

How do we get more people to apply for our jobs?

Adam Crowe, Economic Development Manager



Agenda

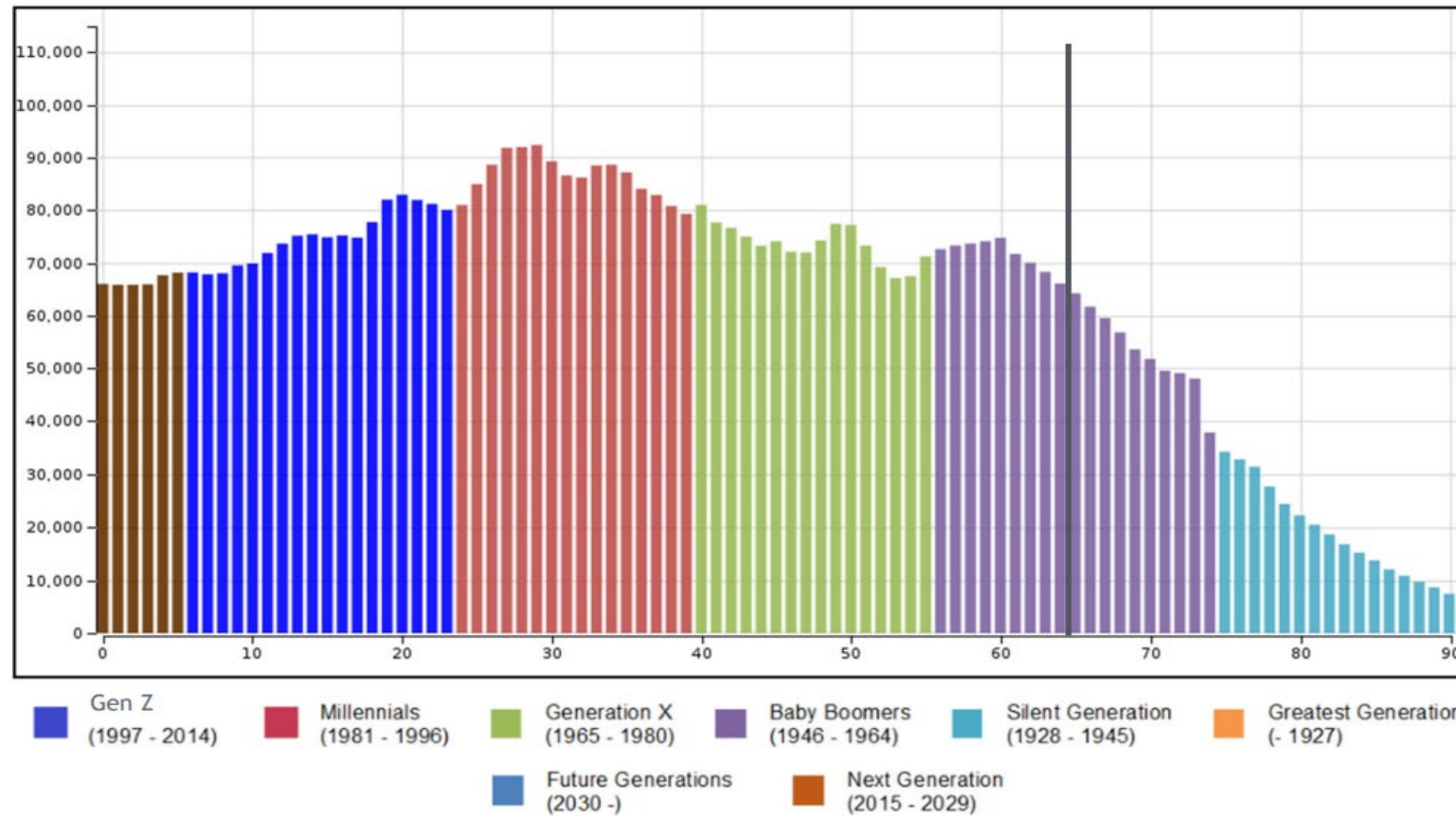
- Job Market
- Job Postings
- Talent Pools
- We Can Help

Job Market

Age Matters

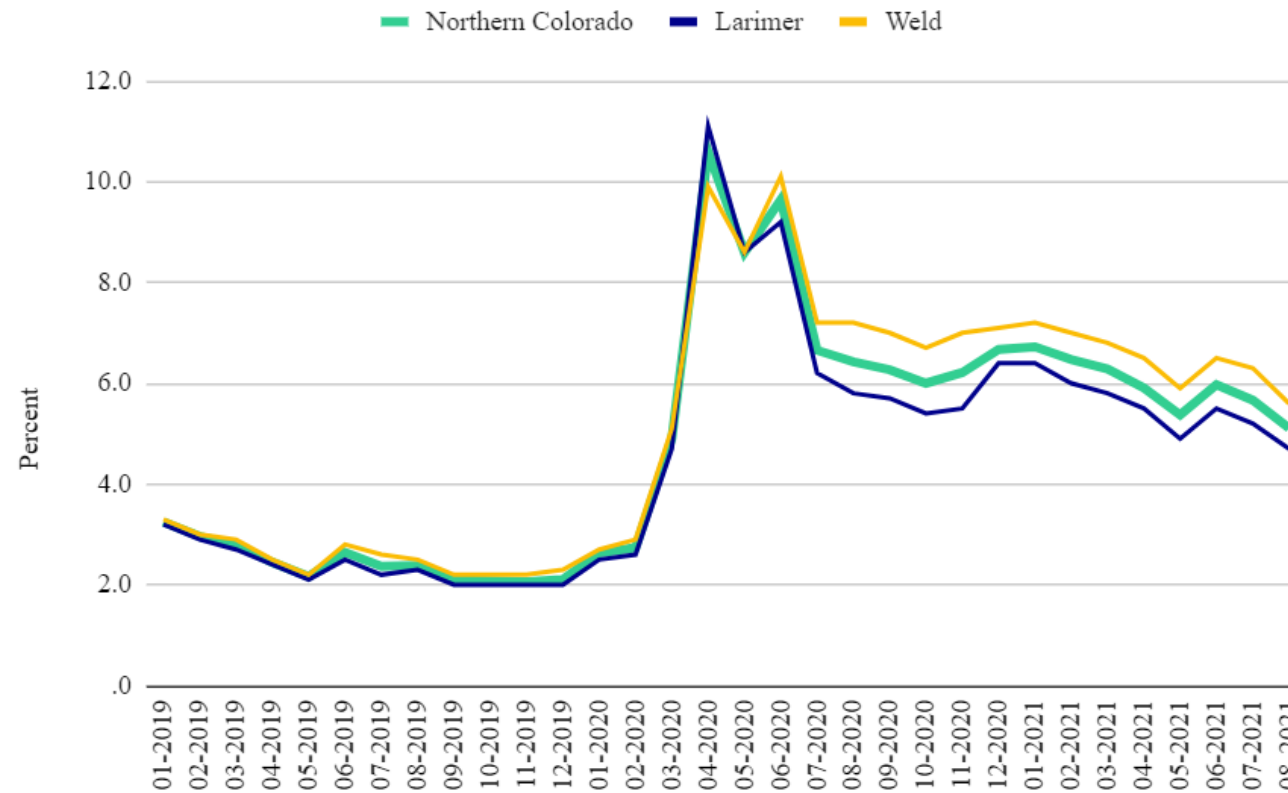
Colorado

2020



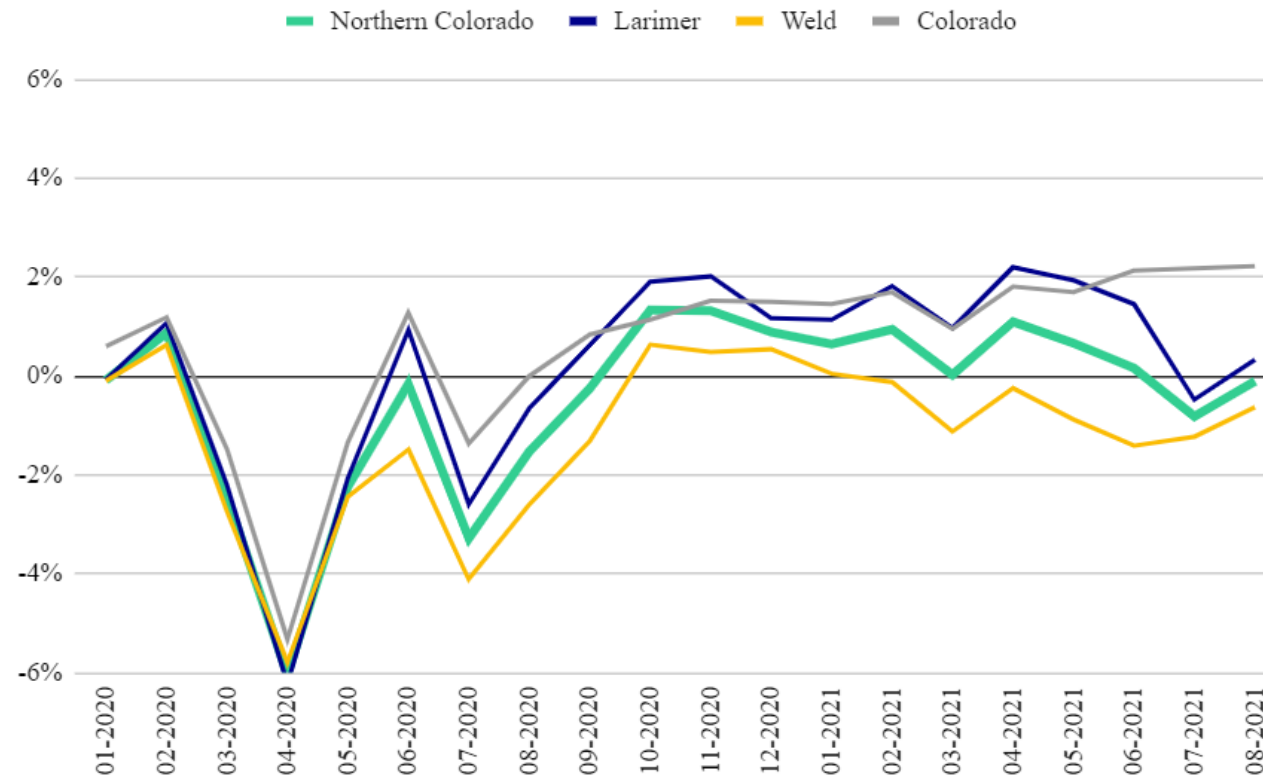
Job Market

Unemployment Rate



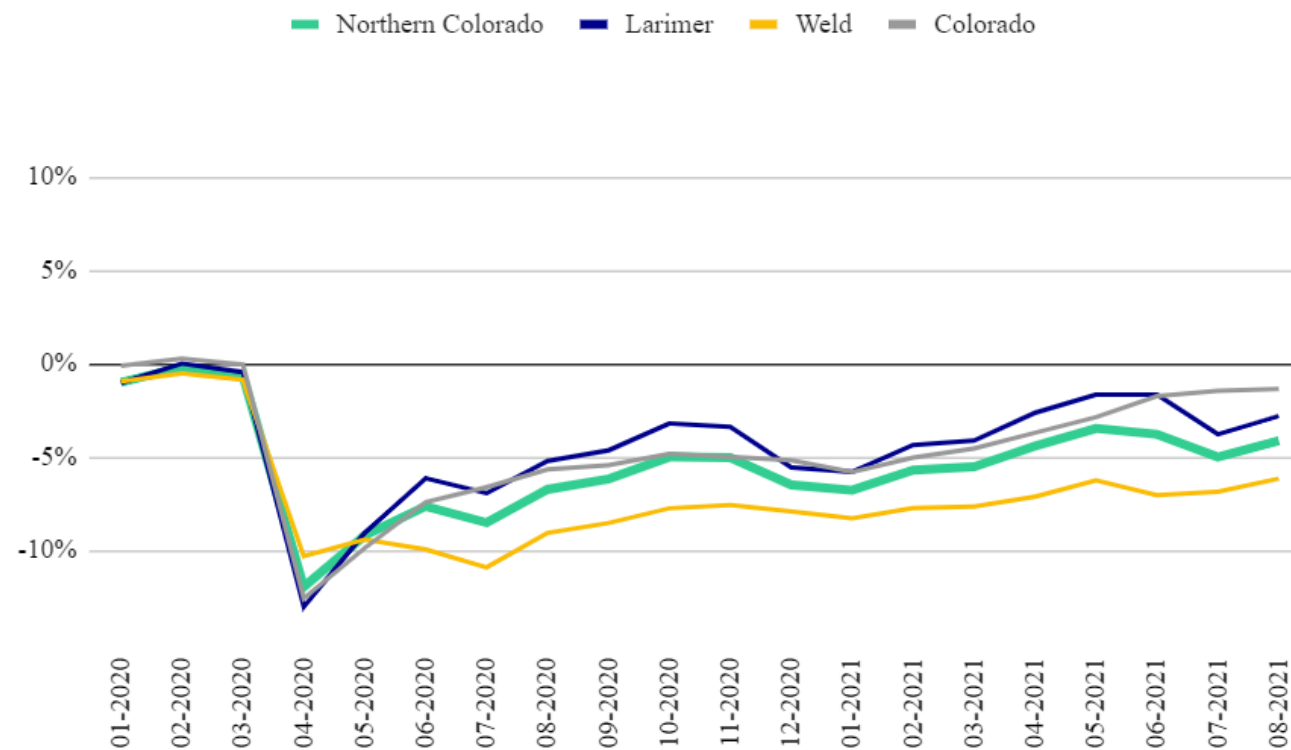
Job Market

Labor Force: Percent Difference from 2019 Monthly Average



Job Market

Nonfarm Employment: Percent Difference from 2019 Monthly Average



Where are the candidates?

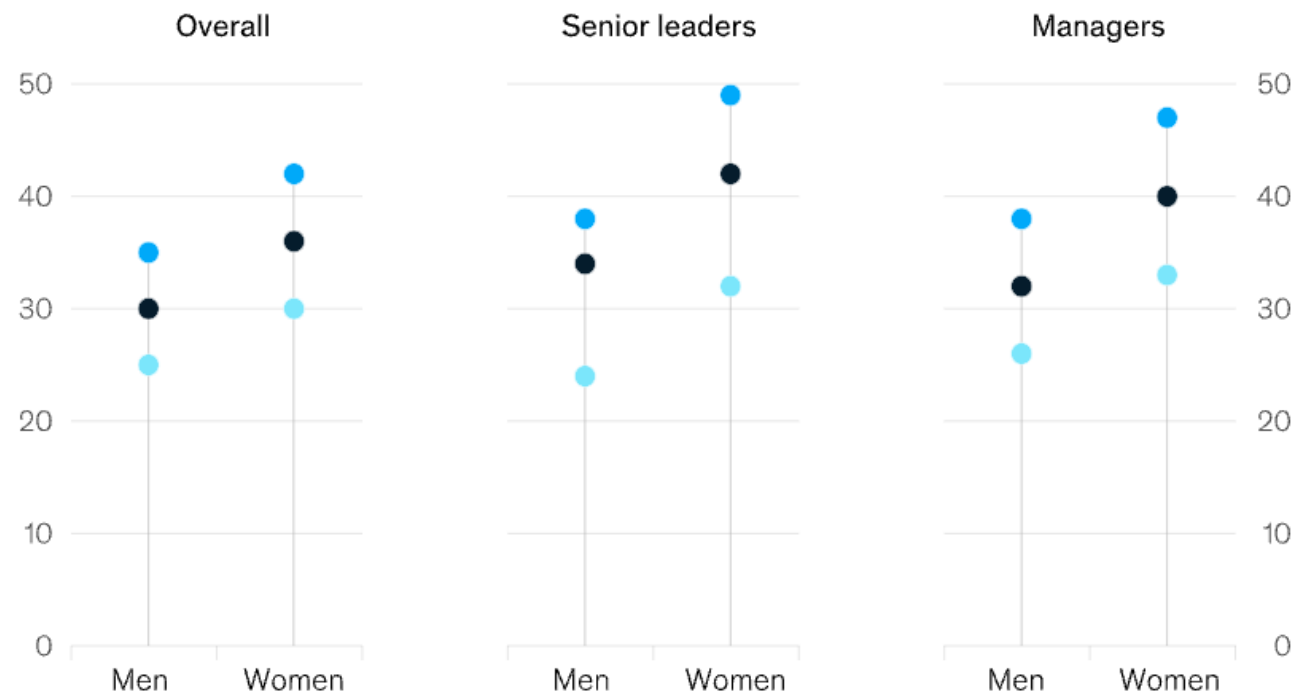
- Changing career field
- Staying home with children
- Going back to school
- Moving to be with family
- Relocating
- Retiring
- Starting a business

Making different choices.

COVID-19 and Women

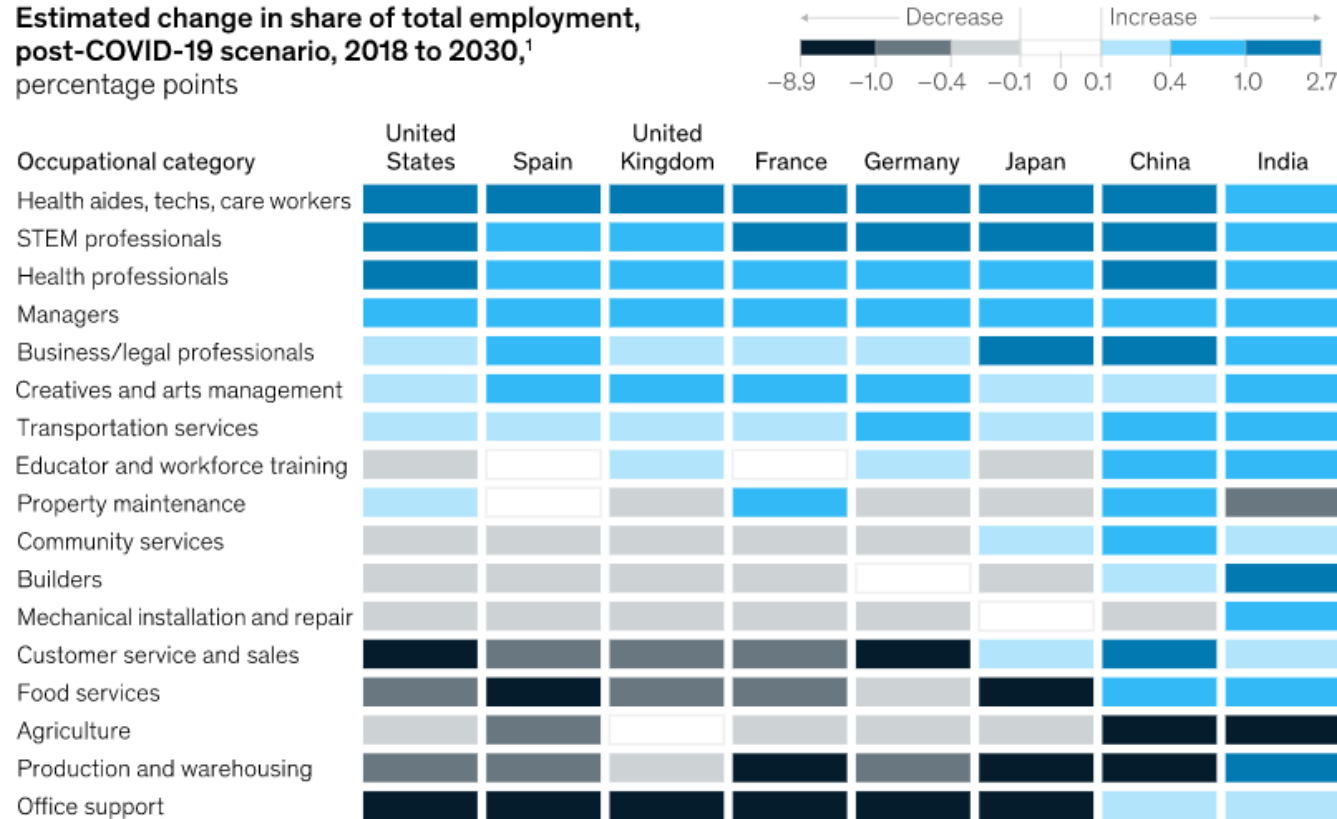
Respondents experiencing burnout, stress, or exhaustion, by gender,¹ %

● Burned out ● Chronically stressed ● Exhausted



COVID-19 and Automation

Estimated change in share of total employment, post-COVID-19 scenario, 2018 to 2030,¹ percentage points



¹The pre-COVID-19 scenario includes the effects of eight trends: automation, rising incomes, aging populations, increased technology use, climate change, infrastructure investment, rising education levels, and marketization of unpaid work. The post-COVID-19 scenario includes all pre-COVID-19 trends as well as accelerated automation, accelerated e-commerce, increased remote work, and reduced business travel.
Source: McKinsey Global Institute analysis

Job Postings

The best job postings address...

Wage/Benefits

Schedule/Flexibility

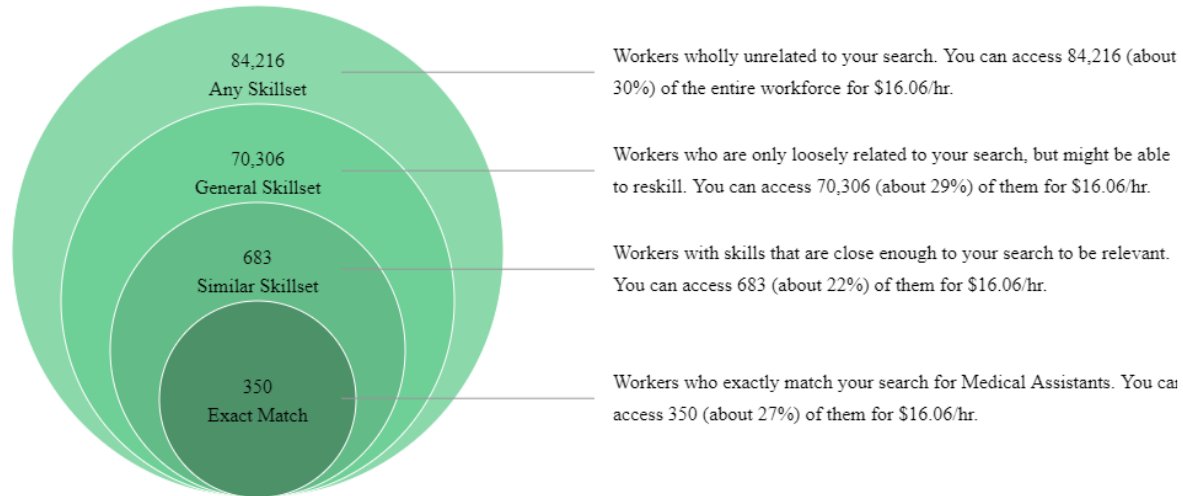
Skills/Competencies

Inclusion

Familiarity

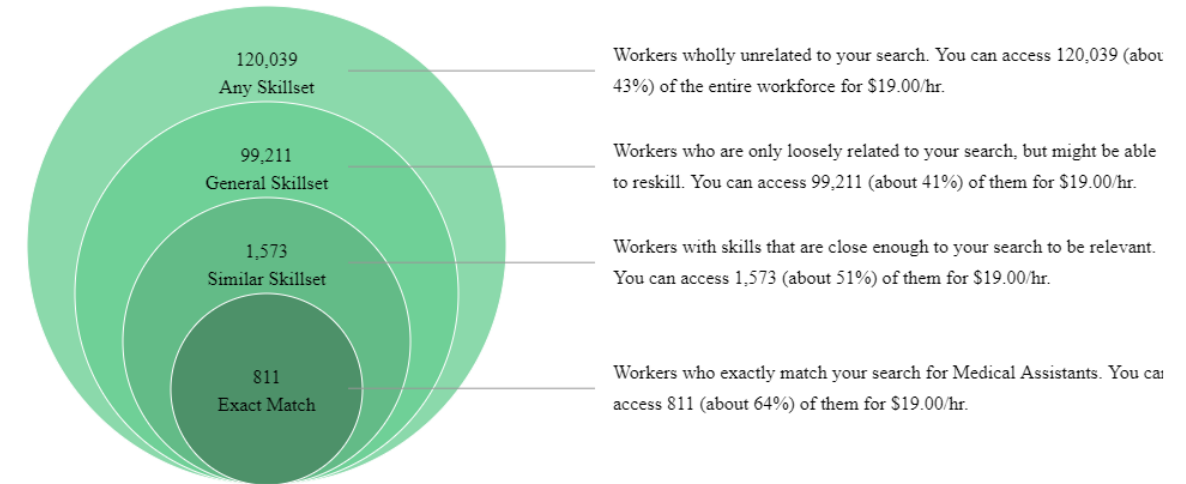
Wage Matters

Workforce availability @ \$16.06/hr ranges from 350 to 84,216 depending on skills match.



Note: Each layer is inclusive of the layers above it. E.g. "Exact Match" workers are included in the set of "Similar Skillset" workers. Similar Skillset includes workers whose occupations have an O*NET compatibility score of 95 or greater with your selected occupations, General Skillset includes scores of 75 or greater, and Any Skillset includes the entire workforce.

Workforce availability @ \$19.00/hr ranges from 811 to 120,039 depending on skills match.



Note: Each layer is inclusive of the layers above it. E.g. "Exact Match" workers are included in the set of "Similar Skillset" workers. Similar Skillset includes workers whose occupations have an O*NET compatibility score of 95 or greater with your selected occupations, General Skillset includes scores of 75 or greater, and Any Skillset includes the entire workforce.

Emsi Q3 2021 Data Set

Job Postings: Schedule/Flexibility

Be clear and upfront:

- Schedules
 - Hours of work and/or shifts
- Full-time or part-time (or both)
- Remote work options
- Time off benefits
- What other flexibility do you offer?
 - Example: Time to volunteer at child's school

Job Postings: Skills/Competencies

Remove “proxies” such as years of experience and educational requirements, whenever possible.

- Increased talent pool
- More inclusive
- More diverse skillsets

Fit vs Addition

Job Postings: Skills/Competencies

“5 years management experience.”

VS

“A skilled leader with the ability to provide exceptional support to a highly motivated team of professionals.”

Job Postings: Inclusion

Address barriers.

“Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. The City will consider any equivalent combination of knowledge, skills, education and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skillset for the role.”

- City of Ft Collins job description statement

Job Postings: Familiarity

What does your industry and your organization offer?

Restaurants offer...

- **Variety.** No day is the same, there is always something new to do and learn.
- **Camaraderie** as part of a team.
- **Skills.** Communication, teamwork, leadership, safety and customer service.
- **Flexible schedules.**

Health Care offers...

- **Opportunities for advancement.** Available training to advance your career.
- **Job Growth.** Our aging populations and growing community are creating many more career opportunities.
- **Great Job Satisfaction.** Help others and benefit your community.

Talent Pools

Job Postings



- Post job openings
- Search for candidates
- Review résumés
- Connect with qualified workers

www.connectingcolorado.com

Talent Pools: Higher Education



career.colostate.edu/employers



www.unco.edu/career



Talent Pools: Higher Education



www.frontrange.edu/graduation-and-beyond/career-services/for-employers



www.aims.edu/student/career/post-a-job.php

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briefcase™

Familiarity: Career Pathways



www.nocoinspire.org

Develop a robust and qualified pipeline of candidates who meet your workforce needs.

- Internships
- Apprenticeships
- Career Tours
- Job Shadows



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PARTNERSHIP

nocomfg.com



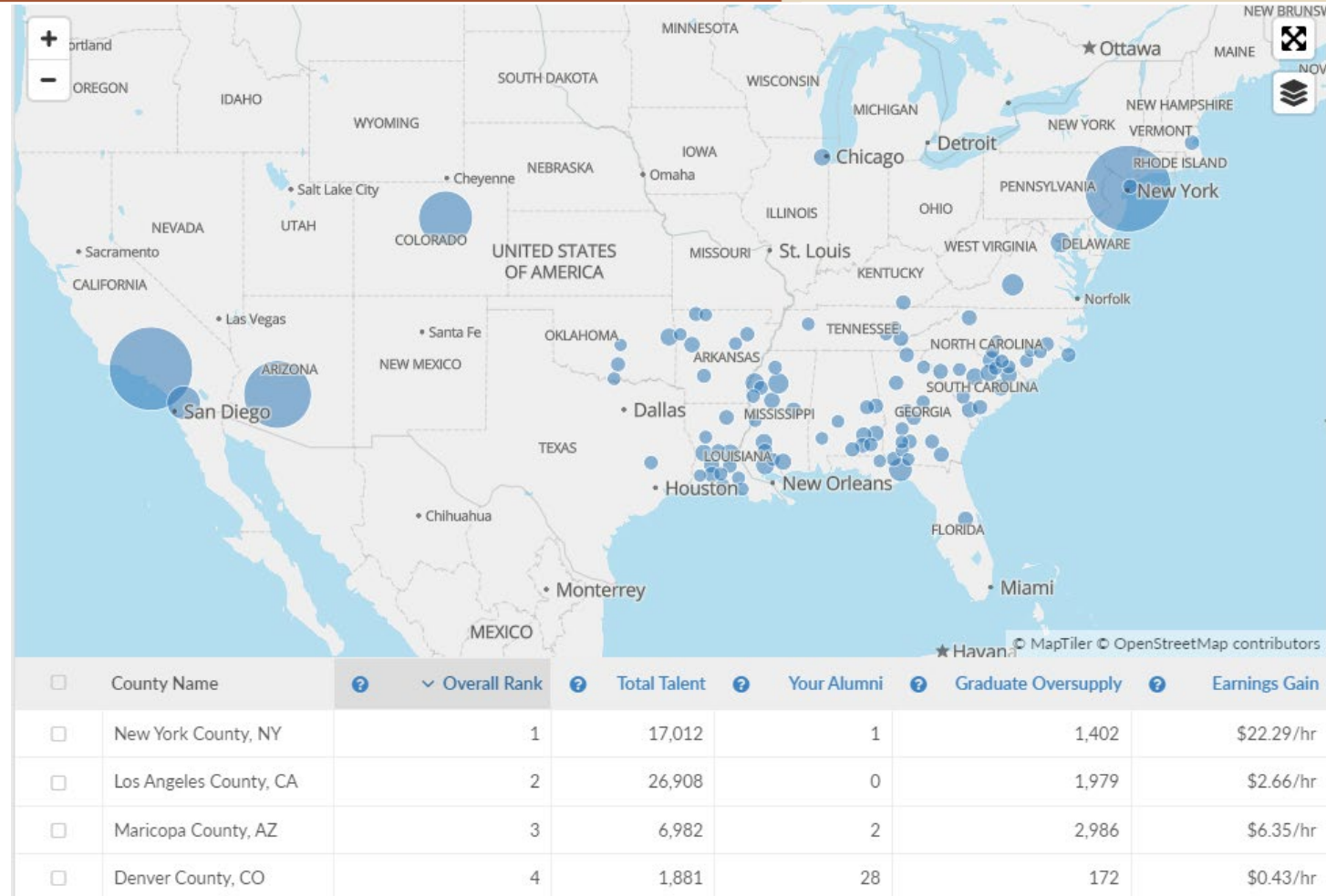
nocohealthsector.org



www.nococsp.com

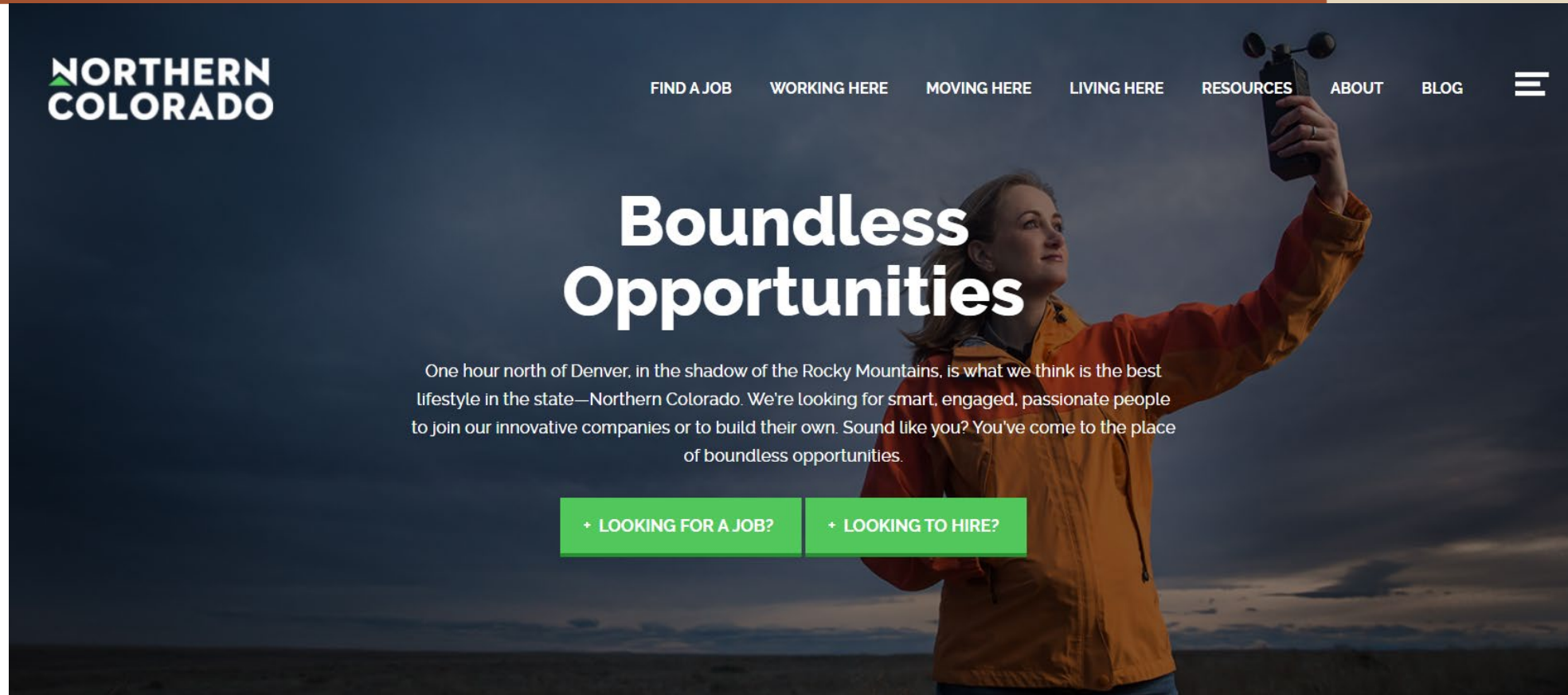
Recruit where candidates live

- Talent Attraction Analysis:
 - business@larimer.org
 - 970.498.6665
 - www.larimer.org/ewd/business/recruit-select/labor-market-information



We Can Help

Recruiting from outside NoCO



NORTHERN COLORADO

FIND A JOB WORKING HERE MOVING HERE LIVING HERE RESOURCES ABOUT BLOG

Boundless Opportunities

One hour north of Denver, in the shadow of the Rocky Mountains, is what we think is the best lifestyle in the state—Northern Colorado. We're looking for smart, engaged, passionate people to join our innovative companies or to build their own. Sound like you? You've come to the place of boundless opportunities.

+ LOOKING FOR A JOB? + LOOKING TO HIRE?

Recruiting from outside NoCO



“Hire Me. Connect My Partner” is a service designed specifically to assist partners in finding their next job opportunity when arriving in Northern Colorado.

Concierge services include:

- Individualized and customizable career guidance services.
- Access to a vast network of local employers.
- Dedicated phone and email line to ensure prompt service.
 - (970) 498-6696
 - connectmypartner@larimer.org

www.larimer.org/ewd/business/recruit-select/connectmypartner

We can help – Skills-Based Hiring



Skillful Job Posting Generator

- generator.skillful.com



Skillful Talent Series: Competency-based recruitment and hiring practices

- www.larimer.org/ewd/business/training-professional-development/elevate-training



We can help – Job Posting Review



Job Post Review Request Form

Submit your current job posting(s) and receive feedback from our Business Services team with suggestions on improving the post in order to better reach your targeted audiences. Please provide up to five (5) business days to receive your personalized feedback.

Business Name *



www.larimer.org/ewd/job-description-review-request

We can help - Data



Get Economic Data and Labor Market Information

What information do you need to support your business? We can help provide useful industry data, occupation wages and workforce stats and more. It takes less than 5 minutes to ask us!

START →



www.larimer.org/ewd/business/recruit-select/labor-market-information

We can help - Hiring Events

- Showcase your organization and job opportunities.
- Meet local candidates with the skills you need.
- We will schedule and market the event to qualified job seekers.
- Sign Up:
 - business@larimer.org
 - 970.498.6665
 - www.larimer.org/ewd/business/virtual-hiring-events

Questions?

Thank You!

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