

Developing, Recruiting and Retaining Human Capital

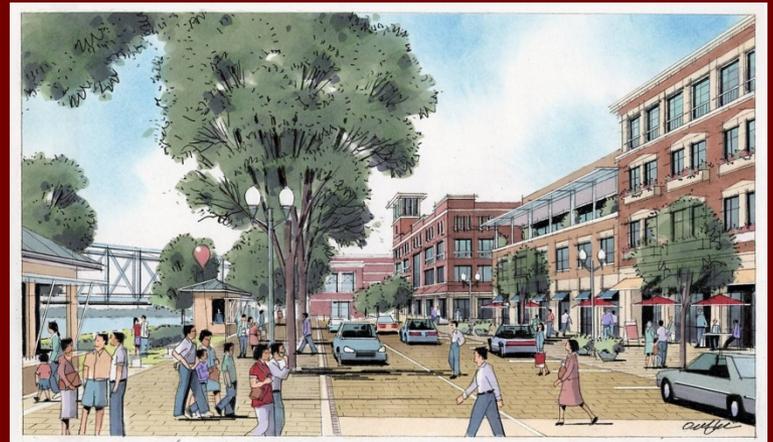


Workforce, Workforce, Workforce

- A Federal Reserve Bank Study analyzed economic growth over 75 year period.
 - Attracting and retaining a skilled workforce is top predictor of economic growth in cities, regions, and states



- To grow and prosper in the future communities and regions must focus on
 - **WORKFORCE & EDUCATION**
 - **QUALITY OF PLACE**





- Declining Workforce Population
 - Companies and communities competing for talent
 - Fewer young people

Talent Expansion Strategy

Greater Owensboro USA

- MSA 120,000
- KY's 4th largest city
- Ohio River-northwest KY near Evansville
- LMA 450,000
- Green River WIB



GO-EDC

- T.I.P. Strategy
- Workforce Development – 10 years
- \$700,000 budget, five staff

Business Engagement Strategies

- What do businesses want?
 - To be left alone unless they need you;
 - Know who to call when they need help;
 - Tell them what they need to know when they need to know it.
- Demand-led; supply-driven



Business Engagement Strategies

- Industry Advantage
- CEO Roundtable
- Regional Alliance for Education and Workforce Development
- Partnerships- WIB/ Community College



Greater Owensboro Alliance for Education and Workforce Development

- Business, Education, Workforce Roundtable (staffed by GO-EDC)
 - College Presidents, Superintendents, WIB, Adult Education, Economic Development
 - Business and Labor Representation
 - Manufacturing
 - Health Care and Life Sciences
 - Business- Finance
 - Labor/ Trades

Sector Strategies

- Advanced Manufacturing
- Aluminum
- Financial
- Food Science
- Health Care
- Life Sciences
- Logistics



Kentucky Aluminum Network



Private Terminal Operations



Smelters and Rolling Mills



Suppliers & Scrap



Seacat
UK Center for Aluminum Technology



Owensboro IC program and business accelerator

Energy Companies



Owensboro Community and Technical College



Advanced Tech Center
OCTC
Hancock

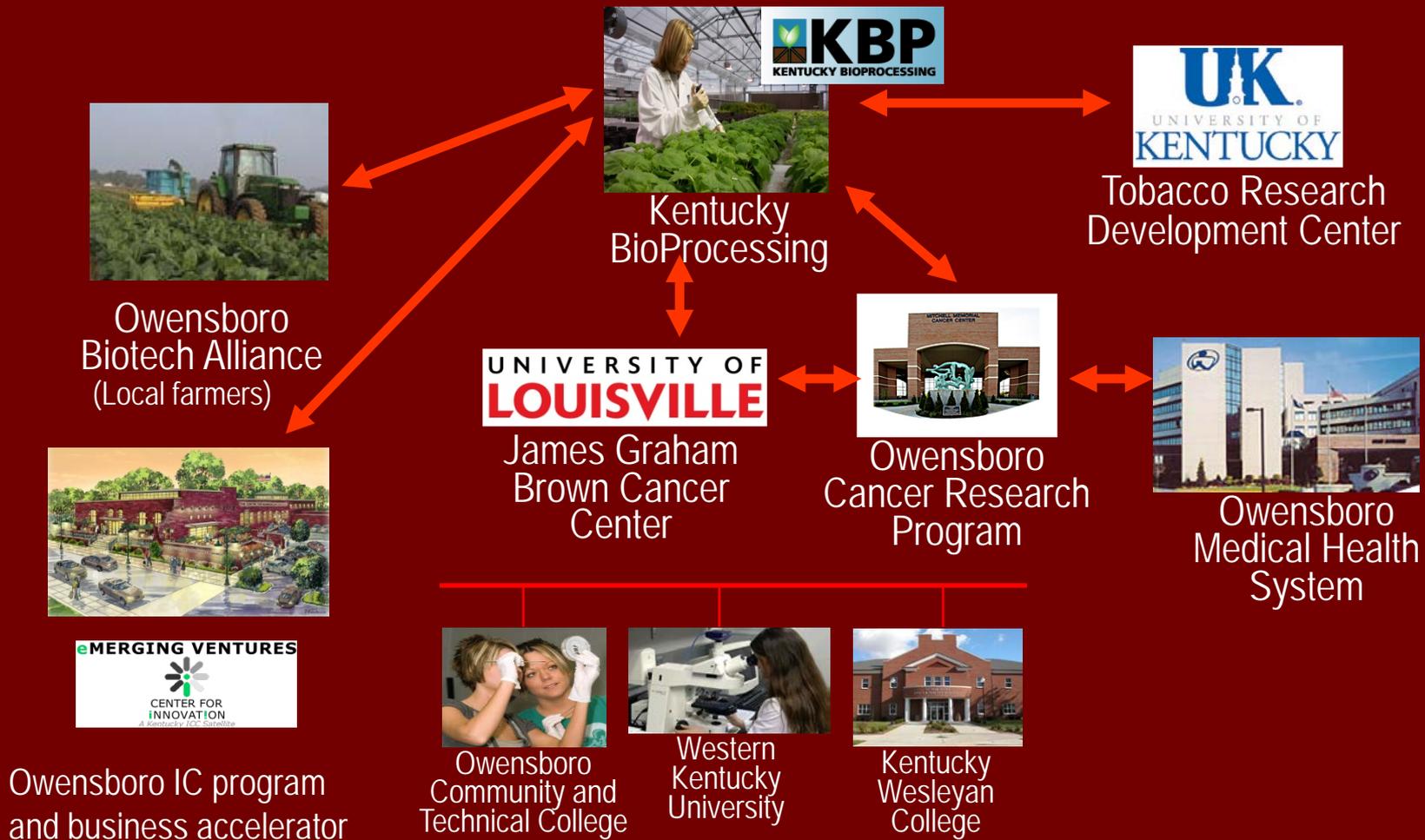


Western Kentucky University

Western Kentucky Food Sciences Roundtable



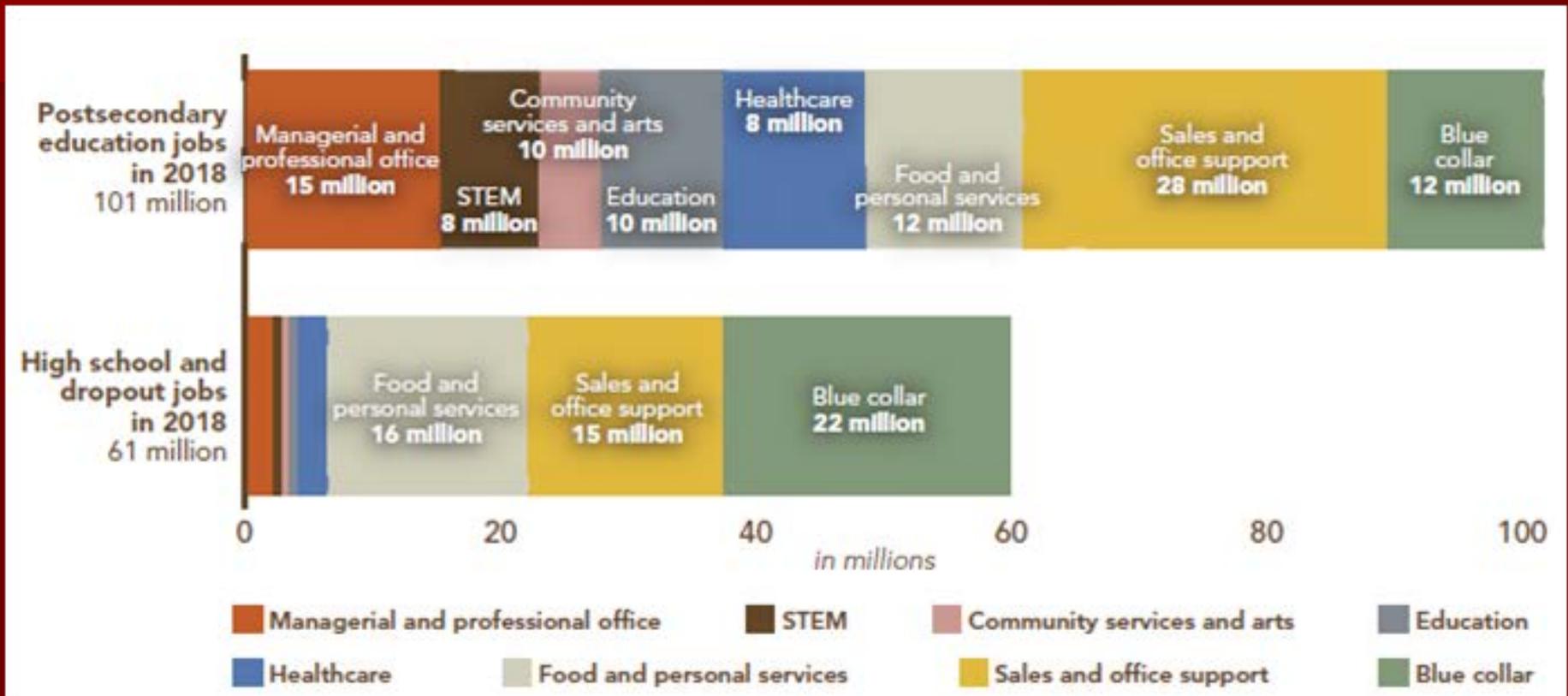
Greater Owensboro Life Science Partnership



Our Workforce in Transition!

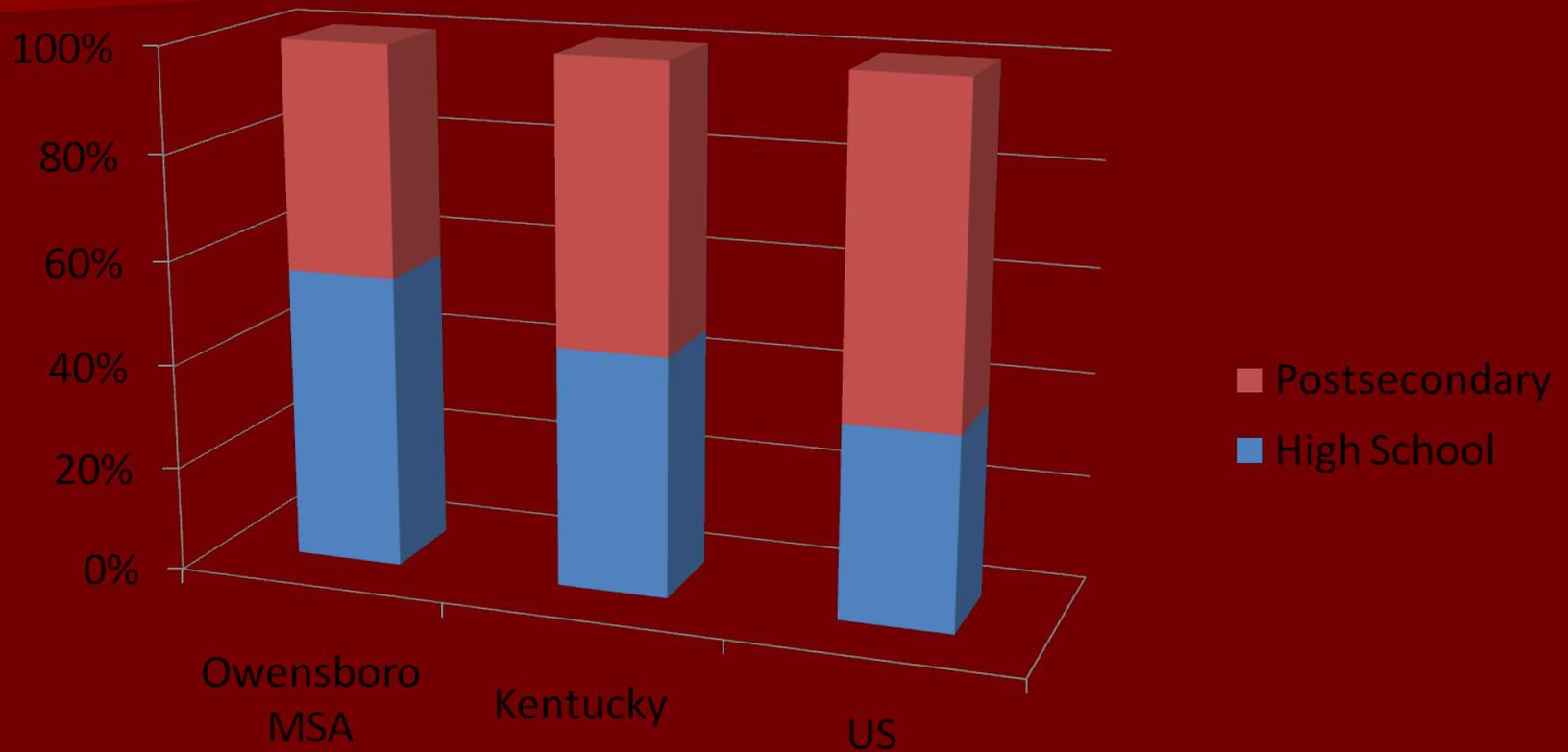


Imperative for Change



Source: Center for Education and the Workforce, Georgetown University

Skill & Education Gap



What's it worth?

Education	Average Annual Earnings	Average Lifetime Earnings
High school dropout	\$22,000	\$1.1 million
High school diploma	\$31,000	\$1.4 million
Associate degree	\$38,000	\$1.8 million
Bachelor's degree	\$50,000	\$2.5 million

Economic Impact for Owensboro MSA	Postsecondary Workforce Goal	Average Annual Earnings
US Postsecondary Attainment	14,861 additional people	\$131.6 million
KY Postsecondary Attainment	8,414 additional people	\$79 million

1. Owensboro Works Partnership

- OwensboroWorks.com
- Existing Business Team
- OCTC/WIB Partnership
 - KY WINS



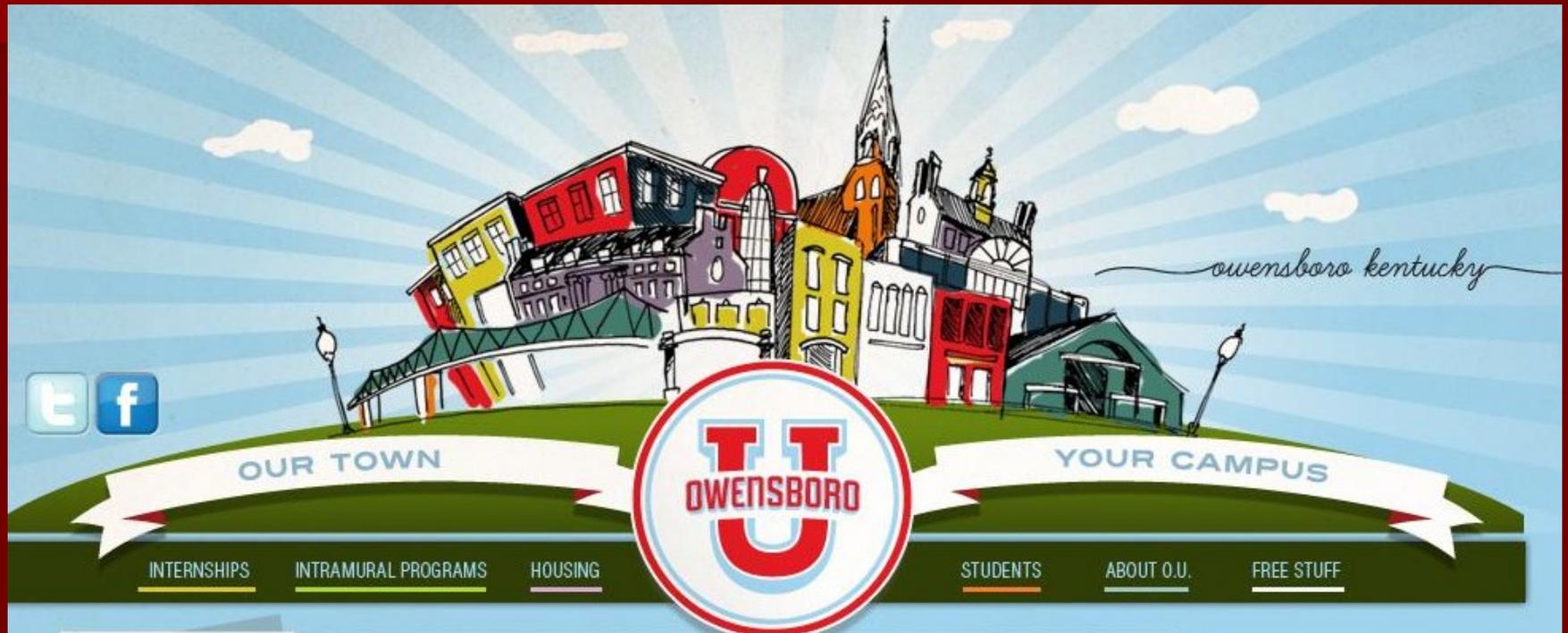
2. Increase number of local residents who become college students



**DISCOVER
COLLEGE**



3. Attraction of out-of-state students to local colleges



OwensboroU.com

4. Increase STEM student population

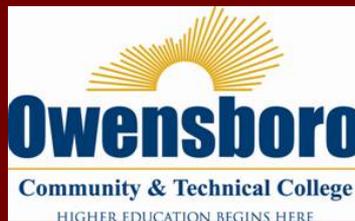


5. Retention of local college students



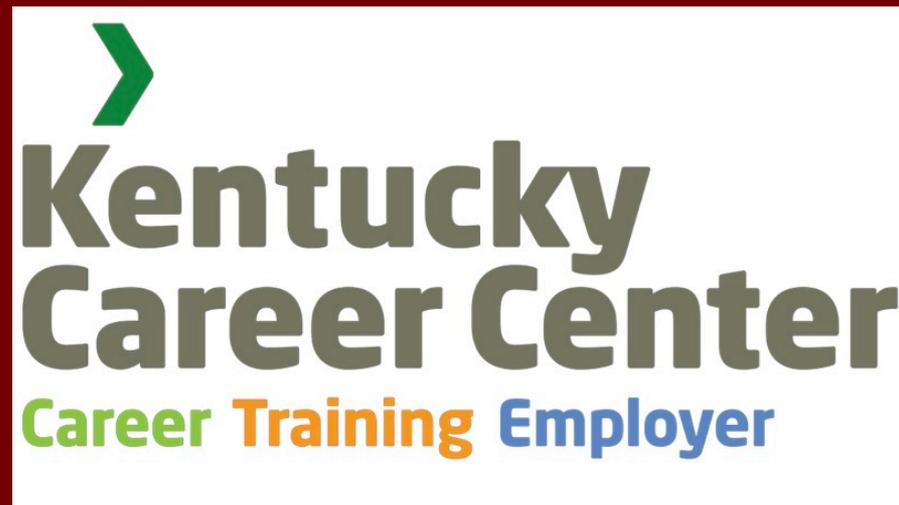
6. Assist those with some college to finish

- Finish! Program



7. Career pathways and incumbent worker training programs

- Kentucky Career Center Program
- Health Care, Manufacturing, Building Trades



8. Bridge programs for economically disadvantaged

- Hope Scholarship
- Citizen's Committee on Education



9. Attraction of college graduates from outside the region

■ You're Home Strategy

- Baby Boomers
- Retired Military
- Young Professionals
- Entrepreneurs
- Portable Jobs



tumblr.

10. Embedding YP's in the community





Greater Owensboro
ECONOMIC DEVELOPMENT CORPORATION

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