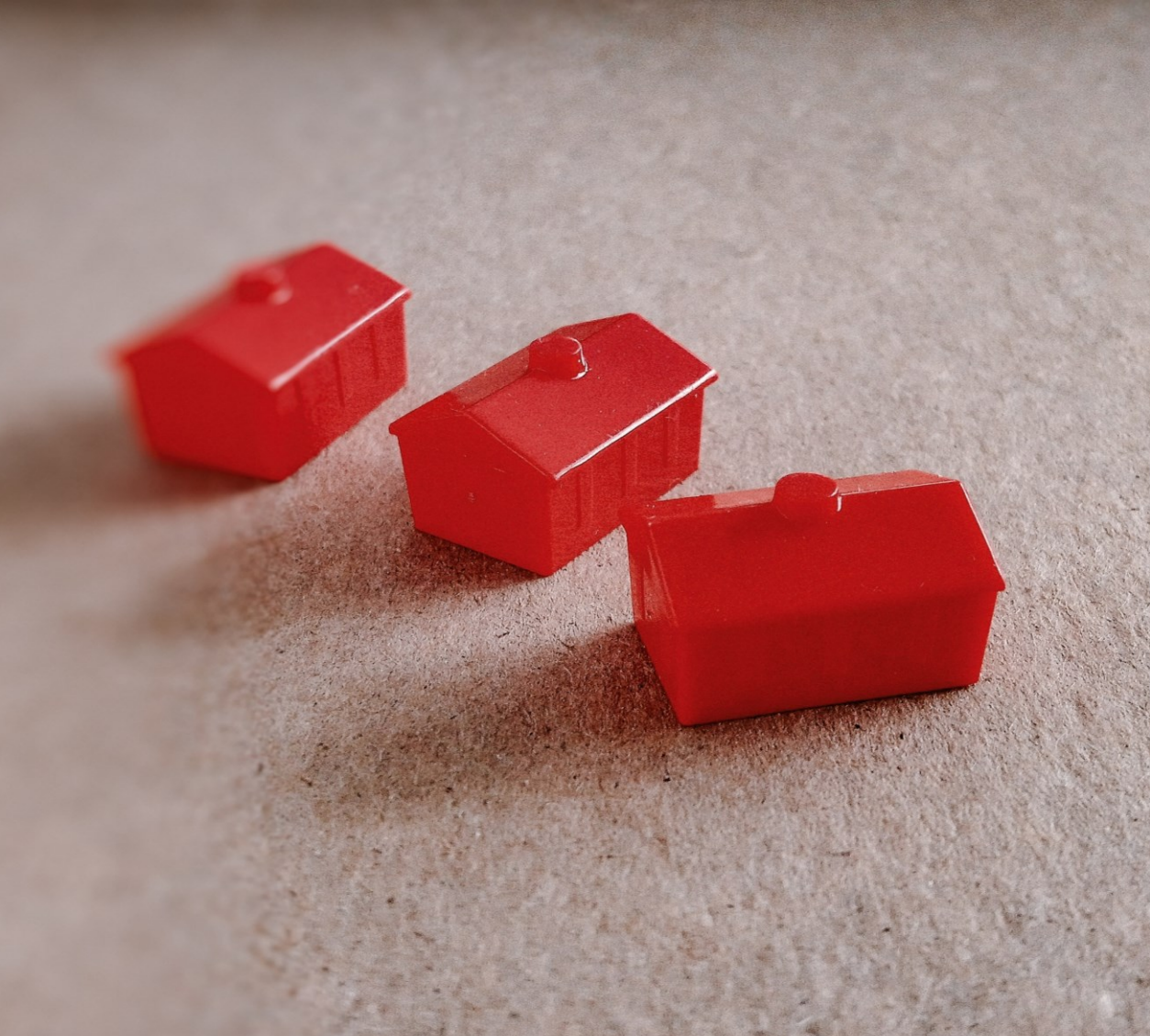
“Soft” Infrastructure

Nic Hockenberry

Director of Workforce Programming

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HOUSING

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Dubuque Housing Needs Assessment

APRIL, 2022

ON BEHALF OF THE
CITY OF DUBUQUE, IA

ECIA

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 **Greater
Dubuque**
DEVELOPMENT CORP.

THE NEED IN NUMBERS

0.5%

Homeowner vacancy rate
2020 (1% is low)

1.3%

Rental vacancy rate 2021 (5% is
low)

8.1%

Increase in average sale
price (2020 to 2021)

20

Average days on
the market in 2021
(90 is average)

7.6%

Projected employment
growth by 2030

* Source: Iowa State Profile, Volume III: Dubuque City; Dubuque Housing Needs Assessment

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THE NEED IN NUMBERS

1,192

New housing units
needed by 2030

681

New units built by 2030,
following present trend

* Source: Iowa State Profile, Volume III: Dubuque City; Dubuque Housing Needs Assessment

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Local Housing Creation, Access, & Affordability:

Programs & Incentives

Increasing opportunities for quality,
affordable housing in Dubuque

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THE NEED IN NUMBERS

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New housing units
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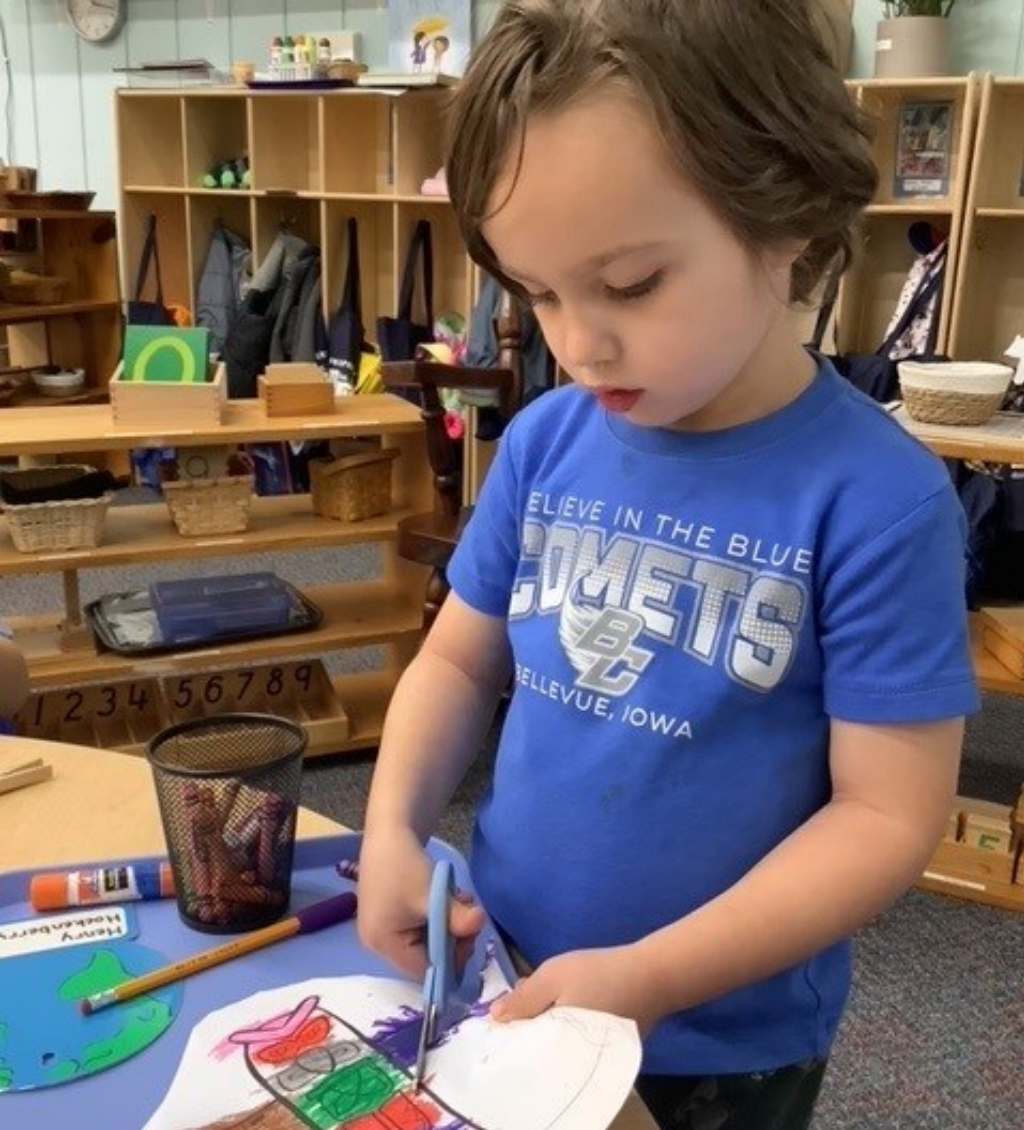
926

New and under
construction housing
units, since new policies

* Source: Iowa State Profile, Volume III: Dubuque City; Dubuque Housing Needs Assessment; Dubuque Building Permit Activity Reports

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CHILD CARE

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Greater Dubuque Child Care Analysis



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CHILD CARE CAPACITY

- Dubuque Initiatives - \$2.15 million
- Cottingham & Butler - \$3 million
- Dyersville Economic Development - \$1.7 million

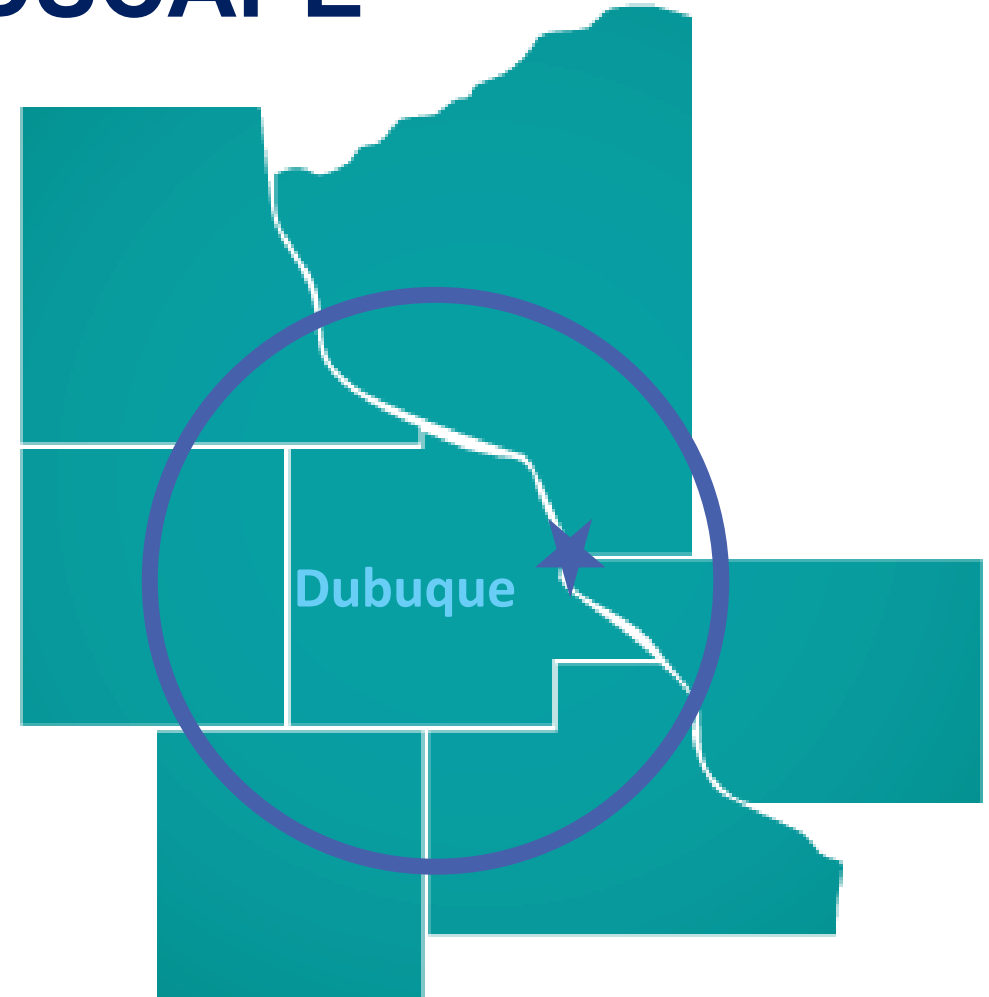


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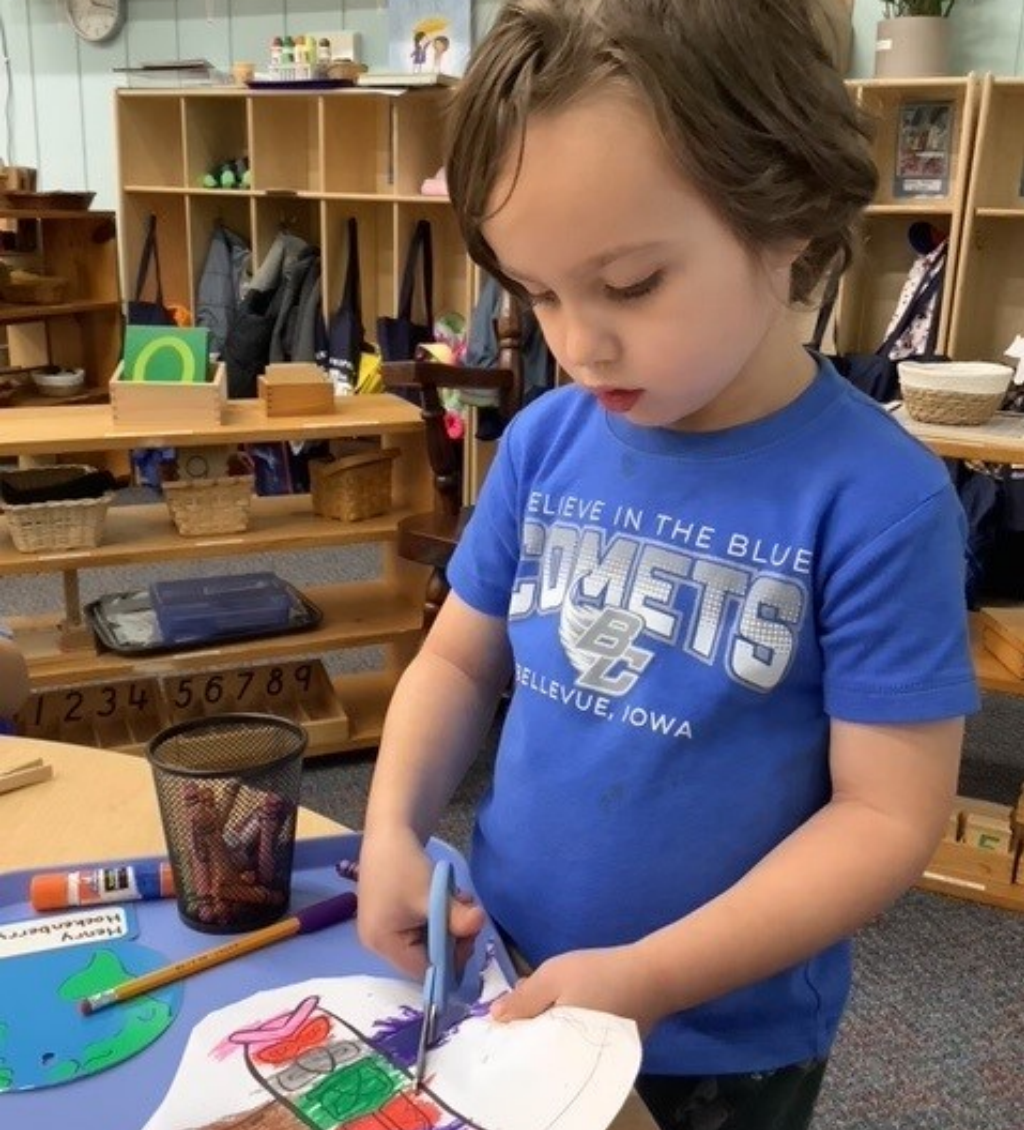
CHILD CARE LANDSCAPE

- **Licensed Child Care Centers**
45 (2023)
50%+ of centers **BELOW** licensed capacity
- **Child Care Jobs**
393 (2022)
19%+ **DECREASE** since 2017
- **Child Care Worker Earnings**
Median Hourly Rate - \$12.06 (2022)
Average Hourly Rate - \$14.61 (2022)



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CHILD CARE

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YOU can be great here *because of world-class child care*

WAGE ENHANCEMENT GRANT RECEIVED

- Up to **\$560,000** in grant funds from State of Iowa
- New comprehensive child care professional recruitment & retention program
- Supports **ALL licensed child care centers** throughout Dubuque County to:
 - recruitment grants
 - training costs
 - wage enhancement



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Rick Dickinson

President & CEO

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Business Champions of Child Care



Present day view of 7900 Chavenelle Rd. interior and exterior. Rendering of outdoor play space.

YOU can be great here *because of world-class child care*

Greater Dubuque Development is dedicated to assuring that our region has all services which are required to maintain our region's economic health, including accessible, quality, affordable child care. That is why over \$5 million in local and state investment is at work, transforming the former Medline building, located at 7900 Chavenelle Drive, into what will soon be a world-class child care center.

Operationally, this new center will be managed by the Dubuque Community Y, with drop-off and pickup from at least 6:00 a.m. to 6:00 p.m. with access and options in response to gaps in infant care, flex-care, and drop-in care. The new child care facility is strategically connected to the Dubuque Community Schools' new preschool education program, creating a one-stop foundational learning campus designed to meet our workforce child care needs.

BECOME A BUSINESS CHAMPION OF CHILD CARE

With renovation and buildout underway at 7900 Chavenelle Drive, Greater Dubuque Development invites you to pledge to be a Business Champion of Child Care. Enrollment is open through **December 29, 2023** or until slots are full.

- Employer investments will be matched 2:1 to **increase capacity**. This fund to **recruit and retain child care professionals** will be available to all Dubuque County licensed child care centers that have child care assistance agreements with the State of Iowa.
- Create **equitable access to quality child care for low/moderate income families** throughout Dubuque County.
- Receive **tax benefits** with your contribution to a 501(c)3 entity according to your accounting and legal advisors.
- **Reserve spots** to be utilized and paid for by employees.
- Gain **enrollment preference status for employees** of participating employers.

Only [] of 120 child care slots available as of [] !

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Greater Dubuque DEVELOPMENT CORP.

DUBUQUE INITIATIVES

QUESTIONS:
Nic Hockenberry
Director of Workforce Programming
563-552-9049
nicolas@greaterdubuque.org

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Wrap Up & Closing

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happy holidays



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Thank You



#youcanbegreathere

