

TRANSMITTAL # 8

MEMORANDUM

May 22, 2014

TO: Workforce Development Council

FROM: Ken Edmunds, Director

SUBJECT: Return to Idaho Program

BACKGROUND:

As Idaho's economy improves, the state's employers are beginning to realize a slower population growth rate, an aging workforce and - as the number of retirees increases - a shrinking talent pool means finding Idaho talent inside Idaho may become more difficult. Under the director's Return to Idaho program, department staff will work with Idaho businesses to actively recruit relocated Idaho talent back to Idaho. As a result, Idaho employers have access to a larger, more focused talent pool and workers will be able to enhance their quality of life by returning to Idaho.

Under this program, the department will use Idaho Workforce Development Training Funds (as outlined in Section 2D of Idaho Code 72-1347B) for administrative purposes necessary to:

- Hire a contractor to develop and oversee the Return to Idaho program;
- Provide for IT related costs to develop a specific landing page/site for this program to identify and recruit the Idaho talent necessary for creating a demand-driven talent pipeline with the skills required by the state's leading industries; and
- Educate Idaho employers on how the fund can be used to train new and returning employees necessary for expansion, or retrain employees at risk of layoff.

The department will accomplish these objectives through a strategic plan that includes a budget based on measureable goals, strategies, tactics, target audiences and markets; an implementation plan, staff training, an outreach plan, the necessary fulfillment materials and metrics necessary for measuring effectiveness.

Implementation will include an employer recruitment / job candidate follow-up initiative involving key business solutions and employment services staff. These employees will ensure Idaho job seekers and employers who participate receive information on the greatest job opportunities and most qualified candidates possible.

Businesses will also benefit from increased exposure for job listings and access to prequalified job candidates, training opportunities and the department's 25 local offices throughout the state, no matter where their company is located.

Job seekers will benefit from increased job opportunities, consistent contact throughout the placement process and through our 25 local offices, a connection to local community resources for a smooth transition.

Staff Recommendation:

Staff recommends that the council approve the use of Workforce Development Training Funds to support the Return the Idaho program outlined above.

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