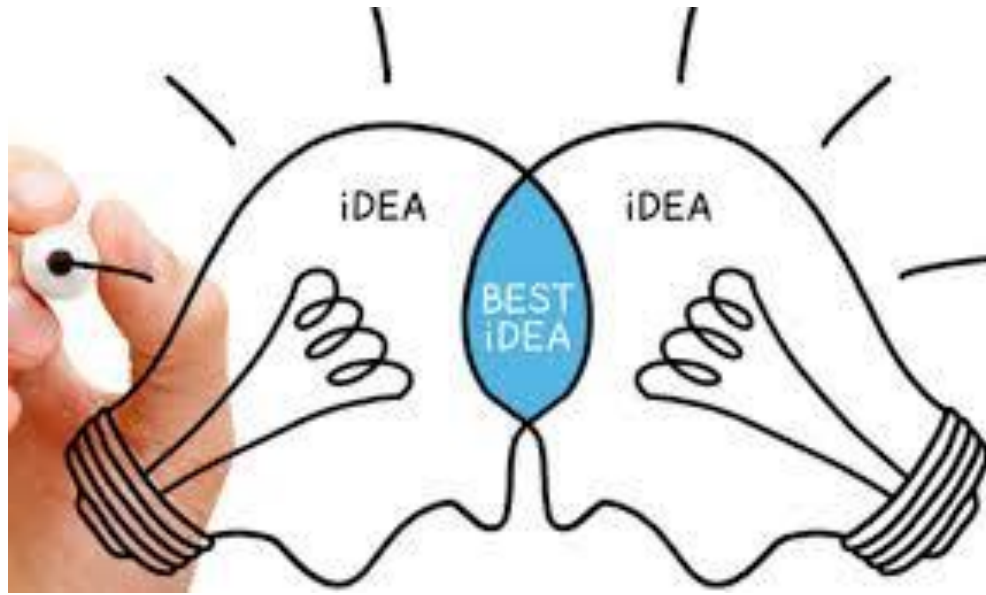
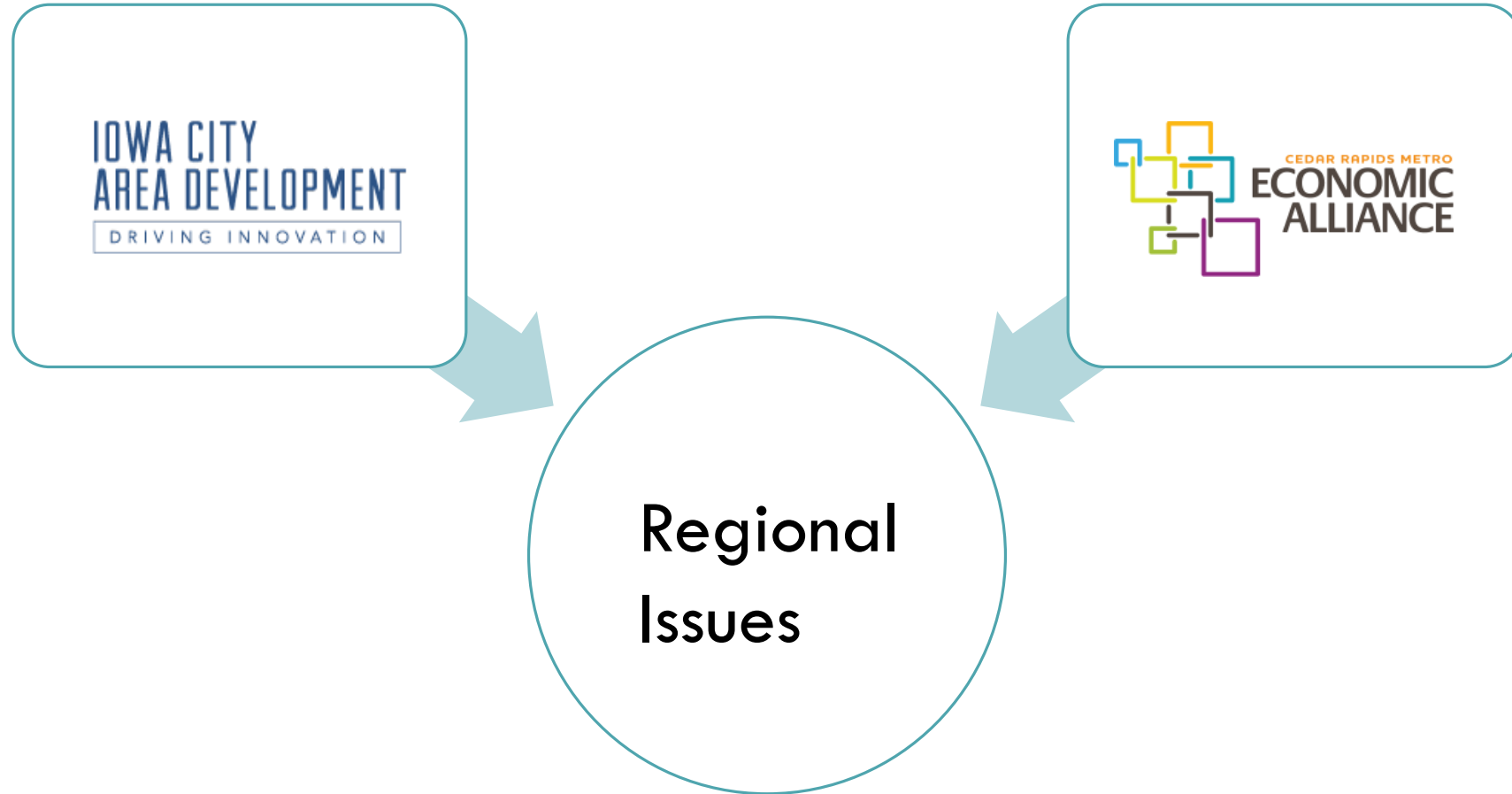


Collaboration is the New Competition



Kate Moreland VP of Iowa City Area Development and
Director of Career Development ICR Iowa







ACCELERATE HIGH QUALITY JOB GROWTH AND CAPITAL INVESTMENT IN OUR SEVEN COUNTY REGION.

1

Regional
Marketing

2

Business
Attraction

3

Workforce
Development







What
problem
are we
trying to
solve....



BOARD OF DIRECTORS

Lydia Brown, Chair

Tom Goedken, Vice-Chair

Pat Baird, Treasurer

Paul Burns, Secretary

Charlie Funke

Kyle Skogman

Jennifer Daly, President and CEO (ex-officio)

Kim Becicka (ex-officio)

Peter Matthes (ex-officio)

Mark Nolte (ex-officio)

Doug Neumann (ex-officio)

Charlie Rhode (ex-officio)

Mick Starcevich (ex-officio)

NEXT STEPS.....

legal-entity



OUR STAFF



NEXT STEPS...



Katy Brown - Meld
 Bill Bollman – FUEL
 Reid Wilson – Vast Iowa
 Nate Kaeding – Build to Suit, Inc
 Nick Bergus - City of North Liberty
 Casey Prince - Downtown CR
 Mallory Mohwinkle – True North
 Akwi Nji – The Hook and CR Schools
 Dana Larson – U of I Center for Advancement
 Kevin Mellen – Creative Mellen
 Nancy Bird – Downtown Iowa City
 Amanda West – Kaufman Foundation
 Robyn Hepker – Benson & Hepker Design
 Michael Zydzik – Fusion Farm
 Laura Kome – ICAD and Carpool
 Clarissa Koch – Cedar Rapids Metro Economic Alliance

Facilitated by: Jen Neumann, de Novo Marketing

#BRANDCRAM2017



Immigrants	Hardworking
Settlers	Connected
Quality of Life +	The frigin train
Resilient/adaptable	Slow (+/-)
Kind	Small
Comfortable	helping
Humble	Accessible
Pioneers	Smart
Big-hearted	practical
slow to change	grounded
welcoming but reserved	roots
generous	thoughtful
	loyal
	apologetic
	traditional
	cautious
	passive-aggressive
	white
	service oriented





ICR LOGO





Company Focus



OPPORTUNITY.
HERE, IT'S REAL.

In the Iowa City, Cedar Rapids Corridor, our business
climate allows for...

ICR



A CORNER OFFICE.
HERE, IT'S REAL.

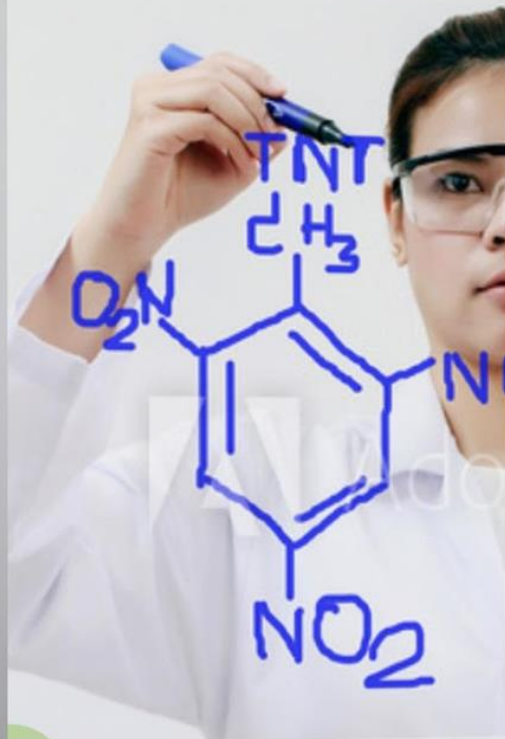
In the Iowa City, Cedar Rapids Corridor, our business
climate allows for...

ICR



Talent Focus

ICR



ROCKET SCIENCE.
HERE, IT'S REAL.

SEE HER STORY AT
www.icr.com/science

ICR



PAVING THE WAY.
HERE, IT'S REAL.

SEE HIS STORY AT
www.icr.com/construction

Community Focus



In the Iowa City, Cedar Rapids Corridor, you can live small in a big way.

ICR



Across our communities, we have trails, parks and an array of opportunities to get out into the fresh air.

ICR

ICR IOWA BOARD OF DIRECTORS

Regional
Vision

Technical
Team

Creative
Team

ICR
Champions



Business Intelligence Councils
industry cluster ceos

Talent Intelligence Council
industry cluster chros

Choose ICR
business attraction team

**ICR
Talent**
talent
attraction &
retention

**Inclusive
ICR**
talent attraction &
retention - diverse
candidates

**ICR
Future**
future
workforce

STRATEGIES FOR COLLABORATION

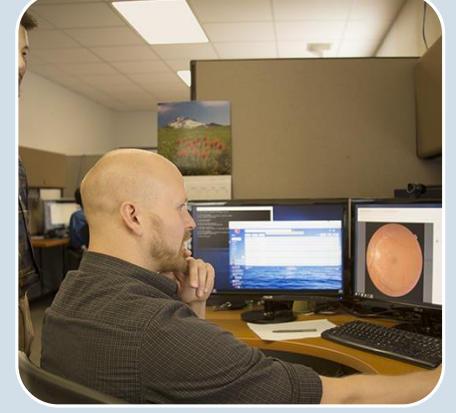
Collective Impact





CHOOSE **ICR**
IOWA

BUSINESS CLUSTERS



LIFE SCIENCES

Bioprocessing
Biotechnology
Food & Ingredients

Quaker Oats
General Mills
Cargill
Archer Daniels
Midland
Integrated DNA Tech
DuPont Industrial Bio
Diamond V
KemPharm
Frontier Coop

EDUCATION

Education Technology
Education Services

ACT
Pearson
HLT
Ruffalo Noel Levitz
LeapFrog Tech
Pear Deck
Stamats
College Raptor

ADVANCED MANUFACTURING

Engineering
Automation

Rockwell Collins
Whirlpool
Proctor & Gamble
Oral B
Kinze Manufacturing
PMX Industries
Centro
Bazooka Farmstar
Skyworks Solutions

FINANCIAL SERVICES

Insurance

Transamerica
Geico
United Fire Group
US Cellular
Hibu
Verizon Business
True North
Toyota Financial
General Dynamics
Great America
Wells Fargo

HEALTHCARE

Medical Technology

Behavioral Diagnostics
Cellular Engineering
CIVCO Medical Instr.
Corvida Medical
Emmyon
IDX
Integrated DNA
Kempharm
Medirevv
Sedgwick
Telepharm
Terpenoid Therapeutics
Vertex Pharmaceuticals
Voxello

ASSET
MAPPING

CONVENE
LEADERS

CREATE
STRATEGY

Mark
et

CHOOSE **ICR**
IOWA





Iowa City Area

1,789 jobs

2.1% unemployment

Cedar Rapids Area

3,071 jobs

3.2% unemployment



**HELP
WANTED**

TALENT INTELLIGENCE COUNCIL

Rockwell Collins

United Fire Group

Folience

University of Iowa

Whirlpool

Mercy

Great America

Proctor and Gamble

Transamerica

ACT

Midwest One

Pearson

General Mills

Involta

UI Community Credit Union

Kirkwood Community College

WHAT'S THE FORECAST?



MORE
QUALIFIED
PROFESSIONAL
APPLICANTS

MORE
QUALIFIED
DIVERSE
PROFESSIONAL
APPLICANTS

RETENTION OF
DIVERSE
PROFESSIONALS

CONVERSION OF
COLLEGE
INTERNS TO
FULL TIME
EMPLOYEES





○
RECRUITERS





ICR
IOWA **FUTURE**

**A SUCCESSFUL CAREER PATH
FOR EVERY STUDENT
IN THE REGION.**

By 2025, **68%** of all jobs in Iowa
will require education or training
beyond high school.

The Georgetown University Center
on Education and the Workforce

HOW WE MEASURE UP:

COUNTY

ASSOCIATES DEGREE OR HIGHER

Benton

37.39%

Cedar

39.79%

Iowa

38.60%

Johnson

63.27%

Jones

32.16%

Linn

47.84%

Washington

36.03%



THE GOAL OF FUTURE READY IOWA IS FOR **70 PERCENT** OF IOWA'S WORKFORCE TO HAVE EDUCATION OR TRAINING BEYOND HIGH SCHOOL BY **2025**.

Career Connected Learning Coalition



CAREER
EXPLORATION

WORK-BASED
LEARNING

COMPUTER
SCIENCE

SOFT
SKILLS

PROJECT
BASED
LEARNING



Business Management & Administration

Administrative Support • Business Information Management • General Management • Human Resources Management • Operations Management

CAREER AND COLLEGE PATHWAYS

BACHELOR'S DEGREE

- Business
- Business Administration
- Business Management
- Business Teaching
- Entrepreneurship
- Human Resources
- International Business

ASSOCIATE'S DEGREE

- Business Administration w/ Transfer Option
- Business Administration: Accounting
- Business Administration: Financial Services
- Business Administration: Management
- Administrative Management

CAREERS

Business Specialist	\$62,000
Accounting Clerk	\$37,000
Financial Clerk	\$40,000
Property Manager	\$51,000
Executive Assistant	\$45,500

CERTIFICATES

- Technical Accounting
- Global Perspectives in Business
- Entrepreneurship
- Human Resources
- Project Management

CAREERS

Bookkeeper	\$35,000
Travel Agent	\$37,000
Business Owner	\$62,000 (AAS added)
HR Assistant	\$38,000
Project Manager	\$51,000 (AAS added)

ACADEMIES

- Pre-Business Administration
- Arts and Sciences/Liberal Arts Classes

CAREERS

Bank Teller	\$26,000
Bill Collector	\$34,000
Administrative Assistant	\$35,000
Insurance Clerk	\$37,000
Bookkeeper	\$37,000

HIGH SCHOOL COURSES

- Introduction to Business
- Futures
- Computer Business Applications
- Entrepreneurship
- Marketing & Sales
- Web Design
- Personal Finance
- Accounting (year long)
- Professional Pathways (year long)

HIGH SCHOOL RELATED ACTIVITIES

Workplace Learning

- Internships
- Job Shadows

Extra/Co-Curriculars/Clubs/Activities

- Business Professionals of America



It's My Future!

I know the decisions I make in the next 5 years will affect my life for the next 50, so I'm taking hold of my future.

Explore careers. Discover your talents. Plan for your future. Experience career & financial success.



**COMMUNICATION IS
WHAT MAKES A
TEAM STRONG.**

Brian McClellan

QUOTEHD.COM

3 WAYS YOU CAN HELP:

- 1) Use #ICRIOWA and share our posts
- 2) Add ICR IOWA logo to your website and print materials
- 3) Create an internship or job shadow experience for a high school student
- 4) Join a coalition



THANK YOU

Kmoreland@icriowa.org

