

# Larimer County Workforce Center Workforce Symposium



## Inside Today's Edition

- [Strengthening the Workforce](#)
- [Business Insights](#)
- [Service Spotlight](#)
- [Upcoming Events](#)
- [Our Strategic Partners](#)

## Strengthening the Workforce

### LinkedIn Leader, ELEVATE Instructors Head Symposium Lineup

Larimer County Workforce Center



As the world's largest professional network, LinkedIn is synonymous with workforce. As a featured speaker at the 2016 Workforce Symposium, Laura Williams of LinkedIn will share insights on how the social network is aiding a national movement toward developing a skills-based workforce.

## The Big Picture



Williams is one of the dozens of thought leaders who will gather at the Lincoln Center in Fort Collins on September 30 for "ELEVATE Your Workforce," the 31st Annual Workforce Symposium.

The event's breakout and speakers lineup will feature presentations by some of the region's workforce experts who lend their training expertise to the Workforce Center's ELEVATE Leadership and Workforce Development Training program.

### Already slated to speak are:

- **Melissa Luna** of Strategic Advancement on individual career plans.

## What Is a Workforce Symposium

This being our 31st annual event, we have a pretty good idea of how to define our 2016 Workforce Symposium.

A dictionary definition, though accurate, doesn't really capture the feel of it: "a meeting or conference for the discussion of some subject at which several speakers talk on a topic before an audience."

Accurate? Yes. Alluring? Not quite.

Ancient Greece and Rome had a pretty good notion: "a convivial meeting for drinking and intellectual conversation." Given that our September 30 event is on a 5th Friday and ends at 2:30 in downtown Fort Collins, this one may come closer.

Here's my definition: Gathering the smartest workforce minds in northern Colorado for lively discussions of today's most important workforce challenges and amazing opportunities to address them.

Together we'll take on the topics that confront us today and are looming in the future. **A few that interest me most are:**

- Recruiting from "overlooked populations"
- Diversity in the workforce
- Millennials as employees and leaders

Don't forget – we'll break

- **Chris Cooley** of The Breakaway Business on harnessing Millennial ambitions in the workforce.
- **Katy Piotrowski** of Career Solutions Group partnering with **Doreen Kemp** of the City of Fort Collins on "Stay Interviews" to improve employee engagement.
- **Paulette Hansen** of The Neenan Company on "managing up" through fear-free feedback.
- **Chris Hutchinson** of The Trebuchet Group on outcome-based organizational thinking.

These are just a few of the program highlights for this year's Workforce Symposium. The cost for a day of professional development, with breakfast and lunch provided, is just \$39!

**Register for Symposium today!**

## Business Insights

### Get Paid to Hire and Train Your Next Employee

OJT is not new. But Martha Hargraves is ... and so is her offer to pay employers to use her On-the-Job Training program.

OJT may be an ideal hiring solution if your organization has a position budgeted at a later date and could benefit from the position now. Through Martha's OJT program, employers can fill key positions with skilled employees and get funding support from the Workforce Center.



Martha joined the Business Services Team (BST) this year to champion the OJT program. She is a nationally recognized expert in program and community development. In her new role, Martha is targeting employers in manufacturing, healthcare, IT and transportation.

### OJT benefits to employers include:

- Wage reimbursement to employers for up to 50% of wages for new hires as they are being trained.
- Decreased cost-per-hire.
- Ongoing support from Martha and the BST staff during the hiring and reimbursement period

Meanwhile, the newly-hired OJT employee enjoys added skills and a

bread together during the day and adjourn in time for great socializing.

This year we are returning to a classic symposium format featuring keynotes, breakouts and ELEVATE Bytes, high-energy 10-minute talks. Every session will offer interactivity, so we urge every attendee to share questions and their best ideas.

**See you at the Lincoln Center on September 30!**



jump-start into an exciting career pathway with a new employer. That's a win/win outcome for all involved.

If you're interested in exploring the OJT Program, contact **Martha** at [\(970\) 498-6651](tel:9704986651) or at [mhargraves@larimer.org](mailto:mhargraves@larimer.org).

## Service Spotlight

### Great Job Postings Promote Your Brand



In a hotly competitive talent search marketplace, how can employers stand out from the crowd?

Posting an attractive, attention-getting position description is a good first start, says Marie Meier of the Workforce Center's Business Services Team. Meier regularly assists Larimer County employers with their postings on Connecting Colorado, the statewide database used by employers and job candidates alike.

"With the unemployment rate so low, candidates may be more selective in their search," said Meier. "That's why it's important for employers to develop a job posting that speaks most positively for the organization's brand."

Often employers list lengthy job descriptions which imply unrealistic workloads, said Meier, resulting in unsatisfactory applicant results, especially when the wage is being listed at \$8.31 per hour or "Negotiable."

"When employers fail to indicate an accurate wage, they may defeat the purpose of the posting," said Meier. "In a low-unemployment market, a job seeker may quickly pass on the low wage and look for postings that have a reasonable wage for their experience." Additionally, wages are sometimes set based upon a national wage which may be under-compensating for our area due to a higher cost of living.

The Workforce Center can help you overcome this dilemma by providing you with regional and local Labor Market Information. Offering a realistic starting point will get more views to your job posting, bringing more qualified applicants.

For more information about recruitment services, contact Business Services at [\(970\) 498-6665](tel:9704986665) or email us at [business@larimer.org](mailto:business@larimer.org).

## Upcoming Events

- August 23 Millennial Leaders - [Fort Collins](#)
- August 25 Thinking Like a Leader - [Fort Collins](#)

- August 30 Platinum Rules - [Fort Collins](#)
- September 20 WY-CO Job Fair - [Loveland](#)
- September 30 Annual Workforce Symposium - [Fort Collins](#)

## Our Strategic Partners



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