



# 2008

TALENT DRIVES PROSPERITY

CENTRAL ILLINOIS WORKFORCE BOARD  
STATE OF THE WORKFORCE & ANNUAL REPORT

# CENTRAL ILLINOIS WORKFORCE BOARD



**JIM ARDIS**  
Mayor, City of Peoria



**JIM FASSINO**  
Board Chair



**BASHIR ALI**  
Director, City of Peoria  
Workforce Development

## BACKGROUND

Over the next few decades, America will be faced with monumental and unprecedented challenges that will determine the future and prosperity of our society. Among these challenges will be our ability to compete and prosper in the new economy. This new economy will be driven by the increasing pace of technology and innovation which will be impacted by the quantity, quality and economic alignment of the available human talent.

To meet this challenge, the Central Illinois Workforce Board has taken a leadership role focusing on the region's education, economic and community needs and providing the necessary programs and services to help prepare Central Illinois to meet the challenges of the global knowledge and innovation economy. The Central Illinois Workforce Board has conducted research initiatives such as the 21st Century Workforce: Central Illinois, Talent Force 21 and the State of the Workforce reports to identify the workforce and education issues facing our region, and community stakeholders have worked together to identify workable solutions. These research initiatives and community collaborations have been a catalyst for raising public awareness about workforce development.

The City of Peoria, together with Peoria, Marshall, Stark and Woodford counties, established the Central Illinois Workforce Board to create a model workforce development system of public and private sector organizations, to address the workforce needs of businesses and individuals. The Board is composed of leaders representing business, labor, education, economic development, community-based organizations and one-stop partners. The Central Illinois Workforce Board has received state and national recognition for its groundbreaking efforts to redefine the nature of workforce development at the local level.

As we continue to move forward in this rapidly changing economy, we understand that a community's competitive strengths in the global economy will be determined by the quality and quantity of its human talent – that is, its talent force.

## BOARD MEMBERS

- Mr. Jim Fassino, First Bank (Board Chairman)
- Ms. Raylana Anderson, Anderson Consulting
- Mr. McFarland Bragg, Peoria Citizens Committee for Economic Opportunity
- Dr. Gerald Brookhart, Peoria County Regional Office of Education
- Reverend Michael Brown, Universalist Unitarian Church
- Mr. David Chapman, UAW Local 974
- Dr. John Erwin, Illinois Central College
- Dr. Cynthia Fischer, Peoria Public Schools
- Dr. John (Jack) Gilligan, Fayette Companies
- Mr. Christopher Glynn, Caterpillar Inc.
- Ms. Hope Glasgow, Illinois Department of Employment Security
- Mr. Kyle Ham, Heartland Partnership
- Mr. Craig Hullinger, City of Peoria, Economic Development
- Ms. Carolyn Jackson, ADM
- Mr. Gabriel Jaja, New Horizons Computer Learning Centers
- Mr. Roger Mohn, Jubilee Foods
- Ms. Mary Phelan, Illinois Migrant Council
- Mr. Merle Rocke, EcoThermics Corporation
- Ms. Carol Randall, Illinois Department of Human Services - TANF
- Mr. Denny Rewerts, Stark County Economic Development
- Ms. Nancy Saville, NANS Jobs A to Z
- Mr. Bob Saville, Machinery Acoustics
- Ms. Caroline Schertz, Green Acres Herb Farm
- Mr. Dan Silverthorn, West Central Illinois Building & Construction Trades
- Mr. Rich St. John, Stark County Communications
- Mr. Rick Travis, Advanced Technology Services
- Ms. Joanne Thomas, Central Illinois Agency on Aging, Inc.
- Ms. Lizette Tripur, Department of Human Services Office of Rehabilitative Services
- Ms. Alicia Washington, Deca Properties
- Ms. Cathy Worlow, Supply Chain Services International

## EX OFFICIO MEMBERS

- Ms. Ginger Johnson, TRICON
- Ms. Carol Leach, P.E.R.F.E.C.T
- Mr. James Polk, Illinois Central College
- Mr. Scott Petty, Department of Commerce and Economic Opportunity

# HIGHLIGHTS & ACCOMPLISHMENTS

- Met or exceeded all 17 U.S. Department of Labor “Performance Standards” for the Workforce Investment Act (WIA) Program Year ending June 30, 2008 and, as a result, qualified for WIA “Incentive Awards” for outstanding program performance.
- The City of Peoria Workforce Development enrolled more than 600 individuals in the U.S. Department of Labor training programs with a 76 percent entered employment rate and a 90 percent employment retention rate. Average annual wages per placement was \$34,000 for Dislocated Worker; \$21,000 for Adult and \$11,000 for Youth.
- Provided career resources to 26,801 individuals, including job search assistance, job referrals, career transition, resume assistance, career workshops and program orientations.
- Assisted 4,447 individuals find employment through the workforce system.
- Over the past five years, the Rapid Response and Trade Adjustment Assistance (TAA) team from Workforce Network provided career transition, including training to over 3,000 individuals who have been laid off from 35 different organizations due to downsizing or closure.
- Provided services to more than 500 local employers, including labor market information, career fairs, internet-based job postings, employee recruitment/screening, employee referrals, career transition and customized services.
- Launched JobFit, a web-based assessment in 2007. Since then, worked with 313 local employers, completed 18 job patterns measuring job related skills and assessed 3,902 job seekers to help match the right person to the right job.
- Implemented the web-based OpinionMeter customer satisfaction survey system to measure point-of-service satisfaction for 26,801 customers that utilize the Career Resource Centers.
- Enhanced partnership with Peoria Public School District 150 and Community Builders to continue the success of the Workforce Network Satellite Resource Center at Manual High School, providing services to 6,457 customers.
- Received a \$2 million Department of Labor grant to provide training for healthcare occupations and provide capacity building for Illinois Central College and Heartland Community College.
- Received a Grand Victoria Foundation grant to implement the Pathways to Successful Health Care Careers providing training to over 120 health care workers leading to career advancement.
- Partnered with Peoria Public Schools District 150 to coordinate Manual Talent Development High School Career Academy by involving community stakeholders and the business community.
- Sponsored the 2007 Workforce Forum, educating over 300 community leaders about the workforce challenges and opportunities of the global economy.

# SUCCESS STORIES 2008

## **SHEREE GHENT**

Sheree Ghent came to the Workforce Network after she had been laid off. After two years of training and a few personal struggles, Sheree completed training.



She is now gainfully employed in the Acute Pediatric Unit, at OSF St. Francis. Jessica happily reports, "I love my career and I am grateful to the Workforce Network and staff for their support."

Sheree graduated from the Methodist College of Nursing and is working at the Methodist Medical Center as a Patient Care Technician. She indicates, "I am so pleased that I have been able to realize my purpose in life. I am thankful for the help I have received from the Workforce Network."

## **MELVIN CARTER**

In February 2007, Melvin Carter was laid off from Case New Holland in Goodfield, Illinois.



Melvin learned about the training opportunities offered through Workforce Network and decided to enroll in training at Illinois Welding School.

## **DONALD KEVIN MARSHALL**

Donald Kevin Marshall was referred to Workforce Network by the Peoria Rescue Mission, where he lived at the time. At the Career Resource Center, Donald received career services including updating his resume; outlining his career plan; and identifying local employers looking for qualified candidates.

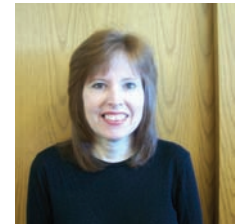


Melvin graduated and is currently working at Allied Welding, Inc. as a Welder. Melvin says, "I am thankful and appreciative of the support I received from Workforce Network."

Donald is now employed full-time in food service at Methodist Medical Center. Donald says, "I am happy to have had the assistance offered through Workforce Network and I am happy to be working every day in a field that I have always admired."

## **MARY JO STRADER**

Mary Jo Strader came to Workforce Network after she had been laid off from National City Corporation. After nearly a year of being unemployed, Mary Jo decided to pursue a different career.



Mary Jo graduated from the Methodist College of Nursing, and was immediately hired by Methodist Medical Center as a Registered Nurse. Mary Jo is pleased to tell everyone, "I have realized my dreams of becoming a nurse with the assistance of Workforce Network and I am very grateful for everything."

## **JESSICA COX**

Jessica graduated from high school and was undecided about what she wanted to do. At 21 years old, Jessica was a single-parent with a 2 year-old daughter. After many delays and life struggles, Jessica realized her career goal and graduated from OSF School of Nursing.



## AMY MINNIX

Amy had been accepted into the Registered Nursing (RN) program at ICC, however she lacked the funds needed to continue her education. As a single-parent and head of her household she had to work full-time and attend school part-time.



Amy wanted a scholarship because her mother had a congestive heart condition and her RN skills would enable her to help her mother with her medical needs. During the third semester of her clinicals her mother passed away. Amy was not sure she would be able to continue her training.

With the support of family, friends, teachers and her case manager, Amy graduated from Illinois Central College and is currently employed at Methodist Medical Center. Amy says, "Even though my mother was not able to see me walk across the stage to get my diploma, I know she is extremely proud of my accomplishments."

## CYNTHIA ALLEN

In September 2004, Cynthia Allen was laid off from Mitsubishi and was referred to Workforce Network. Cynthia worked hard and maintained high grades while juggling school and work with her responsibilities at home as a single-parent.



Cynthia successfully graduated in December 2007 with a nursing degree and is working in the Emergency Department at Methodist Medical Center. Cynthia says, "I am grateful and blessed for the opportunities provided through the Workforce Network."

## BUSINESS LEADERSHIP AWARD



Excel Foundry & Machine has been a recognized leader in the manufacturing industry.

The leadership at Excel Foundry has always preferred to hire the right person for the job, regardless of the applicant's knowledge of the hard skills. To successfully accomplish this, each new employee attends training in a career pathway. At the end of training, graduates are ready to begin their career, earning an average wage of \$16 per hour. Since 2006, 30 workers have graduated from the incumbent worker training program. Steve says, "Workforce Development has always been a great resource – they help us hire and train the right person for the right job."

## STAFF COLLABORATION

### Workforce Network Partners

This year there are thirty-two partners contributing to the workforce development system.

Through these partnerships, the Workforce

Network has expanded and enhanced the comprehensive career services offered at the Career Resource Centers in Peoria, Marshall, Woodford and Stark counties and Manual High School. We foster a learning community that is prepared to meet the challenges and opportunities of the global economy.



Thank you to all the partners for their commitment, time and dedication. And, a special thank you to all of the partners who have contributed additional hours in the Career Resource Center.

# BOARD COMMITTEES

## BOARD DEVELOPMENT

### Chair – Dan Silverthorn

**Mission:** To ensure and promote the development of a well-informed, representative and dynamic board.

**Accomplishments:**

- Recruited and selected board members to fill vacancies.
- Reviewed board member information to meet criteria for board recertification.
- Hosted a successful 7th Annual Central Illinois Workforce Board Meeting.

## MARKETING AND BUSINESS OUTREACH

### Chair – Raylana Anderson

**Mission:** To create a comprehensive strategic plan to increase visibility within the community; develop and strengthen business partnerships; and to inform and educate learning institutions of current and potential skill gaps in the workplace.

**Accomplishments:**

- Implemented a marketing and communications plan for Workforce Network.
- Developed and maintained 14 business partnerships that contributed over \$250,000 in in-kind services.
- Coordinated business service activities including career fairs, career connections, specialized recruitment and customized solutions.

## CONTINUOUS IMPROVEMENT

### Chair – Cathy Worlow

**Mission:** To provide a forum for system accountability and establish standards for certification, continuous improvement and customer satisfaction.

**Accomplishments:**

- Implemented Workforce Network Career Center Business Plans.
- Maintained the internet-based Agency Referral Network for tracking customer services.
- Maintained the Empowerment Workshop Series to increase participants' knowledge of Workforce Network resources.
- Enhanced the regional Career Resource Center and county satellite office.

## YOUTH COUNCIL

### Chair – Carol Leach

**Mission:** To ensure coordination of local workforce development programs to eliminate duplication and expand youth education and employment opportunities.

**Accomplishments:**

- Coordinated youth workshops to provide information on programs available to youth.
- Continued to work with Peoria Public Schools to maintain and enhance the Full Service Community Schools.
- Sponsored the Tri-County Urban League and the Children's Home program to provide skills to youths.

## WORKFORCE NETWORK

### Chair – McFarland Bragg

**Mission:** To expand access to workforce development programs in Central Illinois and recommend policies necessary to establish and develop the local one-stop delivery system.

**Accomplishments:**

- Completed the One-Stop Center cost allocation and resource sharing plan.
- Continued to provide leadership to develop the local One-Stop System.
- Submitted grant applications for additional funding to support Workforce Network initiatives.

## TALENT FORCE 21

### Co-Chairs – Dr. Jack Gilligan and Dr. Cynthia Fischer

**Mission:** To have the best talent force that distinguishes Central Illinois as the ideal place to live and work in the 21st century knowledge and innovation economy.

**Accomplishments:**

- Convened community leaders together to assist District 150 with the development of the career academies at Manual Talent Development High School.
- Worked with business leaders to generate support for education reform efforts.
- Received the Great Lakes Employment and Training Association's regional Innovative Partnerships Award.

## 2008 STATE OF THE WORKFORCE REPORT

The Talent Force 21: 2008 State of the Workforce Report represents the key issues emerging from an analysis of the Central Illinois (Marshall, Peoria, Stark, Tazewell and Woodford counties) workforce. The report focuses on the quality of the workforce, quantity of the workforce, economic alignment of the workforce and 21st century workforce. Data has been gathered through employer surveys, regional community groups, the census, and national, state and local databases. The report is descriptive and attempts to present a clear picture of the current status of the issues that are central to understanding important workforce and workplace issues. The report offers some analysis of challenges, regional strengths and opportunities as well as avenues to pursue for continued advancement and increased economic progress. Together, this compilation of information tells the story of Central Illinois' State of the Workforce.

### CENTRAL ILLINOIS

For the purpose of this report, Central Illinois is the Peoria Metropolitan Statistical Area (MSA), which includes the counties of Marshall, Peoria, Stark, Tazewell and Woodford.

Central Illinois is located midway between Chicago and St. Louis. One million people live within a 60-mile radius of Central Illinois. The Peoria MSA has a population of 371,206 (2007- U.S. Census) which ranks 133rd in the nation. The July 2008 civilian labor force included 209,400 individuals of which 196,838 were employed. From July 2007 to July 2008, the following industries saw an increase in employment: Manufacturing (3.3%), Educational and Health Services (1%), Government (.5%), and Professional and Business Services (.1%). The Information (-.5%) and Financial Activities (-.5%) industries had a decrease in employment while Leisure and Hospitality, Natural Resources, Mining and Construction, Trade, Transportation and Utilities, and Other Services had no measurable growth or decrease in employment.

According to the Bureau of Economic Analysis, the per capita personal income (PCPI) in 2006 was \$35,887 reflecting a 7% increase from 2005 compared to a 5.6% increase in PCPI over the same period for the nation. The region's PCPI ranked 89th in the U.S. and was 98% of the national average, \$36,714.

The Central Illinois region can anticipate an ongoing expansion for workforce opportunities in health care, engineering, small business, advanced manufacturing and service industries such as hospitality and retail sales. New, emerging sectors include logistics and technology commercialization.

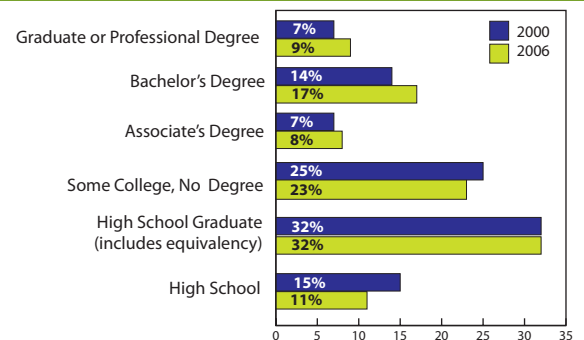


The U.S. economy is experiencing a profound structural change. This change is the result of two primary forces, technology and global competition, that began decades ago and are likely to prove challenging for the nation as it continues to enhance its economic prosperity. A major implication of this change is the continuing demand for a more skilled, educated and adaptable workforce.

It doesn't take long for skills and knowledge to get outdated. Technological advances make it difficult for workers to keep up with what's going on. In today's world, individuals that do not take personal responsibility for their continuing education will end up without the knowledge needed to protect their careers. In fact, some careers don't even get a chance to change, they just disappear. Retooling ourselves and becoming perpetual students is the only way to remain competitive in the job market. **Making Central Illinois a Learning Community** is one of the Talent Force 21 challenges that the region recognizes as critical to maintaining economic prosperity. As a learning community, Central Illinois is promoting and encouraging all to invest in their own growth and development.

A learning community has a high and rising level of education among its working adults. In this 21st century knowledge-based economy, a well-educated workforce is a community's first and best asset for economic development and further workforce development. The number of workers receiving degrees gives an important gauge of whether or not our workforce has the skills and education to meet employers' needs. Over the past five years, in the Peoria MSA, advanced educational attainment percentages have increased.

PEORIA MSA PERCENT OF POPULATION BY EDUCATIONAL ATTAINMENT (POPULATION OVER THE AGE OF 25)



Source: U.S. Census Bureau, 2000 Census; American Community Service, 2006

The community has also been working together on **Improving the Educational Outcomes of K-12 Education** and **Reducing Dropout Rates and Raising Graduation Rates**. Schools in the area have been focusing on redefining teaching and learning. Major changes within an organization, whether it is in the private or public sector, require a rethinking of how the organization does its job. This often results in a change in the organization's culture.

Nothing in a school affects student performance more than superior teaching. Peoria Public Schools District 150 has invested in the 21 Keys program provided through The Pacific Institute (TPI). Major global organizations, including over half of the Fortune 500 companies, have used TPI to assist with making organizational changes.

In a learning community, there is no one place to learn. The University of Illinois College of Medicine at Peoria provided opportunities for high school students to learn about medicine and science. Medical students teach classes held in the evenings at the College to the participating students. This hands-on program provides students with opportunities to learn how to put a cast on, stitch a wound and read X-rays, among other skills.



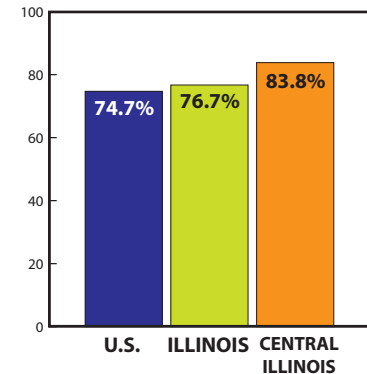
Workforce Network Youth Program

# CENTRAL ILLINOIS WORKFORCE QUALITY

According to the Editorial Projects in Education (EPE) Research Center, nearly 1.23 million members of the nation's public school class of 2008 will fail to graduate with a diploma. That amounts to a loss of 6,829 students from the U.S. graduation pipeline per day. Illinois was projected to have 41,068 students not graduate from high school in 2008 out of 176,606 ninth graders that enrolled in 2004. According to the EPE Research Center, 16.2% of the ninth graders that enrolled in 2004 in Peoria MSA high schools did not graduate in 2008.

Talent Force 21 addresses this challenge by working with education and business to **Ensure the Proper Mix of Educational, Training and Support Services is Available to All Members in the Community.**

2004-2005 HIGH SCHOOL GRADUATION RATES (Based on the number of high school freshman that began high school in 2001)



Source: EPE Research Center; Cumulative Promotion Method and Data from the US Department of Education, 2008



Construction Work-Based Learning

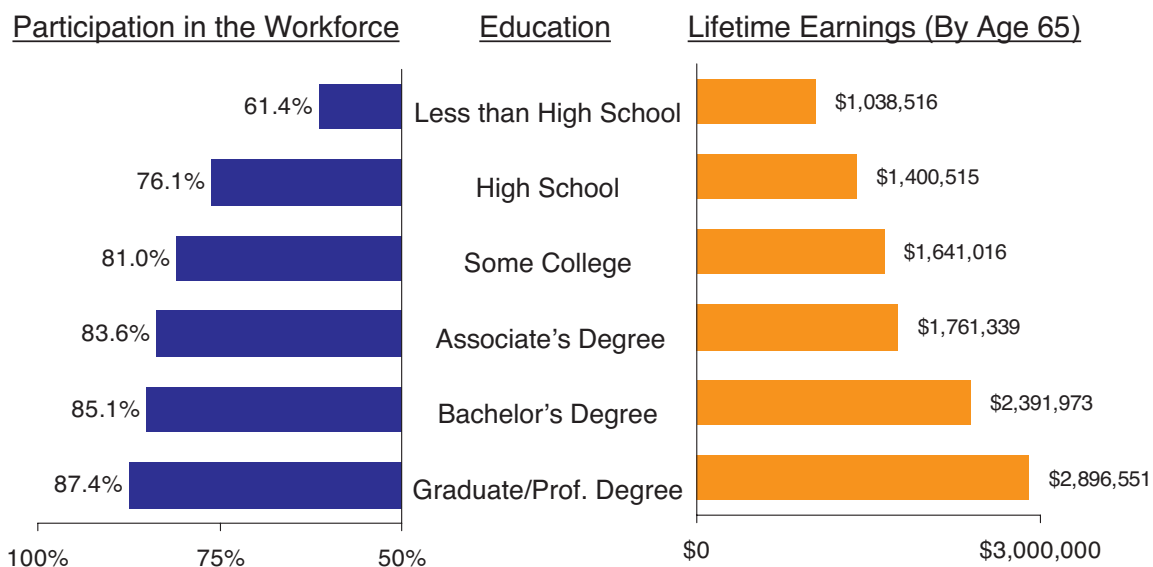
During the 2007-08 academic school year, the Peoria MSA had 12,466 high school students enrolled in Career and Technical Education classes. Many of these students participated in work-based learning (WBL) programs such as Project Lead the Way (PLTW) which provides hands-on learning in the field of engineering and the Construction Industry program which provides classroom instruction at local apprenticeship schools; OSHA 10 hour certification; and an internship with a contractor. These programs provide youth with a variety of learning experiences outside of the classroom.



Workforce Network at Manual High School

In addition, over 300 community members participated in basic computer classes including Word and Excel through Workforce Network at Manual High School. Since technology training is essential in today's workplace, these classes assist new job seekers as well as incumbent workers to move into higher wage careers.

## HOW DOES EDUCATION PAY OFF?



Source: Adult Learning in Focus: National and State-by-State Data Highlights From the Report, CAEL and NCHMES, 2008

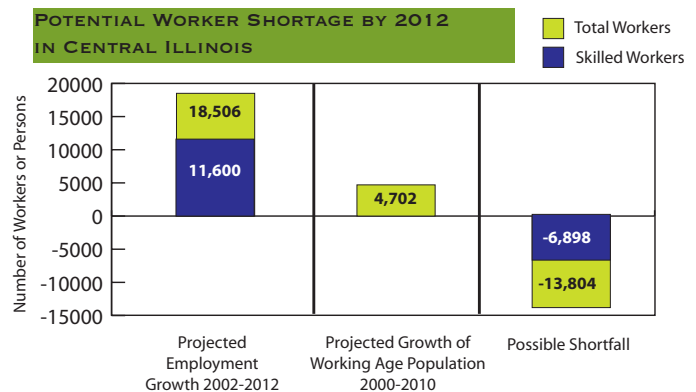
# CENTRAL ILLINOIS WORKFORCE QUANTITY

**Recruitment and Retention of a Skilled Workforce** continues to be a focus of the Talent Force 21 initiative. Predictions by the U.S. Bureau of Labor Statistics indicate that during the next five years, 40% of the skilled labor force will retire. Although the number of individuals 55 and older will increase 73% by 2020, the number of younger workers will grow only 5% (U.S. Census Bureau). This is creating a new workforce challenge where jobs are being created faster than they can be filled.

Another factor impacting workforce development is the ever-growing relationship between one's level of education and training and one's ability to meaningfully participate in the U.S. and world economy. According to some analysts, a high school dropout could perform as many as 65% of the jobs a generation ago. Now, depending on the survey, that figure has dropped to around 9-11% and continues to decrease.

The U.S. Bureau of Labor Statistics states that a serious lack of skilled workers began in 2005. The lack of skilled workers is expected to grow to 5.3 million by 2010 and to 14 million by 2015.

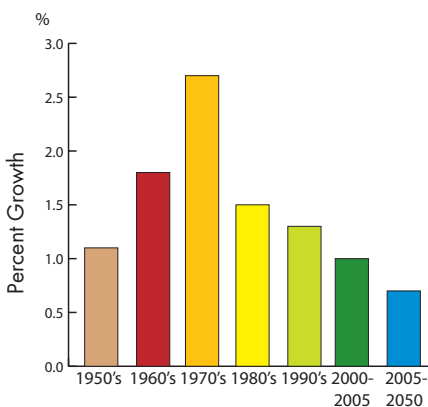
Central Illinois will not escape a potential skilled worker shortage. The total projected growth for skilled workers between the years 2002-2012 is 11,600. According to the Department of Commerce and Economic Opportunity (DCEO), the 2000-2010 projected workforce growth (16 – 64 year-olds) is 4,702. Assuming all of these workers are skilled workers, the region is still facing a potential skilled worker shortage of over 6,800 individuals by 2012.



Source: IDES, DCEO

The old paradigm of the linear life progression, learn-earn-retire, is the exception rather than the rule. Even if one stays in the same occupation, skill requirements are likely to change so rapidly as to render today's skills obsolete in the near future. Jobs that once took many people to do can now be accomplished by one multi-tasking machine operated by one skilled worker or a computer program developed in any of an array of countries. In addition, 75% of the current American workforce will need to be re-trained merely to keep their current jobs.

## ANNUAL RATES OF LABOR FORCE GROWTH, 1950-2050



Source: U.S. Department of Labor, 2007

The relatively fast growth of the population above retirement age combined with slower growth of younger cohorts is expected to be a severe constraint on labor force growth. This slowing will extend an already well-established trend reflecting the aging baby boomer generation. Growth peaked in the 1970's with the entry of the baby boomer population into the labor force with gains averaging 2.6%. Growth dropped back below 2.0% during the following two decades and fell further to 0.9% in 2000-2005. Between 2005 and 2050, labor growth is projected to slow further averaging 0.6%.

# CENTRAL ILLINOIS WORKFORCE QUANTITY

Talent Force 21's challenge to **Reduce Barriers to Workforce Participation** is not unique to this region. Given the factors previously mentioned, it will be necessary to prepare higher percentages of special populations (currently underrepresented in the workforce) for jobs. These include those with disabilities, ex-offenders, recent immigrants and displaced homemakers, among others. Better integrating such groups into the workforce is not only the humane thing to do, it is imperative in the face of boomer retirements, declining birthrates and the strength in emerging economies that keeps many potential high-skilled migrants from moving to the U.S. An example of this evolving demographic change is the decrease in the percentage of graduates from the Indian Institute of Technology pursuing careers abroad. In 2008, 84% of the graduates chose to pursue careers at home while in 2001, only 65% chose to begin their career in India.

INDIVIDUALS (AGES 18 TO 64) THAT ARE NOT WORKING BUT ARE ACTIVELY LOOKING FOR WORK, BY AGE CATEGORIES AND DISABILITY STATUS

	Percentage (%)	
	Disability	No Disability
Ages 18 to 24	19.7%	31.2%
Ages 25 to 34	19.1%	24.6%
Ages 35 to 44	22.8%	20.4%
Ages 45 to 54	24.7%	16.3%
Ages 55 to 64	13.6%	7.5%
TOTAL	100.0%	100.0%

Source: U.S. Census Bureau, American Community Survey, 2005

As the baby boomers enter retirement, it is likely that all sources of labor will be in higher demand, including people with disabilities. About 38% of men and women with a disability are employed in the U.S. compared with 76.9% of people who do not have a disability. In 2005, data revealed that the proportion of people over 35 that were not working but actively looking for work was greater among persons with disabilities than among persons without disabilities.

The Peoria MSA has many options for those with barriers to employment that want to begin a career as well as advancing in their career.

- The Southside Mission offers a Culinary Training program for anyone who is committed to attending class five days a week for 12 consecutive weeks. Participants have gone on to become breakfast chefs at regional hotels and working for dining services companies.
- Through the Workforce Development Department, low wage workers can qualify for a grant from the Grand Victoria Foundation that provides opportunities for high-wage health care careers. Over the past four years, 132 individuals have been awarded scholarships and 59 have completed training including 21 individuals that received their RN licensure. Over 60% of the participants graduated with a 3.00 GPA or higher. In 2009, a similar program will begin for the manufacturing industry.
- The Central Illinois Community Re-Entry Group (CREG) brings together public and private sector leaders who are committed to the reduction of the recidivism rate in Central Illinois. The CREG offers former ex-offenders assistance to overcome barriers associated with incarceration and become productive members of our community. Over the past year, following re-entry employer services, 148 ex-offender participants have entered employment.



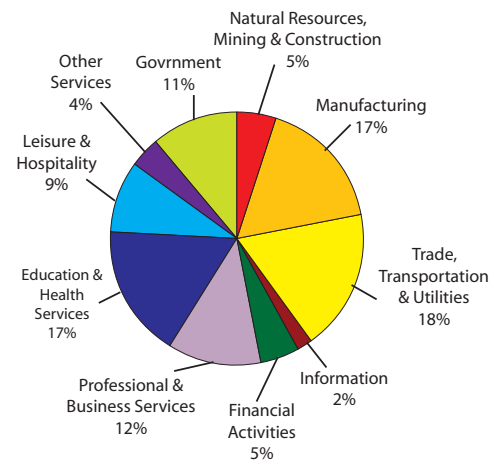
Grand Victoria Nursing Program

The U.S. Bureau of Labor Statistics (BLS) projects that the U.S. economy will add 16.5 million new jobs from 2006-2016. But those jobs won't be evenly split across regions or industries. Thanks to new technology, anyone with a laptop or PDA can connect to the world and the workplace via the Internet. As a result, some interesting choices will be made as to where to live and work. Virtual workforces will become a norm in many industries.

Many new occupations will begin to emerge in the 21st century. According to *The Futurist*, occupations predicted to emerge in the 21st century include a variety of specialists in the following fields, computer and digital forensics, strategic intelligence, nanotechnology and sustainable business.

As the region develops its workforce development strategy, it is important to **Align Our Human Capital to the Current and Emerging Economy**. Although our economy will support numerous scientists, engineers and physicians, devoting our attention to only producing high-skilled scientific and technology workers will not meet the needs of the Peoria MSA business community.

## PEORIA MSA OCCUPATIONAL DISTRIBUTION JULY 2008



Source: Illinois Department of Employment Security



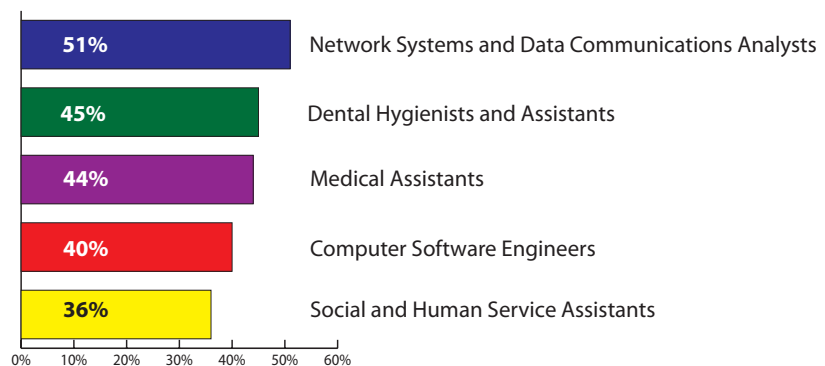
Construction Work-Based Learning

The U.S. Department of Labor projects that 85% of the jobs in the U.S. will require training beyond high school. Not all jobs will require a four-year degree. In fact, jobs that require a two-year college degree will continue to grow and increase by 40% over the next 15 years.

As world economies continue to grow, the Peoria MSA must move to develop the technologies for sustainable growth of our regional economy. Legislation and market demand have created a need for sustainable housing and high-performance commercial buildings.

With increasing mandates to conserve energy resources, the construction and building trades industry will play a critical role in assuring that the region builds high-performance buildings that meet minimum energy efficiency standards. This will require workers in these industries to enhance their skills in the design and construction of energy efficient buildings as well as retrofitting existing structures including the installation of energy efficient devices.

## PEORIA MSA FASTEST GROWING OCCUPATIONS 2004-2014



Projected Employment Growth (percent change)

Source: Illinois Department of Employment Security

# CENTRAL ILLINOIS 21ST CENTURY WORKFORCE

A major advantage that the U.S. has had over other nations is its unusual level of inventiveness and entrepreneurship. Partly this has been due to an open, flexible economy tolerant of class traditions. But mainly it has been due to a population in a position to take calculated risks and seek new ways of doing things. According to the Council on Competitiveness, "innovation is arguably the most important area of economic performance for the long-term prosperity of the country."



Peoria Next Innovation Center

Innovation – the invention and adoption of new products and practices is the key to increasing productivity in every industry whether high or low technology. Higher productivity from innovation leads directly to job and wage growth thus raising the standard of living. Understanding that the 21st century economy will be one of innovation, the Peoria region houses the Peoria NEXT Innovation Center which provides a place for entrepreneurs and technologists to commercialize innovative ideas into successful free standing businesses. Currently, six technology companies reside at the Innovation Center.

EXCElerate, a five-year growth initiative, spearheaded by the Heartland Partnership and private enterprise, is designed to help the Peoria region become even more competitive. Launched in June 2008, EXCElerate's ambitious goals include creating 2,600 new primary jobs resulting in more than 4,000 total new jobs; increasing area payrolls by more than \$200 million; generating \$1 billion in new capital investment; and increasing sales tax revenues in the area by \$485 million.



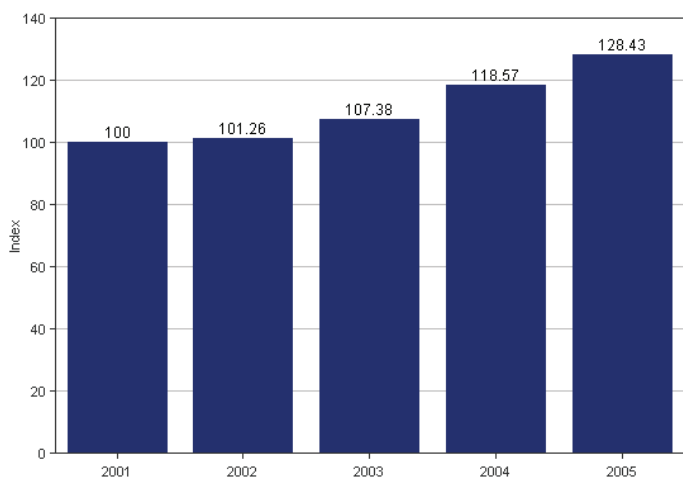
Project Lead the Way

In order to ensure that **Central Illinois' 21st Century Workforce** is prepared to fill these newly created jobs, proficiency in 21st century skills is paramount. These skills go beyond reading, mathematics and science. Skills include: creativity; solving complex open-ended problems; entrepreneurial thinking; communicating and collaborating with

teams of people across cultural, geographic and language barriers; and making innovative use of knowledge, information and opportunities.

According to Thomas Friedman, "Your ability to act on your imagination is going to be so decisive in driving your future and the standard of living in the country. So the school, the state, the country that empowers, nurtures, enables imagination among its students and citizens, that's who's going to be the winner."

PEORIA MSA GDP (MILLIONS OF CURRENT DOLLARS): TOTAL GROSS DOMESTIC PRODUCT BY METROPOLITAN AREA (2001=100)



Source: U.S. Bureau of Economic Analysis

***Education is an important asset for individuals, for employers, for our state economies and for our future.*** High-wage, high-growth occupations require higher levels of education. In 1950, 80% of jobs were classified as “unskilled”, while today an estimated 85% of jobs are classified as “skilled” – requiring training beyond high school (Council on Competitiveness, 2007). Educational assessments need to go beyond reading, math and science and not just for an elite few. Everyone needs 21st century skills such as critical thinking that will increase their employability. The challenges individuals will face in the workplace do not come in multiple-choice format and often do not have one “right” answer. The K-16 educational system must continue to evolve and reinvent itself. The traditional way of teaching and learning is becoming obsolete due to technological advances and the skills necessary for youth to compete in a global economy which operates 24/7. The community must continue to support innovative changes in the local education system in order to assure that our future workforce is the best educated and prepared in the world.

***Jobs that are expected to support the Central Illinois economy in the coming years will depend on a skilled workforce that is able to learn and adapt quickly to new challenges.*** Technological changes and globalization have increased the demand for higher-level skills, such as complex problem solving, creative thinking and innovative use of knowledge and information to create new services, products and processes. Workers will need to learn new skills to be able to compete in the 21st century economy. Retooling human capital will be essential to economic vitality in the region. In addition, the ability to think creatively is highly associated with job creation (Pink, Daniel, *A Whole New Mind: Why Right-Brainers Will Rule the Future*, 2005). It is the innovative and entrepreneurial thinker and others that share the principles of acting on opportunities and embracing risk and responsibility that will create jobs for themselves. The region’s economic future will be dependent on its workforces’ capacity to continue to develop new breakthrough products and services that will drive growth, create new jobs and increase living standards for all.

***Economic success in Central Illinois will be based on the effective use of intangible assets such as its knowledge, skills and creative potential of its labor force.*** Recruitment and retention of an innovative, skilled workforce will be essential. Employers from all over the world will be looking for the most competent and creative individuals and will be willing to pay them top dollar for their services. This will not just be true for top executives and managers, but up and down the span of the workforce. In Central Illinois, the recruitment options will be limited due to declining numbers in both the skilled and unskilled labor pool. Recruiters will have to look at the nontraditional labor pool to increase worker participation rates. This will include those with disabilities, immigrants and retired individuals. Employee retention will be critical. Organizations will need to be creative in developing work/life balance incentives in order to retain their workforce. Productivity, growth and maintaining the competitive edge will depend on the skill sets of an organization’s most important asset – its workforce.

***“What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others.”***

Pericles

# PARTNERS AND ACKNOWLEDGEMENTS

## YOUTH COUNCIL MEMBERS

- Carol Leach, P.E.R.F.E.C.T (Chair)
- Dorothy Anello, Center for Independent Living
- Marcia Bolden, ICC – Upward Bound
- Wayne Cannon, Parent
- Shirley Dresden, Common Place
- Pete Fandel, University of Illinois
- Leigh Bowen, Peoria Public Schools District 150
- Lee Ann Hohstadt, Children’s Home
- Jeff Nelson, Regional Office of Education
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- Children’s Home
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- Department of Corrections
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- Peoria Regional Office of Education – Adult Education
- Peoria Public Schools District 150 – Adult Education
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