



# PARTNERSHIP FOR SUCCESS

IOWA HUMAN RESOURCE RECRUITMENT CONSORTIUM

**IOWA**  
*life* | changing™

# HELPING GREAT COMPANIES FIND GREAT PEOPLE

The Iowa Human Resource Recruitment Consortium (HRRC) is a public-private partnership implementing a comprehensive marketing program to identify and develop a pool of skilled workers and attract them to Iowa businesses.

Created in 1998, the Consortium today includes businesses, communities, educational institutions and professional associations, plus the Iowa Department of Economic Development and Iowa Workforce Development. The Consortium's marketing efforts are targeted at professional and skilled workers as well as new graduates.

## QUALITY OF LIFE: ADVANTAGE IOWA

The Consortium is dedicated to creating an awareness among prospective workers—or simply reminding them of what they already know—that Iowa offers an excellent quality of life and balanced, personally satisfying lifestyles.

Many of these targeted workers graduated from an Iowa college or university, then moved out of state to build careers. Consortium marketing programs encourage them to return to Iowa to realize their professional and personal goals in a state where family values are important... where clean, safe, uncongested communities welcome them... and where they can enjoy excellent educational opportunities for their children, a rich menu of cultural and recreational activities, and an affordable cost of living.

*Becky Banzhaf*  
Director – Employment  
**PRINCIPAL  
FINANCIAL GROUP**

“The SmartCareer Move Web site is our second most successful site...second only to Principal.com site. We are averaging close to 1 hire for every 3 positions placed on the site. The Consortium's innovative marketing initiatives have continued to deliver qualified candidates for our consideration.”

# GETTING THE WORD OUT

## COMMUNICATING ON THE WEB

The cornerstone of the Consortium's initiative is [www.SmartCareerMove.com](http://www.SmartCareerMove.com). This interactive, user-friendly Web site provides comprehensive information about living, working and playing in Iowa.

The Consortium's site includes a searchable job bank, with links to community, corporate and state job sites. Prospective employees can post their résumés and receive automatic email notification of specific opportunities with Iowa employers.

At any one time, there are some 1,500 available professional and technical positions in Iowa paying \$30,000 or more. The Web site's automated résumé service emails résumés of qualified candidates to companies with matching openings.

*Shawn Eyestone*

Manager of  
Mass Spectrometry

**INTEGRATED DNA  
TECHNOLOGIES, INC.**

"I moved back to Iowa from California. Being so far away from Iowa, my only resource was the internet. **SmartCareerMove.com** was incredibly useful in making the right move. It was because of this Web site I was able to land the job I currently hold. I am grateful to have found a position I enjoy so much in one of Iowa's many technology-intensive companies."



# BRINGING BACK IOWA'S ALUMNI

The Consortium conducts direct mail campaigns to more than 215,000 out-of-state alumni of Iowa colleges and universities who have graduated since 1975. As a result of these mailings, 14,000 people have requested additional information about Iowa employment opportunities.

Personal contact is also a key marketing tool with this important alumni audience. Iowa Governor Tom Vilsack and Consortium members have hosted a series of alumni receptions in major cities with large concentrations of former Iowans—New York City, Los Angeles, San Diego, Chicago, Phoenix, Washington D.C. and San Francisco.

Attendance at these events has ranged from 350 to 1,000-plus alumni who have come to learn about Iowa opportunities. News coverage by national and in-state media has spotlighted Iowa's recruiting efforts. And following each reception, traffic to the Consortium's Web site typically jumps—sometimes by as much as 48 percent! Viewed as a long-term strategy, these receptions have also generated quick results.

## KEEPING OUR BRIGHTEST STUDENTS HOME

To encourage current college students to remain in Iowa, the Consortium participates in several in-state and regional career fairs. This has brought increased student traffic to [www.SmartCareerMove.com](http://www.SmartCareerMove.com), resulting in direct access to thousands of qualified students—Iowa and out-of-state.

The Consortium also sponsors "Spring Break in Iowa," offering college students a weeklong, project-based work experience with an Iowa company. Member employers have the opportunity to build relationships with students through this program, encouraging them to establish their careers in Iowa after graduation. Full-time internships and employment have resulted from the program.

The Consortium is a co-sponsor of the NAIA Women's Division II Basketball Tournament in Sioux City, where annually 800 women athletes, their families and thousands of fans are exposed to the advantages of living, working and playing in Iowa. Widespread media coverage of tournament events carry the message to a national audience.

# TARGETING SKILLED WORKERS

The Consortium participates in a variety of events that attract a high concentration of out-of-state workers with skills sought by Iowa employers.

For example, each July the Consortium capitalizes on the beauty of Iowa's countryside and hospitality of its communities to sponsor a number of events during RAGBRAI, The Des Moines Register's Great Bicycle Ride Across Iowa. Thousands of out-of-state bicyclists—many of them highly skilled professionals—are encouraged to consider Iowa's abundant career opportunities.

In recruiting the best and brightest professionals, the Consortium makes a concerted effort to promote multiculturalism in Iowa. These recruitment efforts include attendance by Consortium members at national career fairs sponsored by the National Society of Hispanic Professional Engineers, National Black Data Processors and the National Black MBA Association to name just a few.

The Consortium also supports community multicultural professional networking sessions and the development of community multicultural resource guides in an effort to retain our workforce.

*Christine Headington-Hall*  
Corporate Recruitment and  
Strategic Staffing Manager  
**PELLA CORPORATION**

"Pella Corporation is pleased with the results achieved through our participation in the Consortium. The focus on enhancing diversity opportunities aligns with our objectives, and Pella has realized great success hiring candidates from national diversity career fairs, alumni receptions and events coordinated by the Consortium. The marketing creativity of the HRRC has allowed us to expand our reach and enhanced our ability to attract excellent candidates."

# KEEPING IN TOUCH WITH INTERESTED PROSPECTS

The Consortium maintains ongoing communications with a database of more than 14,000 individuals who have expressed interest in moving to Iowa. Vehicles for reaching this audience include SmartNews, the Consortium's career newsletter, published quarterly and direct mailings from Consortium member organizations.

## IT'S WORKING!

The Human Resource Recruitment Consortium's integrated marketing initiative is producing positive results for Iowa employers:

- Member companies are reporting that an increased number of qualified, skilled workers are communicating with them as a direct result of Consortium marketing efforts, including the Web site. This program reaches a unique pool of passive job seekers—former Iowans who want to return for the right opportunity—who are not able to be sourced through traditional methods.
- Although it is challenging to document exact statewide numbers, more than 2,000 individuals and families have relocated to and/or taken positions in Iowa after hearing Consortium messages, and that number grows each month.
- National, regional and in-state media coverage has generated millions of exposures to the Iowa story—in Business Week, USA Today, Los Angeles Times, San Diego Union Tribune, Chicago Sun-Times, Kiplinger's, and on CNN and major-market TV stations.



# MEMBERSHIP HAS ITS ADVANTAGES

Your company or community organization is invited to join the Iowa Human Resource Recruitment Consortium and share in our success. There are several ways to participate in the Consortium. Membership is available at Platinum (\$10,000) and Gold (\$5,000) Business Levels and Community Level (\$2,000). Basic membership benefits include:

- Opportunity to network with other Iowa employers and community representatives
- Sponsorship recognition in Consortium marketing programs and recruitment materials
- Unlimited qualified job listings on **www.SmartCareerMove.com**
- Detailed weekly Web site tracking reports for posted jobs
- Access to the Consortium's résumé bank
- Opportunities to participate in on-site recruitment events
- Involvement in planning the Consortium's marketing programs

(Note: Businesses posting qualified jobs on Iowa Workforce Development's, [www.iowaJobs.org](http://www.iowaJobs.org), will automatically be imported into the Consortium's Web site. Businesses with 50 or fewer employees can post Iowa jobs on the Consortium's Web site at no charge through a sponsorship provided by MidAmerican Energy.)

For information about the Iowa Human Resource Recruitment Consortium,  
please call **800.245.IOWA** or **515.242.4740**.  
Or email **SmartCareerMove@IowaLifeChanging.com**.

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# IOWA HUMAN RESOURCE RECRUITMENT CONSORTIUM MEMBERS

## PLATINUM LEVEL

AEGON Insurance Group/Life Investors  
Alliant Energy  
Allied Insurance/A Nationwide Company  
Nationwide Agribusiness  
HNI Corporation  
The Integer Group  
Integrated DNA Technologies, Inc.  
John Deere  
MidAmerican Energy Company  
Pella Corporation  
Pioneer, A DuPont Company  
Principal Financial Group  
Rockwell Collins  
Wells Fargo & Company

## GOLD LEVEL

ACT, Inc.  
American Republic Insurance Company  
AmerUs Life  
Iowa Area Development Group  
Iowa Telecom  
Maytag Corporation  
Meredith Corporation  
NCS Pearson  
Quaker Foods & Beverages  
Sauer-Danfoss  
State Farm Insurance  
Vermeer Manufacturing  
Wellmark Blue Cross and Blue Shield of Iowa

## COMMUNITY LEVEL

Ames Chamber and Development Commission  
Charles City Area Chamber of Commerce  
Clear Lake/Mason City Economic Development  
Corporations  
Council Bluffs Chamber of Commerce  
Greater Cedar Valley Alliance  
Greater Des Moines Partnership  
Greater Dubuque Development Corporation  
Indian Hills Regional Development  
Iowa Great Lakes Corridor of Opportunity  
Marshall Economic Development Impact Committee  
Muscatine Development Corporation  
NW Iowa Economic Developers  
Pottawattamie County Growth Alliance  
Quad City Development Group  
Southeast Iowa JobBank —  
Burlington/West Burlington Area  
Technology Corridor — Cedar Rapids/Iowa City  
Webster County Development

## SUPPORTING ORGANIZATIONS

Iowa Association of Business & Industry  
Iowa Association of Community College Trustees  
Iowa Association of Independent Colleges  
and Universities  
Iowa Biotechnology Association  
Iowa Business Council  
Iowa Newspaper Association  
Iowa Plastics Industry Consortium  
Iowa State University  
Printing Industry of the Midlands, Inc.  
Software & Information Technology of Iowa  
The University of Iowa  
University of Northern Iowa



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[www.SmartCareerMove.com](http://www.SmartCareerMove.com)