

# Workforce Demands

Marshalling Talent for  
Development

# Where We've Been

- Great Places to Work
  - Employee retention and productivity
- Connecting with Schools and CFCC
- Improve existing workforce skills
- Develop and refine traditional approaches

# “Grow Your Own”, but...

- Two-fold strategy for workforce development
  - “Grow Your Own”
  - Recruit New Talent
- Recruitment overlooked
  - Focus has been on local talent
- Recruitment is selling, selling, selling
  - Community’
  - Workplace
  - Area

# Recruitment

- Traditional Approach
  - HR does it
  - Run ads
- New Approach
  - Company/Management Responsibility
  - HR coordinates

# Where are They

## ■ Live in Marion, work in

• Citrus	1,196
• Sumter	1,043
• Orange	815
• Lake	3,968
• Alachua	2,649
• Other	3,599

## ■ Work in Marion, live in

• Citrus	3,062
• Alachua	1,363
• Levy	1,144
• Sumter	797
• Lake	629
• Other	2,339

Source: 2000 Census Data

# Out Migration: 1995-2000

- From Marion to:
  - Alachua 1,669
  - Citrus 1,343
  - Duval 1,004
  - Lake 1,582
  - Orange 1,045
  - Tampa Bay 1,647

Source: 2000 Census Data

# Occupational Wages\*

## ■ Software Engineers

- Ocala \$48,500
- Jacksonville \$84,300
- Orlando \$66,400
- Gainesville \$51,600
- Tampa Bay \$64,100
- US \$70,900

## ■ Graphic Designers

- Ocala \$28,700
- Jacksonville \$39,800
- Orlando \$33,200
- Gainesville \$29,200
- Tampa Bay \$33,200
- US \$36,700

\* Median Wage

# Occupational Wages\*

## ■ Purchasing Managers

- Ocala \$46,100
- Jacksonville \$48,300
- Orlando \$53,300
- Gainesville \$53,800
- Tampa Bay \$58,900
- US \$59,900

## ■ Registered Nurses

- Ocala \$43,200
- Jacksonville \$45,200
- Orlando \$43,000
- Gainesville \$45,900
- Tampa Bay \$44,700
- US \$48,100

\* Median Wage

# Marketing-Recruiting

## ■ Market Synergies

- Orlando

Orlando-Mickey-Universal  
NBA

- Jacksonville

U.S. Navy  
NFL

- Miami

Miami  
NFL

- Tampa Bay

Tampa Bay  
NFL

# Marketing-Recruiting

- Ocala - Today
  - ???

# Marketing-Recruiting

- Ocala – Get Aggressive
  - CLM
    - Professional Recruitment staff
    - College/Specialty Recruitment Project
    - Tiered Services
      - Focusing on higher end jobs
  - Out of Area Recruitment
    - College/Speciality Recruitment
  - Regional Marketing
    - “Heart Of Florida”
      - Chamber

# Marketing-Recruiting

- Ocala – Get Aggressive
  - Workforce Florida
    - SUS connected to State job System
  - Competitive Wages
    - What is our Market?
      - CLM Business Services Research Assistant
  - Great Places to Work
    - Second effort focused externally for recruitment

# Marketing-Recruiting

- Ocala – Get Aggressive
  - Local Incentives for Targeted Talent
    - Spousal Employment Project
      - CEO Supported
    - Low interest loans
    - Waiver of first months Utilities
    - First Months Apartment rent
    - etc

# Next Steps

- Met with select HR leaders
  - Defined key areas:
    - Talent Recruitment
      - University/College
      - Out-of-Area Recruitment
    - Spousal Employment Network
    - Recruitment Incentives
    - Community Marketing
- Collaborate with OHRMA
  - Work Groups for each key area
- Talent Recruitment: University/College
  - Selected HR Consultant- Edith Gandy
  - Surveying OHRMA
    - On-site
    - Internships
    - Other connections/linkages

# Next Steps

- Gain Chamber and EDC Support
  - Presented overall concept to EDC
  - Presenting to Chamber September 9
  - Report work group recommendations to EDC, Chamber and CLM Board
- Replicate in Citrus and Levy County
  - EDC, Chamber
  - Elected officials
    - Information sent to county commissioners, legislators
  - HR Professionals
- CEO Seminar: “The War For Talent”
  - Partner with HR community of seminar series