

Workforce Recruitment Task Force May 14, 2007

Philippe Chino, Shari Peddicord, Randy Wilson, Rena Appell, Dick Kindt, Barbara Hall, Kevin Price, Gostas, Cody Sinclair & Mary Halverson.

This is a long-term project until we can overcome some of the difficulties that we have in terms of retention and recruitment in our area.

Are we losing workers because some companies are maybe not “treating employees the way they think they need to be treated?” Do we need to tackle that too.

Based on numbers of 5,000 who may not be working, and we may not know why, there are some programs the college would be willing to create in order to re-educate these people, and the state has money for this type of education. Factors for their not looking may include drugs, child care, retirement, not wanting/needing to work, etc. We don't know necessarily what is available.

Let's quantify the shortage. Companies are willing to step up if we can give them direction.

Reports: Presenters – please email your report to Shari.

ISOLATION:

Geographic isolation

Amenities (entertainment, shopping, restaurants, social events, etc.)

Travel distances

Business isolation (no airport hub, shipping issues, etc.)

Shipping costs

Inbound and outbound isolation for shipping (manufacturing for components, retail stock in/out, etc.)

Airport access isolation for business travel

Manufacturing is not being targeted for Sheridan

Change perception from “Sheridan is Isolated” to “Sheridan is a Respite”

Promote amenities that exist, rather than dwelling on what does not.

If we are looking to bring in companies that isolation is an issue, we need to address the isolation; if not, we need to promote the respite factor (i.e. 7-minute commute, arts, sports for all seasons, good schools, family community, etc.)

SUGGESTIONS:

THIS IS PERHAPS NOT AS MUCH OF AN ACTUAL “WEAKNESS” AS IT IS A PERCEPTION OF ISOLATION.

IT CAN BE MADE INTO A STRENGTH.

ASSUMPTION OF ISOLATION CAN BE CURED THROUGH MARKETING.

MAY BE A “CULTURAL SHOCK” ASPECT OF RECRUITMENT MARKETING.

ASSIMILATION INTO THE COMMUNITY – SPEED UP THE PROCESS.

AS LONG AS WE ARE ABOUT AN HOUR AWAY FROM A MAJOR SHOPPING HUB, COMMUNITIES THIS SIZE ARE LOOKED AT.

WE NEED TO MAINTAIN A MEANS THROUGH WHICH WE CAN MAINTAIN THE CHARACTER OF THE COMMUNITY.

ADD TO LIST OF ORGANIZATIONS: NEWCOMERS GROUP, REALTORS.

Get report from Kevin Price.

UNTAPPED LABOR POOL ALREADY HERE

Get report from Rena

Consortium – HR people and recruiters – share resumes of people they’ve interviewed, share resumes of people being laid off, etc. (SHRM, Chamber, etc. may be good sponsors)

Seasonal companies partner and cross train employees.

Method for employees to make themselves identifiable to companies.

Computer lab at college – DWS host online fair

UNTAPPED LABOR POOL – TRANSITIONING MILITARY

Get report from Rena

Long-term solution: develop a pipeline that could help with several problems – 35-50 age group, technical training, work ethics, etc.

Learn how to source transitioning military personnel

Give businesses a choice whether or not they want to attract individually or share marketing of the community or specific industry issues.

Connect with reserve units and offer jobs for their reservists.

Job fairs for people coming out of Warren, Ellsworth, Great Falls, and other bases, etc.

Web sites, employer panels, trade publications (GI Jobs), individual on-base publications, employer fairs at bases.

Conduit will bring high quality employees. Establishing conduit will take time.

Same type conduit, once initiated, would be able to be used to bring people home to WY from large corporations and metropolitan areas.

Next meeting: Monday, 5/21/07 – 1:00 PM

Issues left to be covered:

1. Big Retirement Community.
2. Lack of resources – tools – training gaps that are not being filled -- how to get started – where to turn to for help for monies for training– Barbara Hall, Dept of Workforce Services.
3. Generational Differences – Marketing issues – Brooke Kaercher.
4. Marketing to attract 35-50 year olds (young families) who left and want to come back. Len Gross, Sheridan Hospital.

NOTE: Linda Crawford suggested we include the following in the recruitment plan:

Recruit skilled workers and their families from other locations

- a. **Use alumni directories from Sheridan College and high schools.**