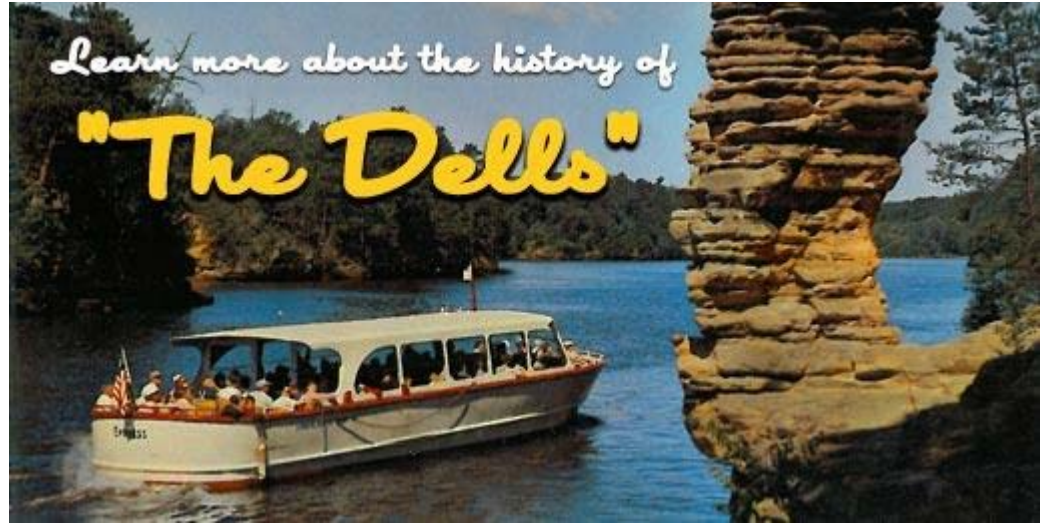




A Private non-profit Economic Development Organization

Where is Juneau County?

**Directly North of
this Place**



Juneau County is:

Rural with Approx 26,000 Population

Largest Community is Mauston - Population 4,4561

Is known for its Stainless Steel Fabrication

Is Famous for their Inventors & Entrepreneurs Club

**iLEAD their Entrepreneurial/Leadership Charter
School**

Workforce Development Initiatives:

Adult Welding Certification Program at Mauston HS w/WTC

Workforce Response Teams - Assistance to HR

Training Academy for Security Jobs w/ Sand Ridge and New Lisbon Corrections

Education of Job Posting/Talent Locating Options to Employers



WHAT IS NEWAUKEE?



ONE FOR ONE

SOCIAL ENTREPRENEURSHIP MODEL

WHY THIS MATTERS

- ▶ TALENT DRIVES ECONOMIES
- ▶ PLACES SHAPE TALENT
- ▶ TALENT + PLACE DETERMINE OPPORTUNITY

- 
- A photograph of a band performing on a rooftop at night. In the background, a city skyline is visible with several lit-up skyscrapers. The band consists of several members: a guitarist on the right, a bassist in the center, and a drummer on the left. They are all wearing casual clothing. The scene is dimly lit, with the primary light sources being the city lights and the stage equipment.
- ▶ COMPANIES
 - ▶ ORGANIZATIONS
 - ▶ MUNICIPALITIES

PROVIDE SOLUTIONS TO TALENT CHALLENGES

AROUND ATTRACTION, ENGAGEMENT & RETENTION

- ▶ PROCESSES THAT INCREASE EMPLOYEE INNOVATION
 - ▶ EXPERIENCES THAT BUILD TRUST
 - ▶ PROGRAMMING THAT CONNECTS PEOPLE TO PLACE
 - ▶ TALENT ATTRACTION TOOLS
 - ▶ ENGAGEMENT & RETENTION STRATEGIES
 - ▶ EMPLOYER BRANDING
-

SPECIFICS



IF YOU DON'T OFFER A TOP NOTCH CULTURE

SOMEONE ELSE WILL



WE REALIZED VERY EARLY ON EVERYTHING IS ABOUT

THE EXPERIENCE



CONNECTION POINT

RELATIONSHIPS



CONNECTION POINT

OPPORTUNITY

A woman with long brown hair is hanging from a thick rope, smiling. She is wearing a patterned top. The background is a wooden structure with horizontal slats, possibly a playground or a stage. The lighting is warm and slightly dim, with some lens flare effects.

CONNECTION POINT

3RD PLACE



CONNECTION POINT

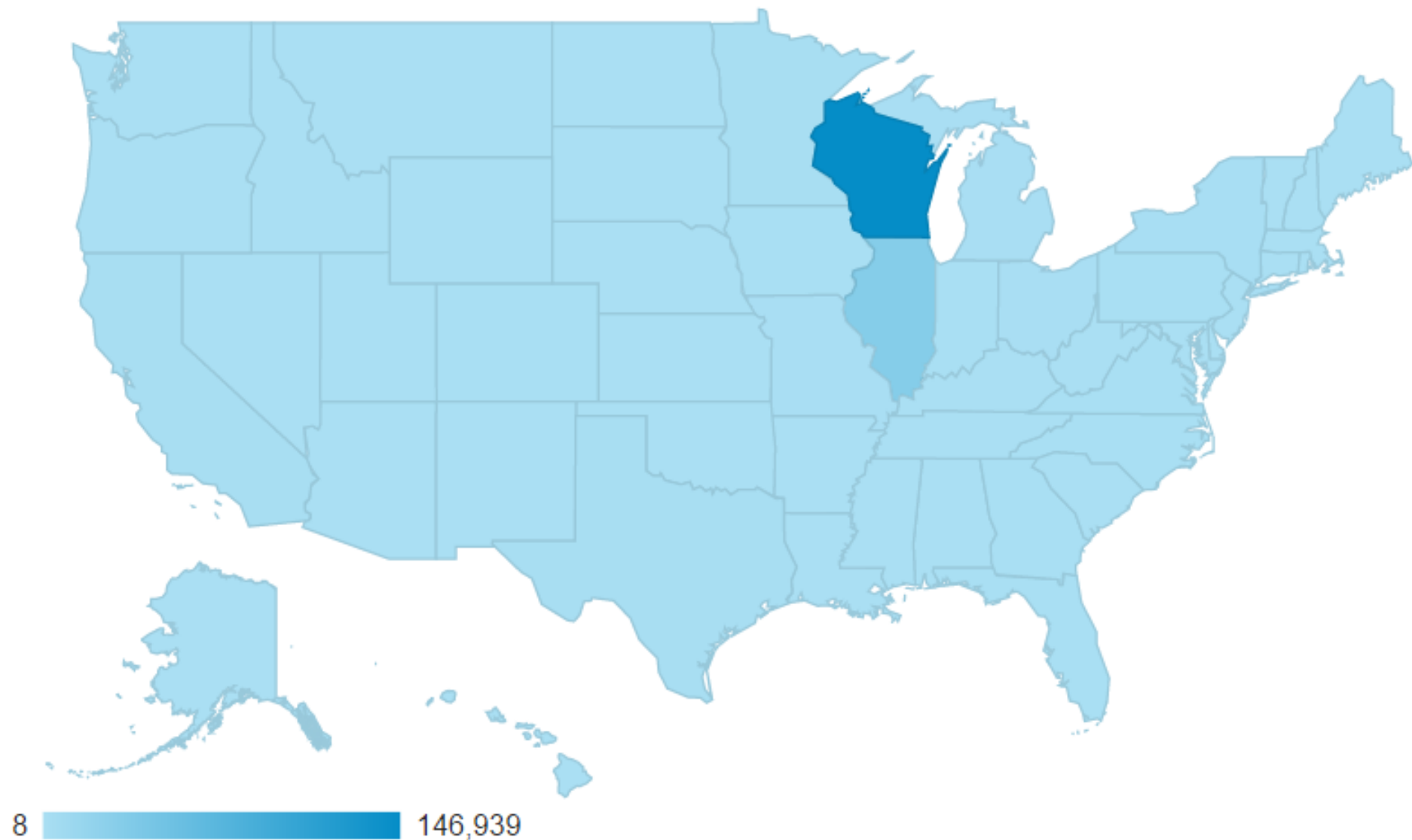
AUTHENTICITY

A photograph of a city street scene. In the foreground, a large, diverse crowd of people is gathered, many looking towards the camera. Behind them are several tents, likely for a festival or market. In the background, a modern building with a curved glass facade is prominent, reflecting the surrounding city buildings. The sky is clear and blue.

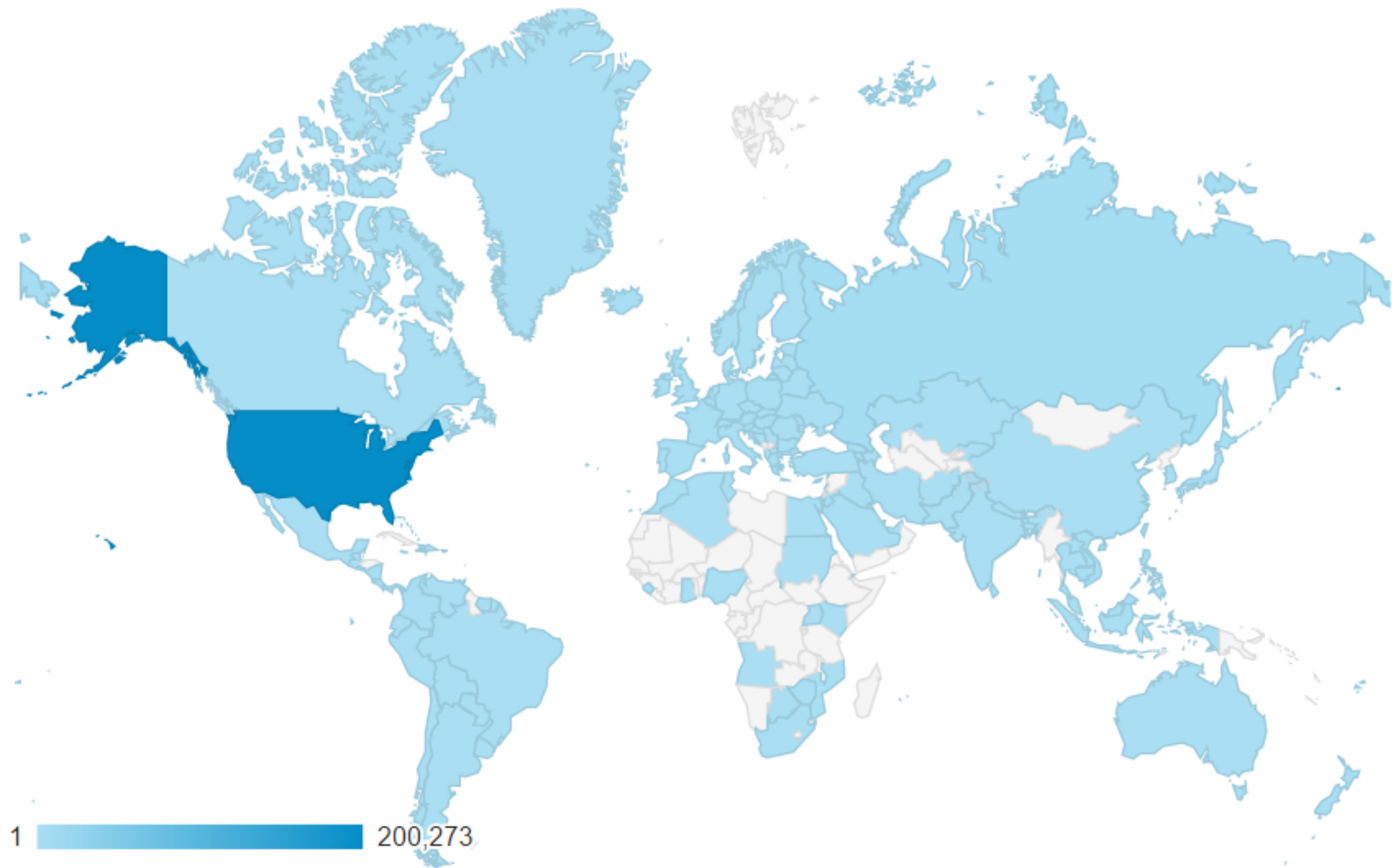
WHEN WE CREATE A PROJECT, STRATEGY, & EXPERIENCE

EVERYBODY WATCHES

ACROSS THE COUNTRY



ACROSS THE WORLD



Attracting and Retaining Talent from a Sticky State Perspective

2016 APA-WI Annual Conference

Appleton, WI

September 23, 2016

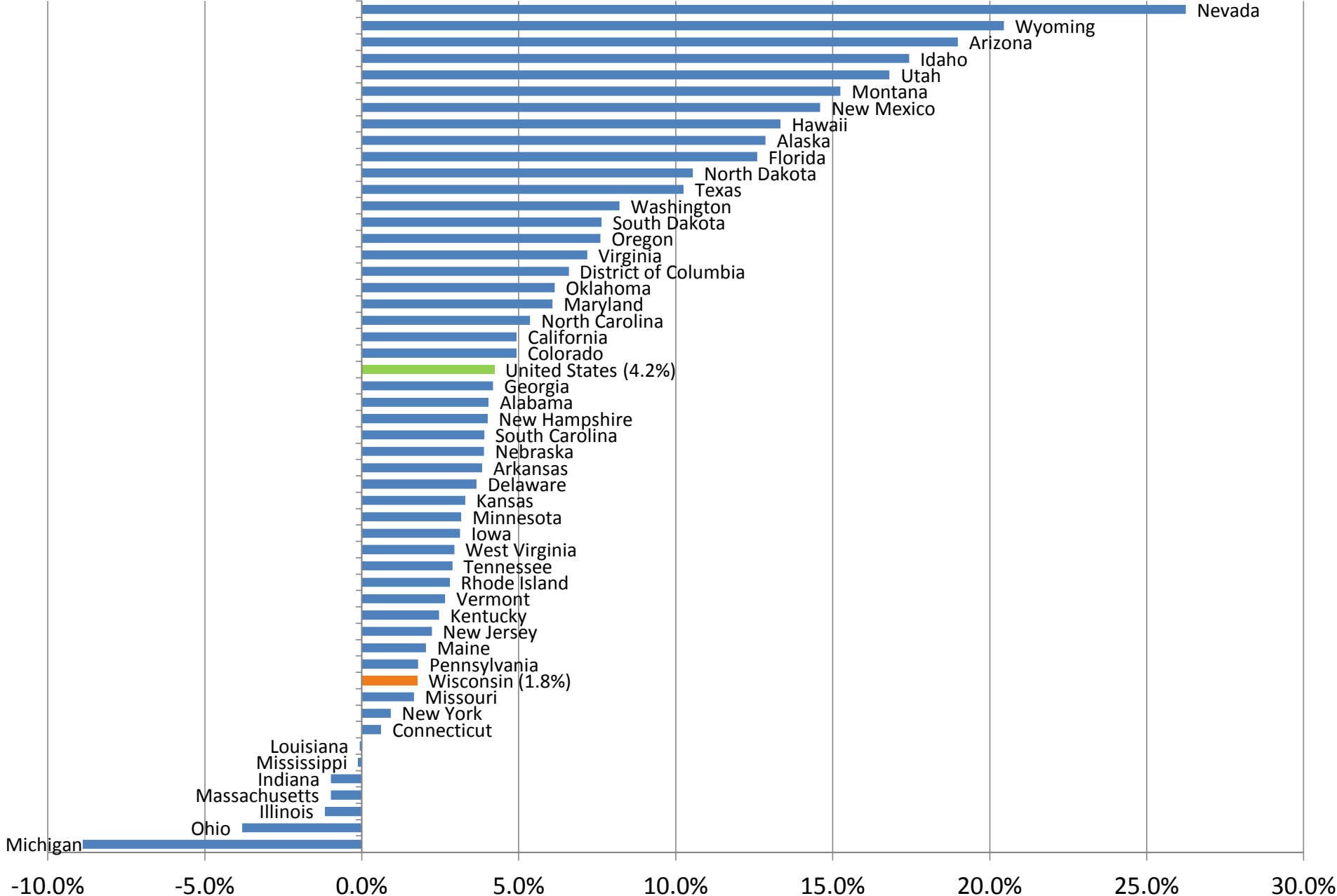
Matt Kures

University of Wisconsin-Extension

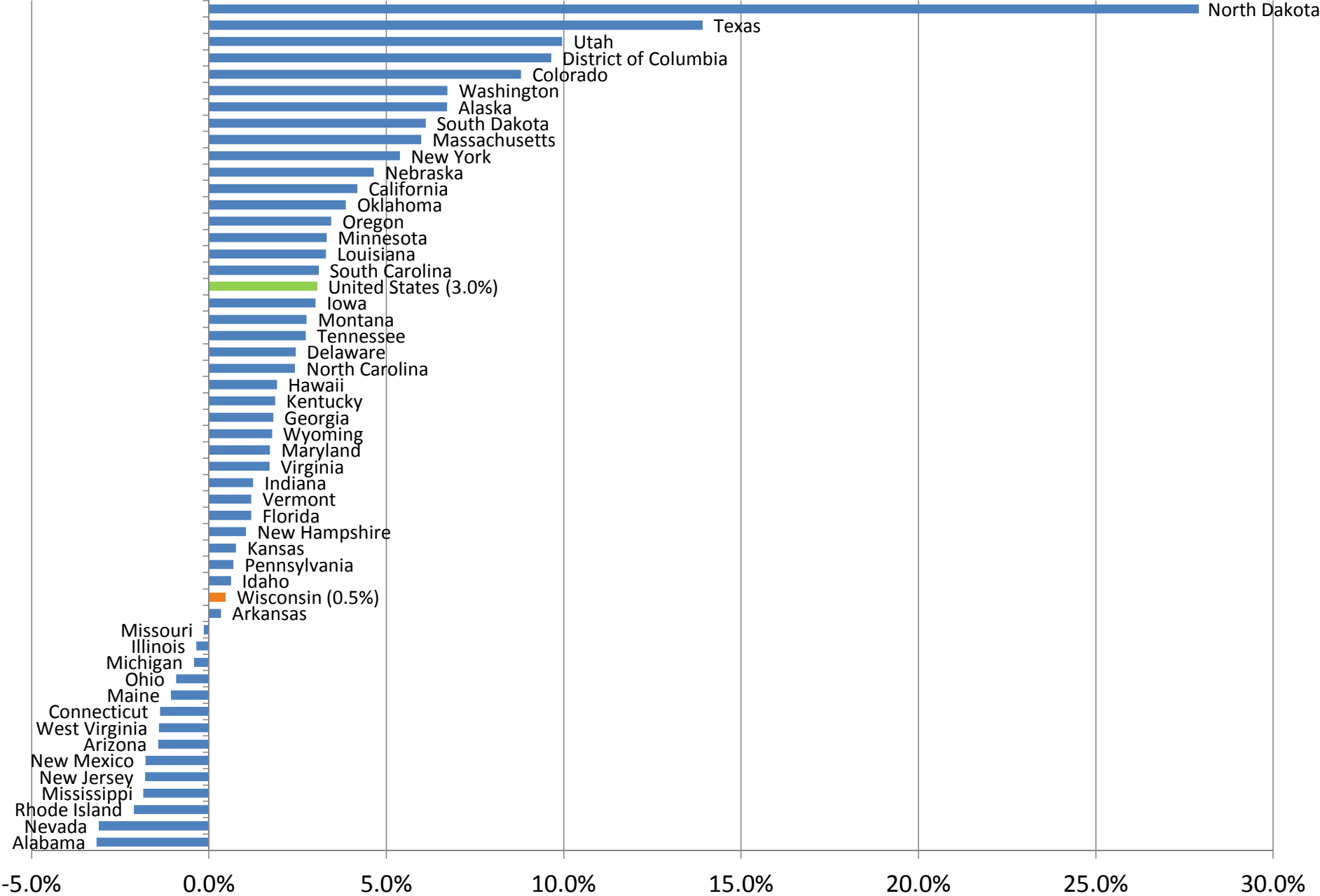
Center for Community and Economic Development



Percent Change in Wage and Salary Employment - 2000 to 2007

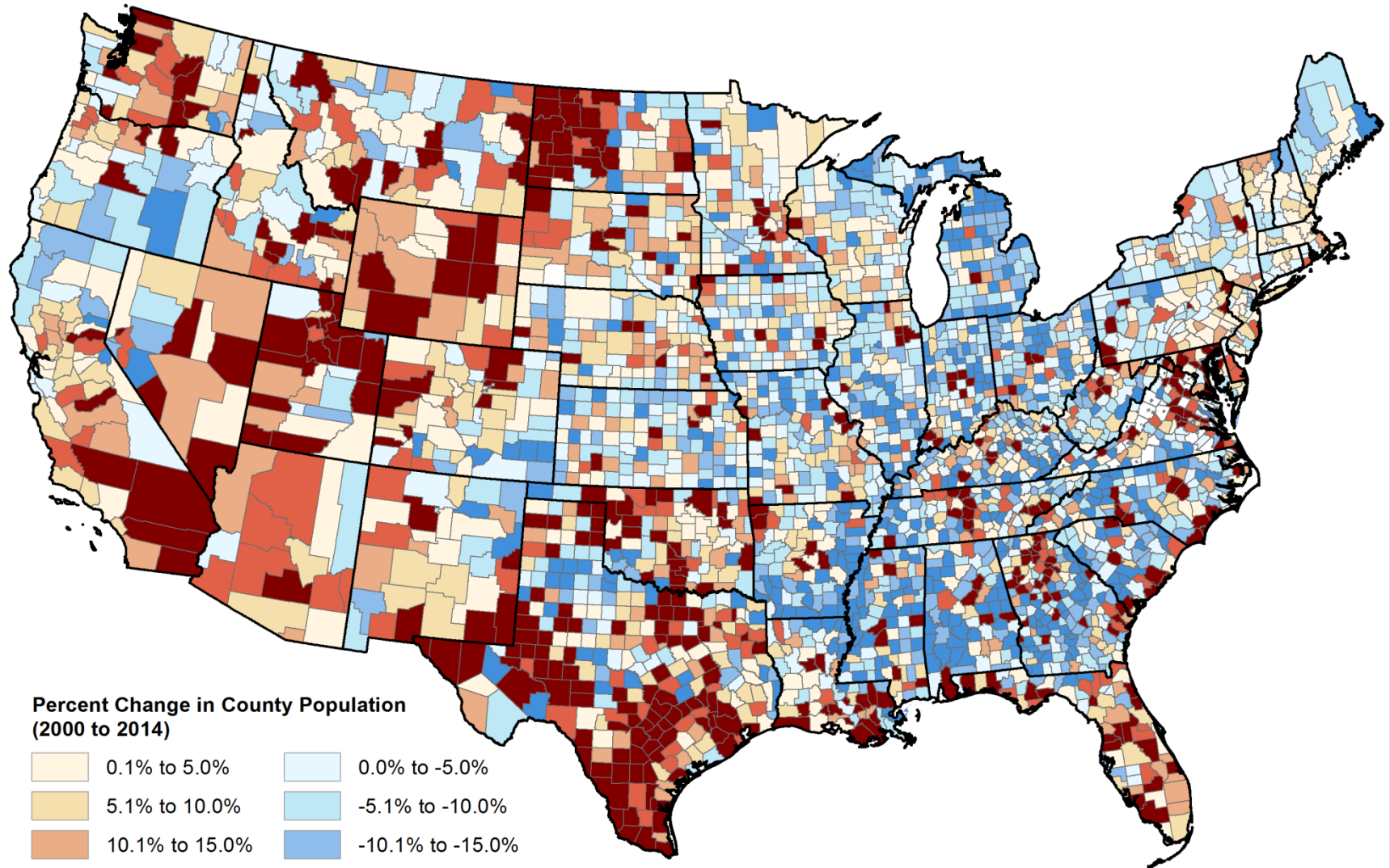


Percent Change in Wage and Salary Employment - 2007 to 2015

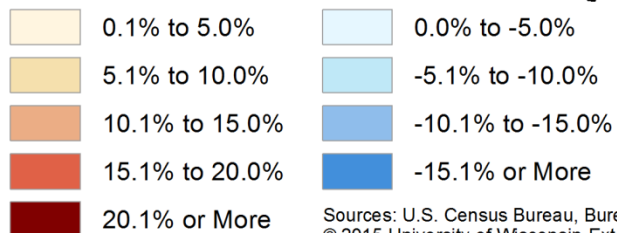


Data Source: Bureau of Economic Analysis

Percent Change in Wage and Salary Employment by County - 2000 to 2014

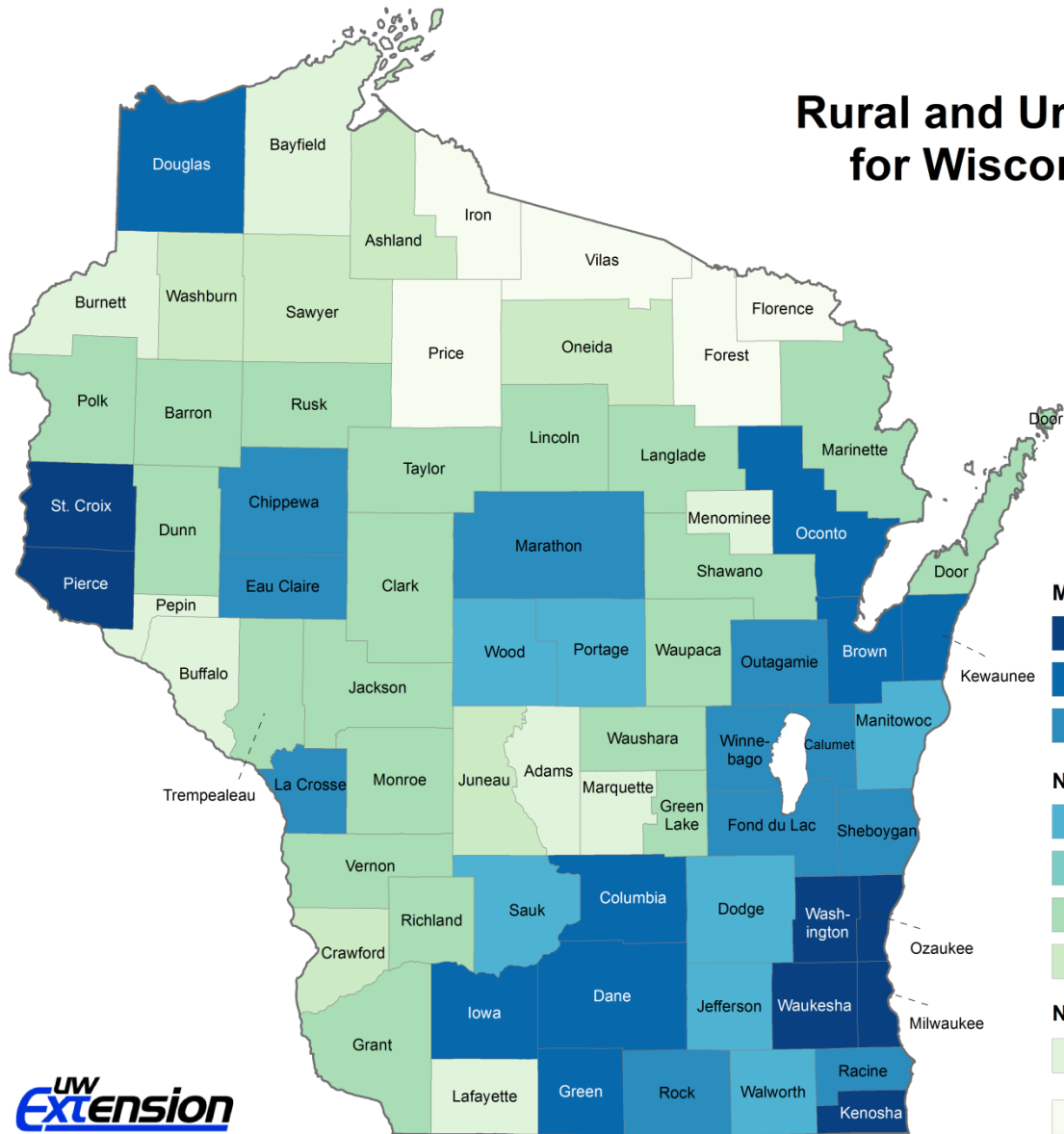


**Percent Change in County Population
(2000 to 2014)**



Sources: U.S. Census Bureau, Bureau of Economic Analysis and UW-Extension
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Rural and Urban Continuum Codes for Wisconsin Counties - 2013



Metro Counties

- 1 - Counties in an MSA with 1 million people or more
- 2 - Counties in an MSA with 250,000 to 1 million people
- 3 - Counties in an MSA with fewer than 250,000 people

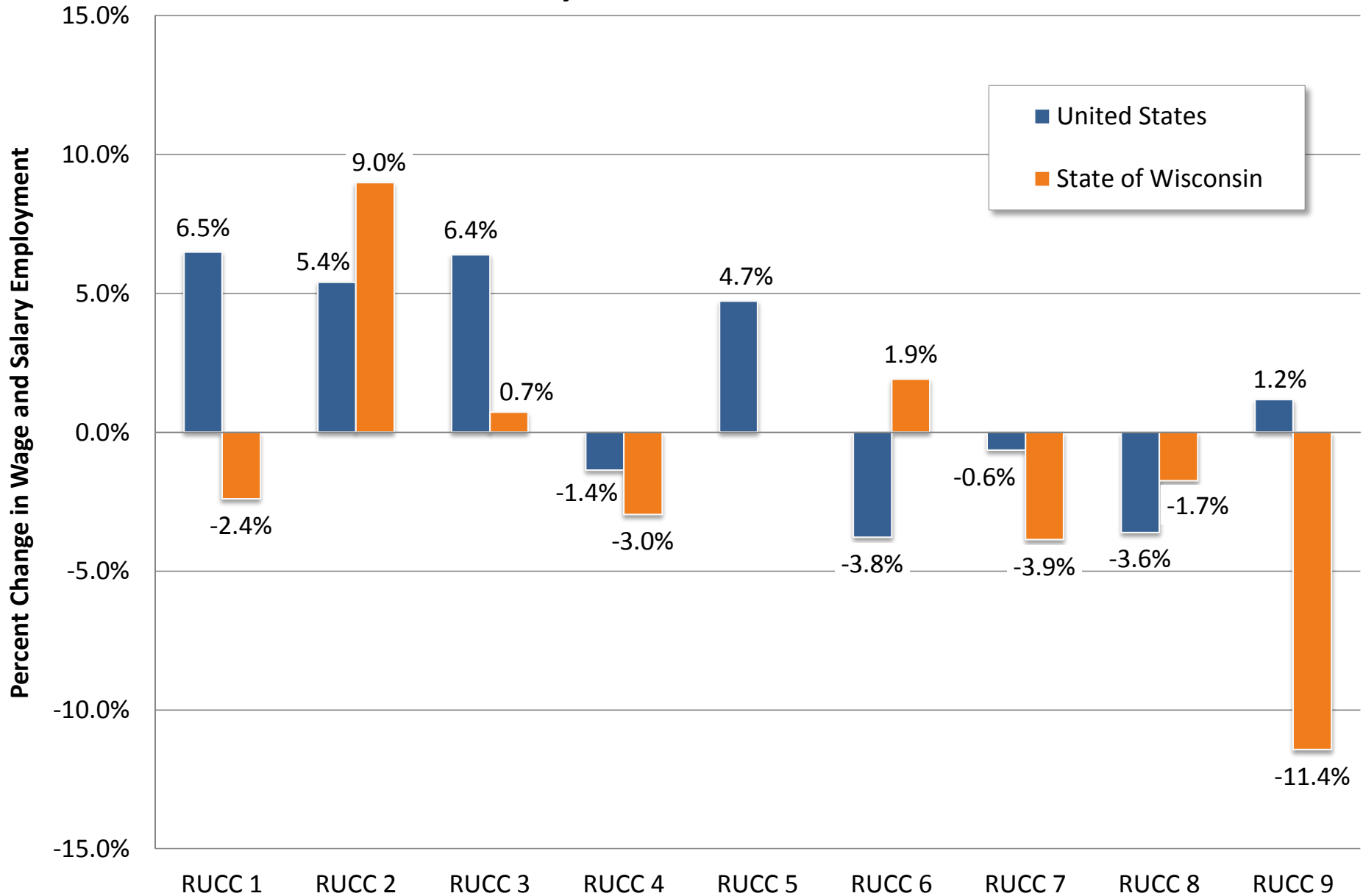
Non-Metro Counties - Urban Population Greater than 2,500

- 4 - Urban pop. of 20,000 or more, adjacent to MSA
- 5 - Urban pop. of 20,000 or more, not adjacent to MSA
- 6 - Urban pop. of 2,500 to 19,999, adjacent to MSA
- 7 - Urban pop. of 2,500 to 19,999, not adjacent to MSA

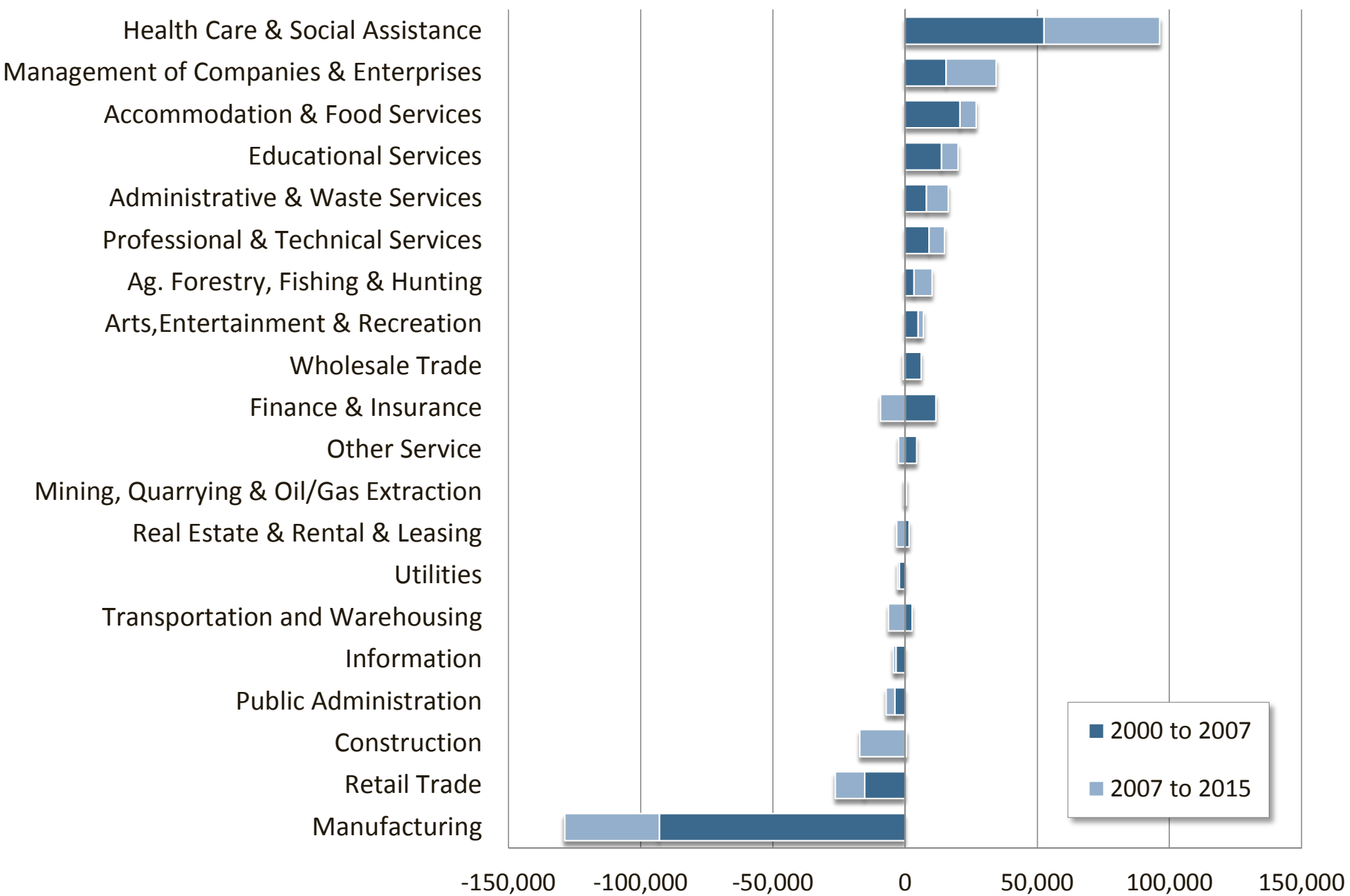
Non-Metro Counties - Urban Population less than 2,500

- 8 - Completely rural or less than 2,500 urban pop., adjacent to an MSA
- 9 - Completely rural or less than 2,500 urban pop., not adjacent to an MSA

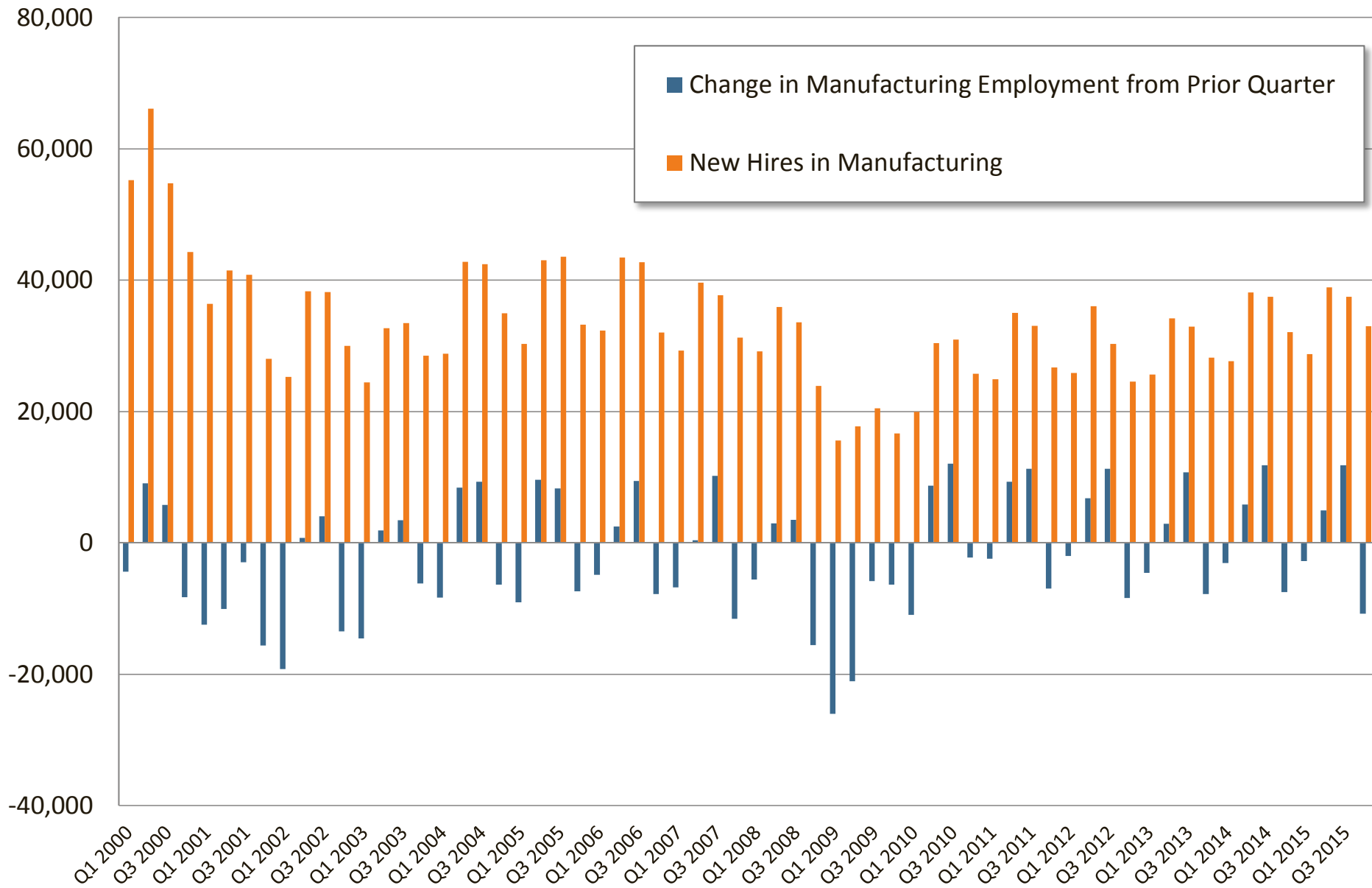
Percent Change in Wage and Salary Employment 2000 to 2014 by Rural-Urban Continuum Code



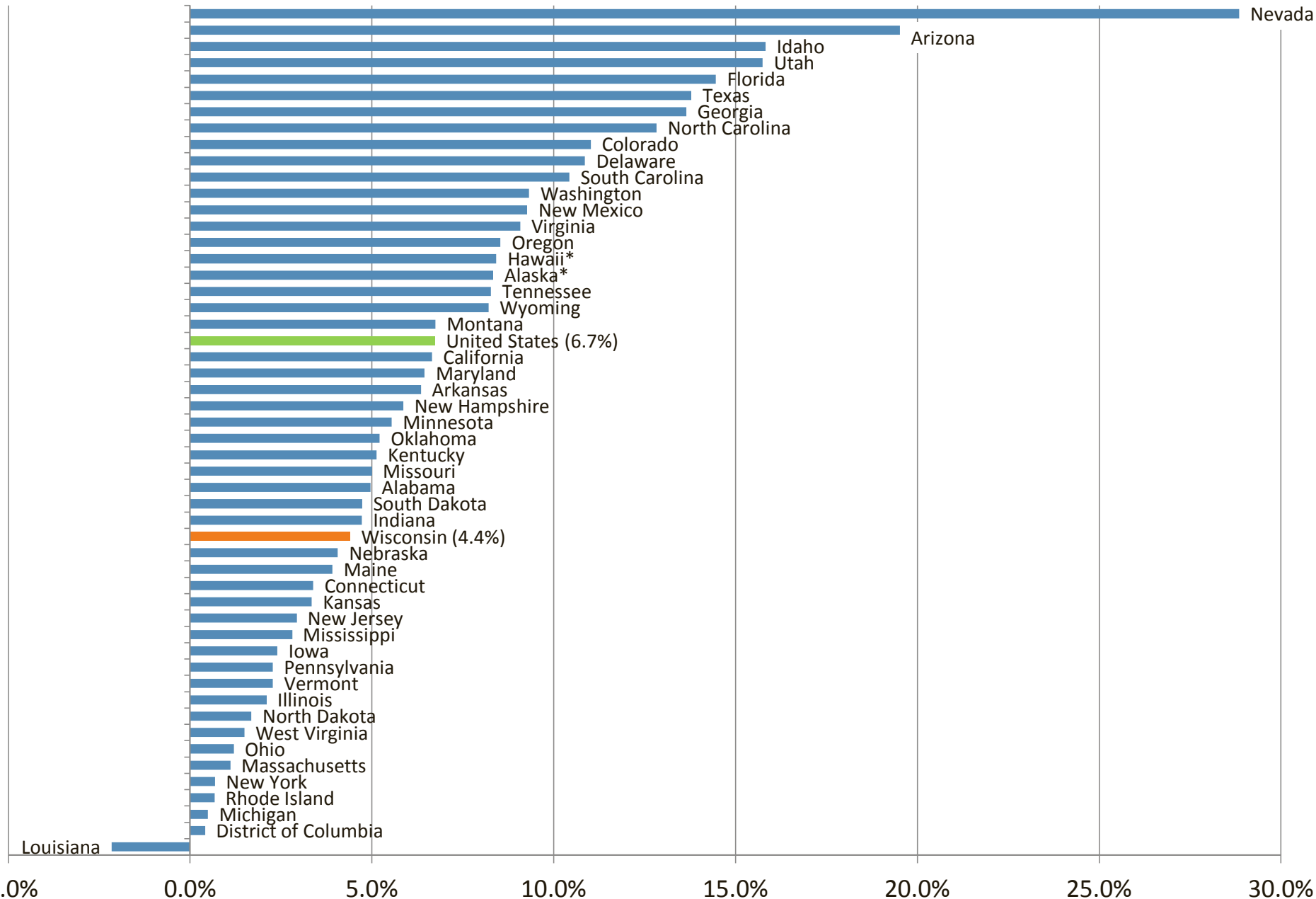
Wisconsin Change in Total Employment by Industry Sector – 2000 to 2015



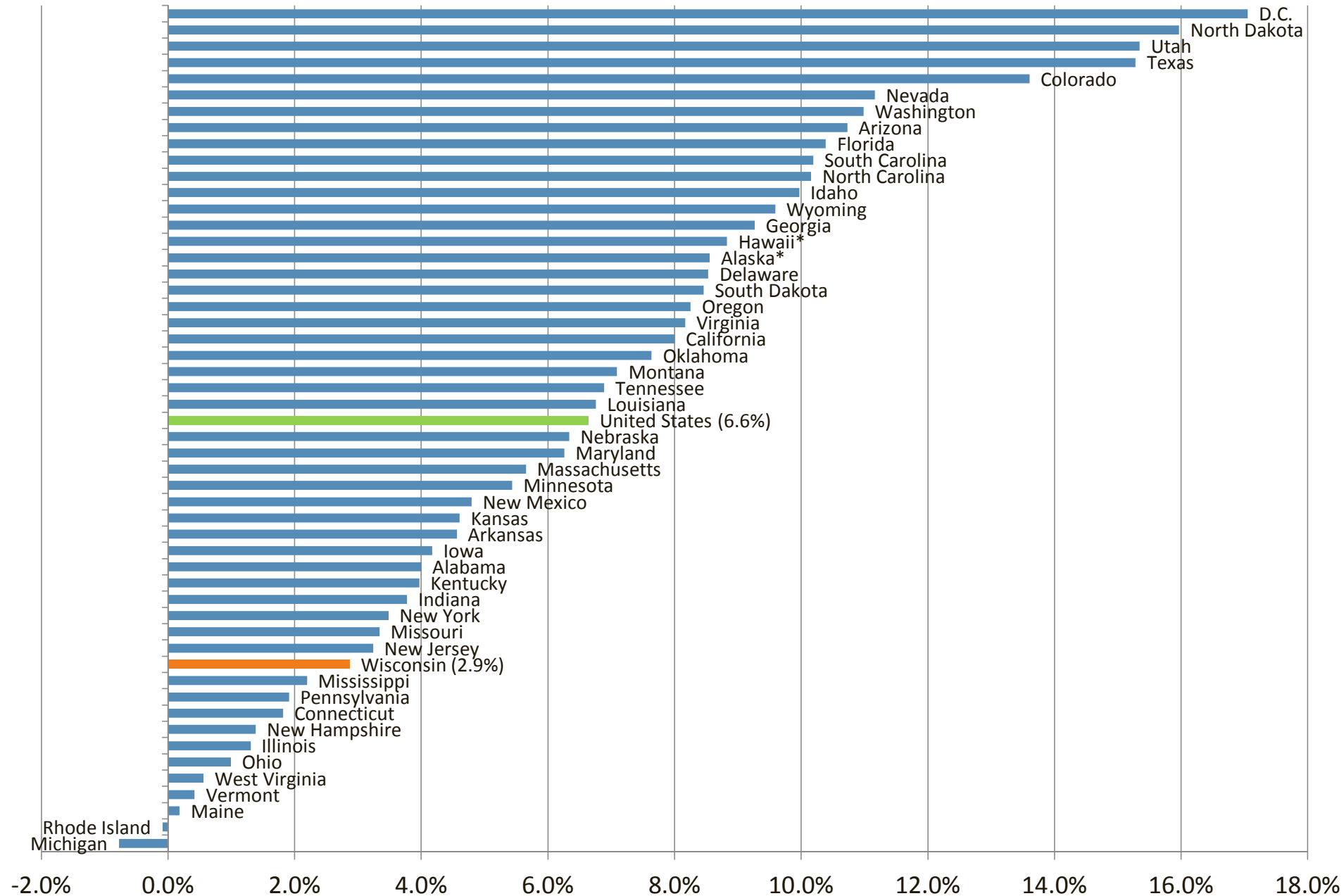
State of Wisconsin New Hires in Manufacturing – Q1 2000 to Q4 2015



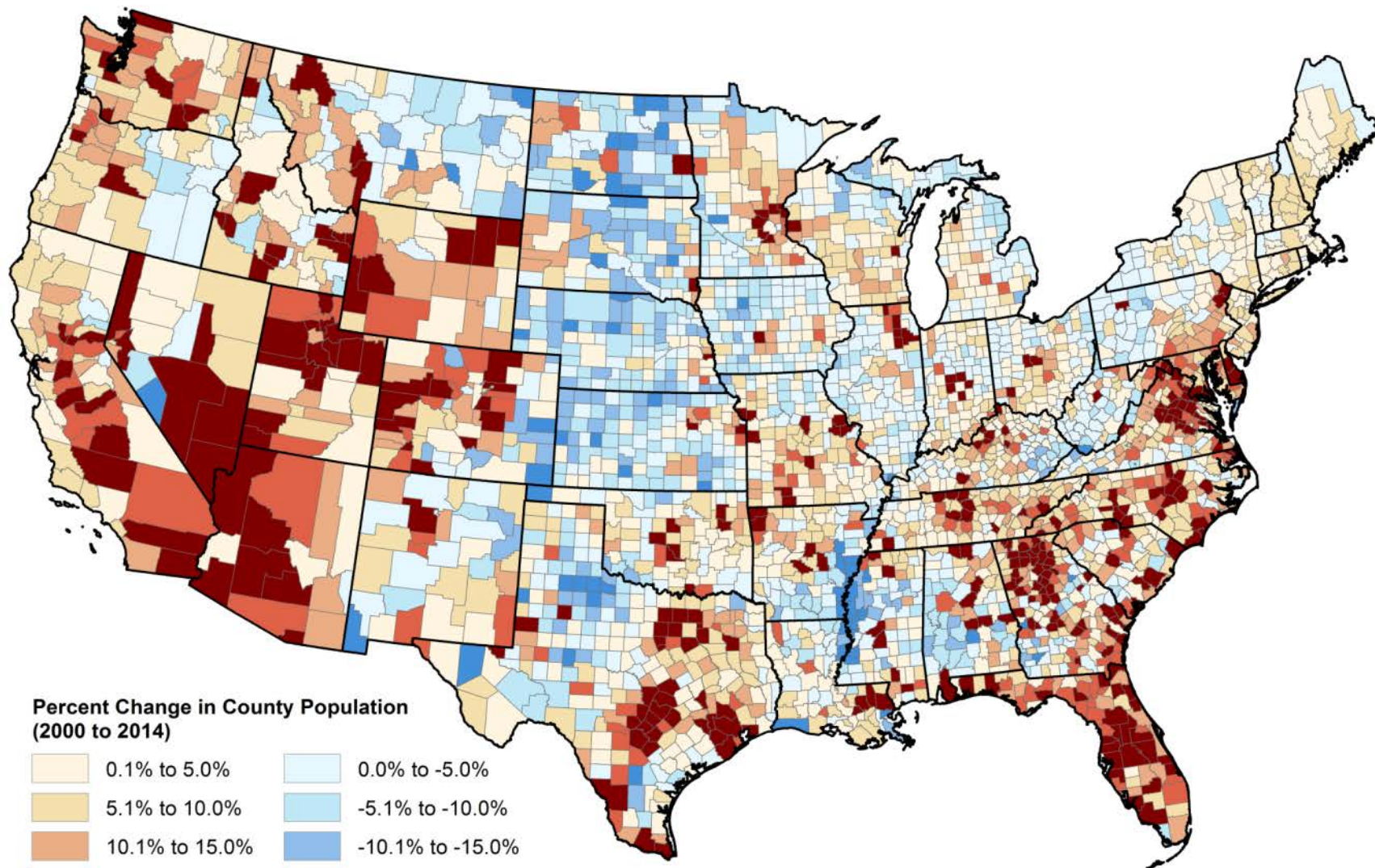
Population Change by State – *Percent Change Between 2000 to 2007*



Population Change by State – *Percent Change Between 2007 to 2015*

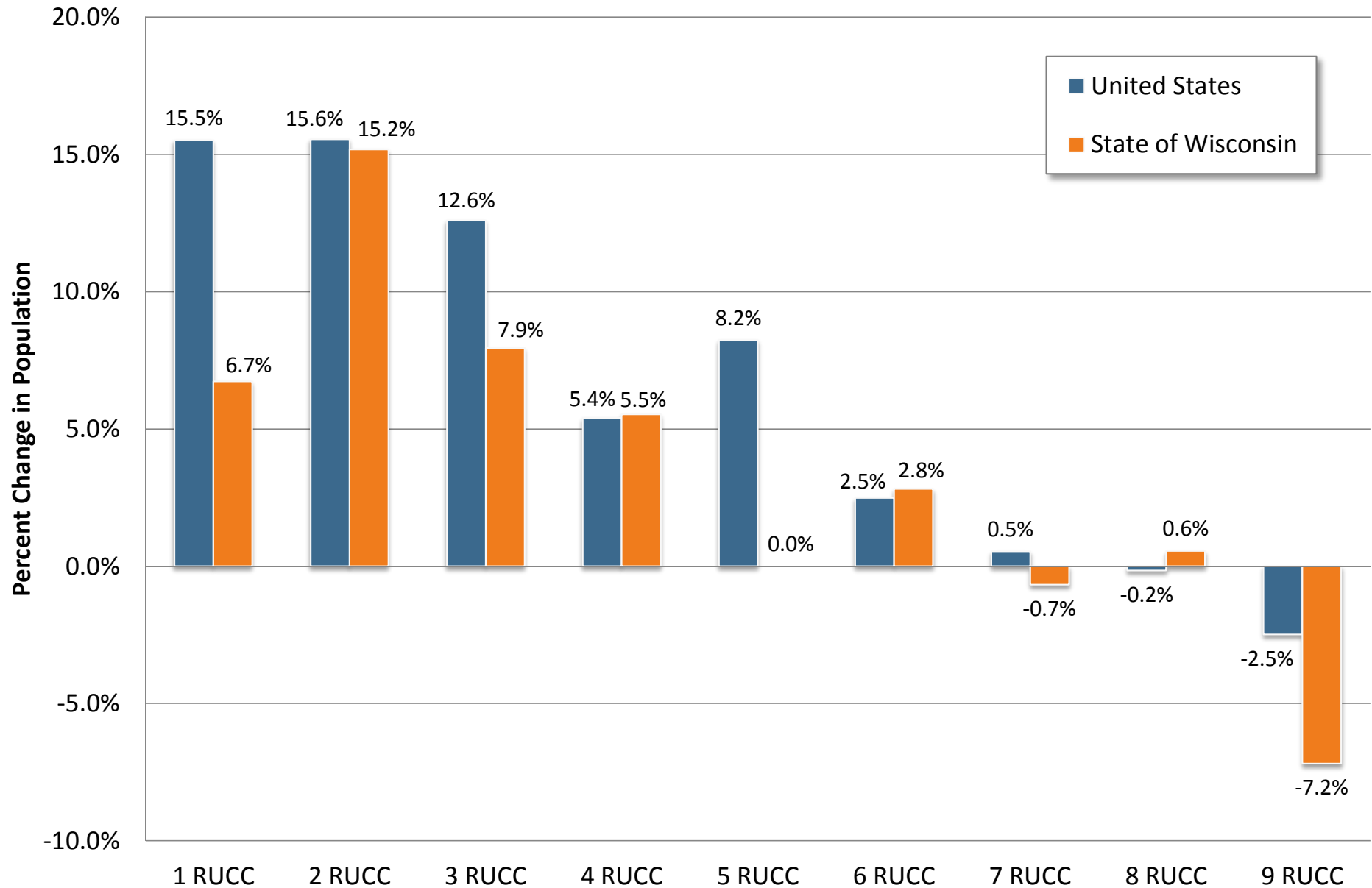


Percent Change in Population by County - 2000 to 2014



Sources: U.S. Census Bureau, Bureau of Economic Analysis and UW-Extension
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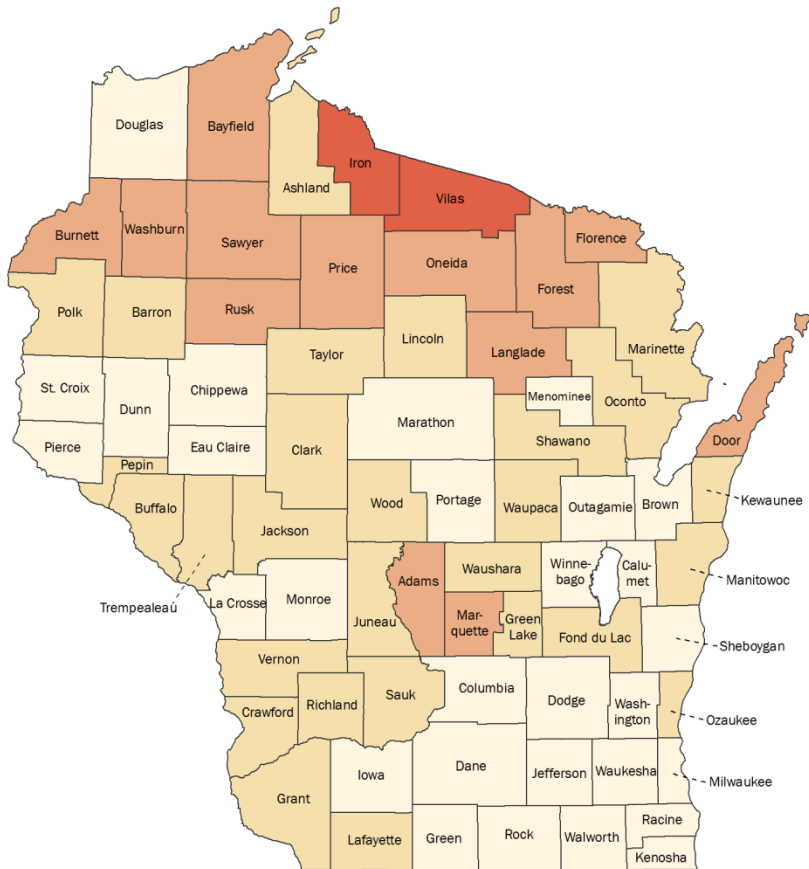
Percent Change in Population 2000 to 2014 By Rural-Urban Continuum Code



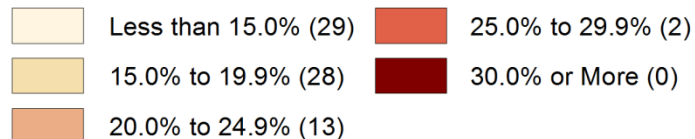
Data Source: U.S. Census Bureau and Author's Calculations

Projected Change in Population Age 65 and Over - 2010 to 2040

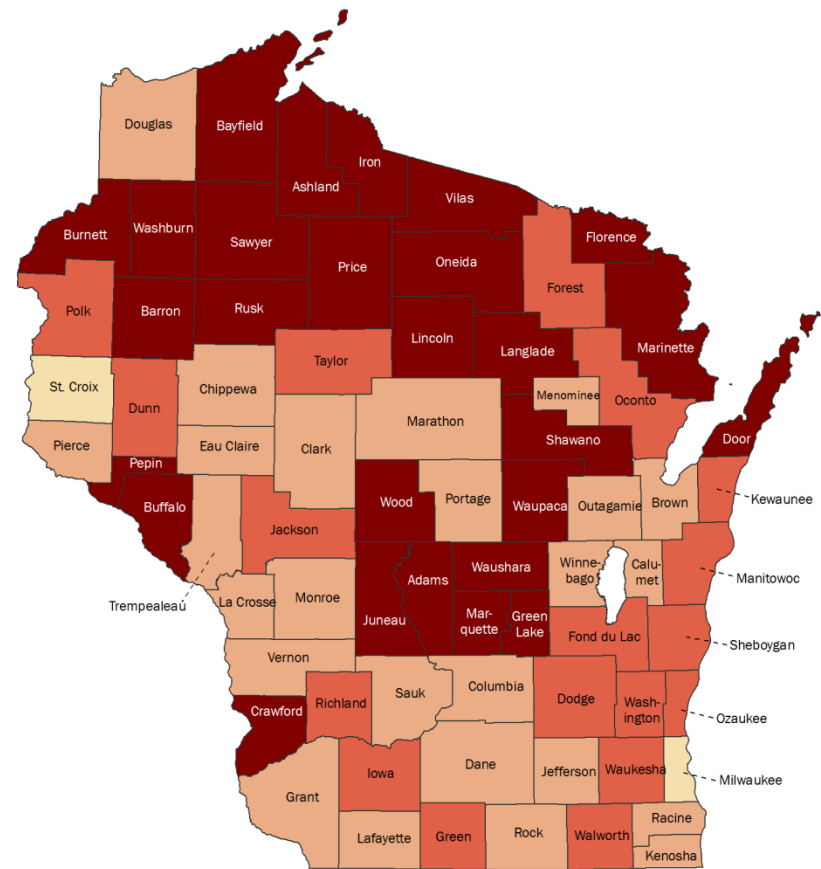
*Share of County Population Age 65 or Older -
2010 Census*



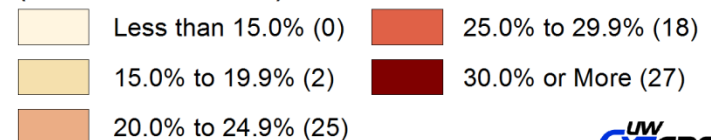
**Share of Population Age 65 and Over - 2010 Census
(Number of Counties)**



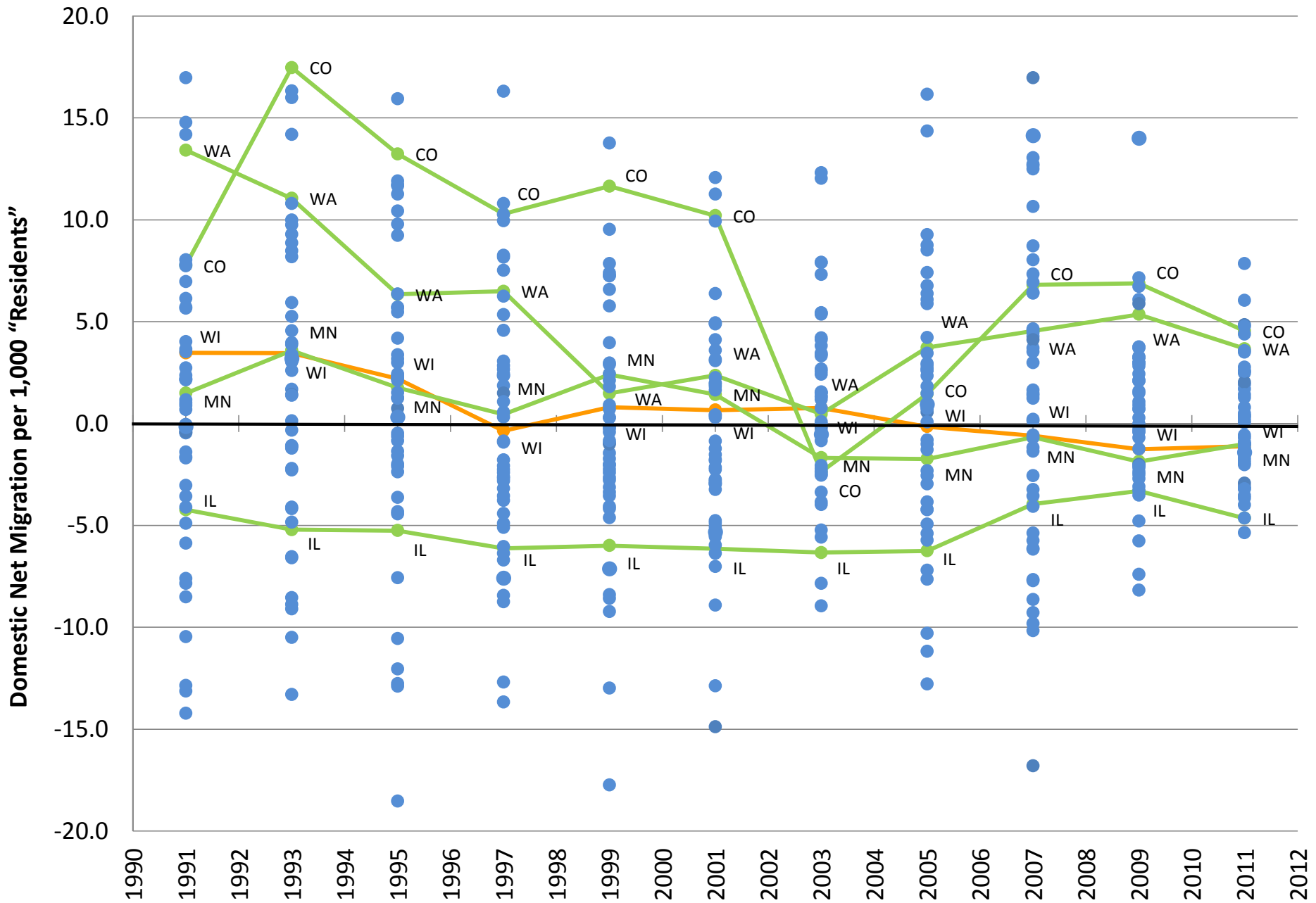
*Share of County Population Age 65 and Over -
2040 Projection*



**Share of Population Age 65 and Over - 2040 Projection
(Number of Counties)**

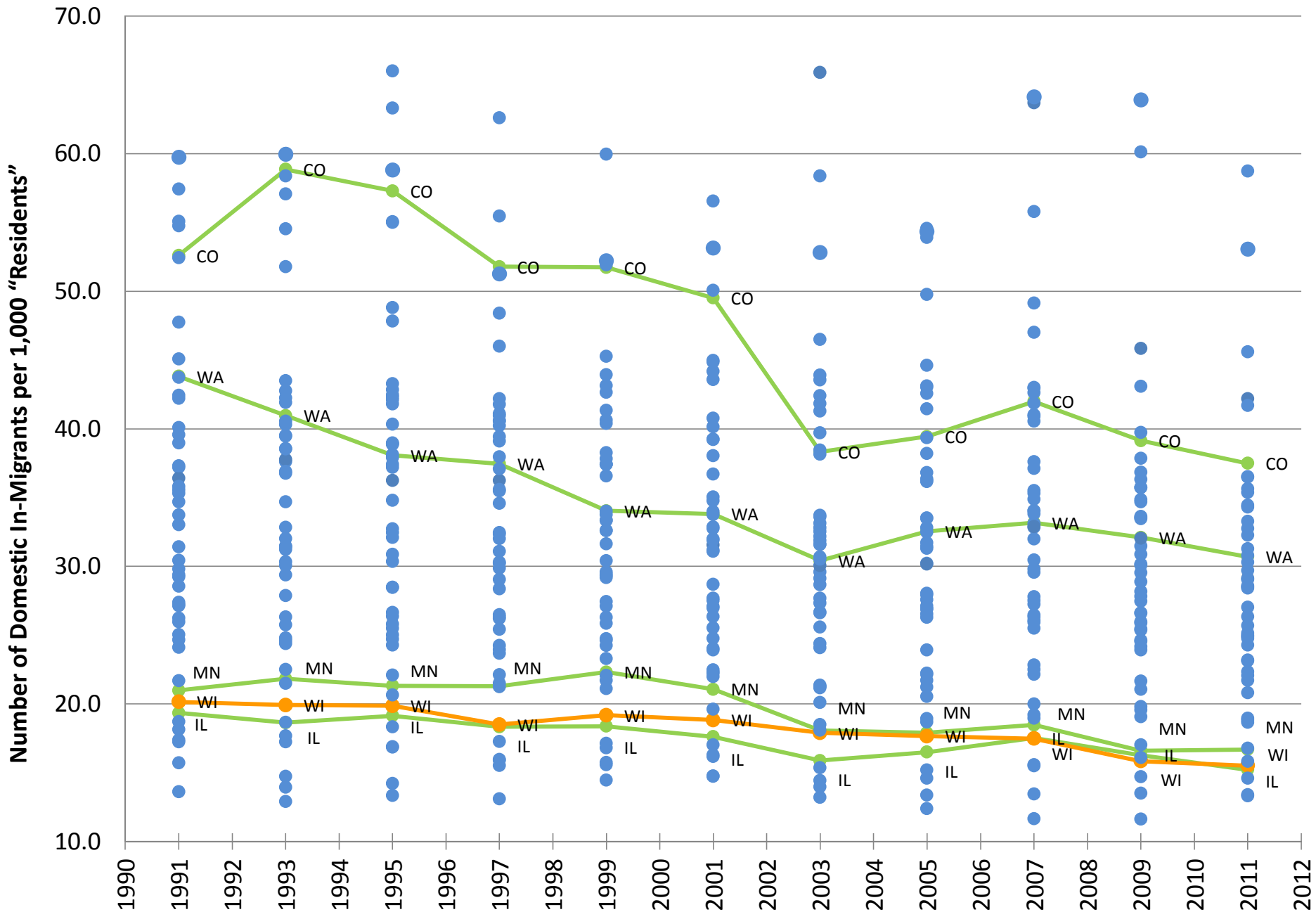


State Domestic Net Migration Rates - 1990 to 2011



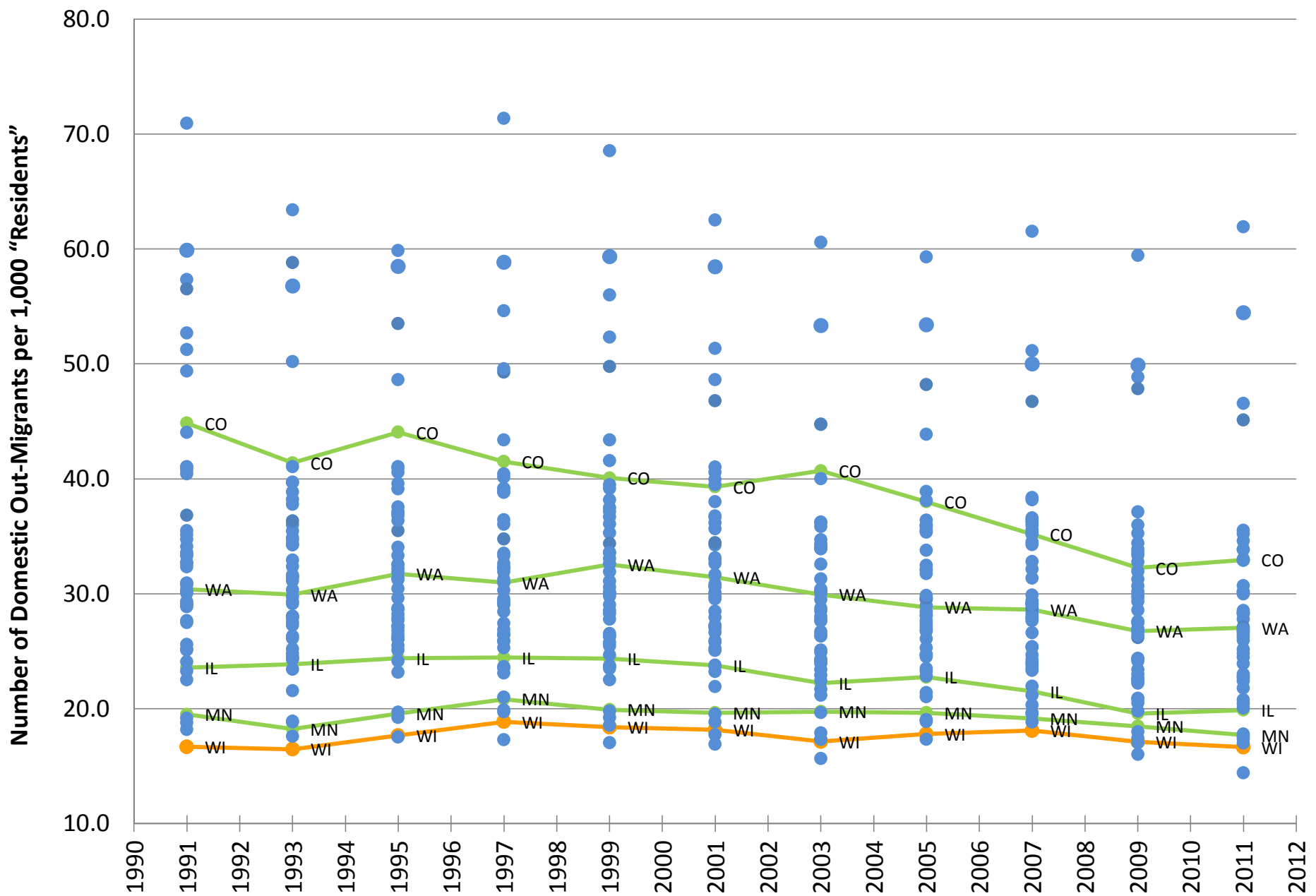
Source: Internal Revenue Service Migration Data and Author's Calculations

Domestic State In-Migration Rates - 1990 to 2011



Source: Internal Revenue Service Migration Data and Author's Calculations

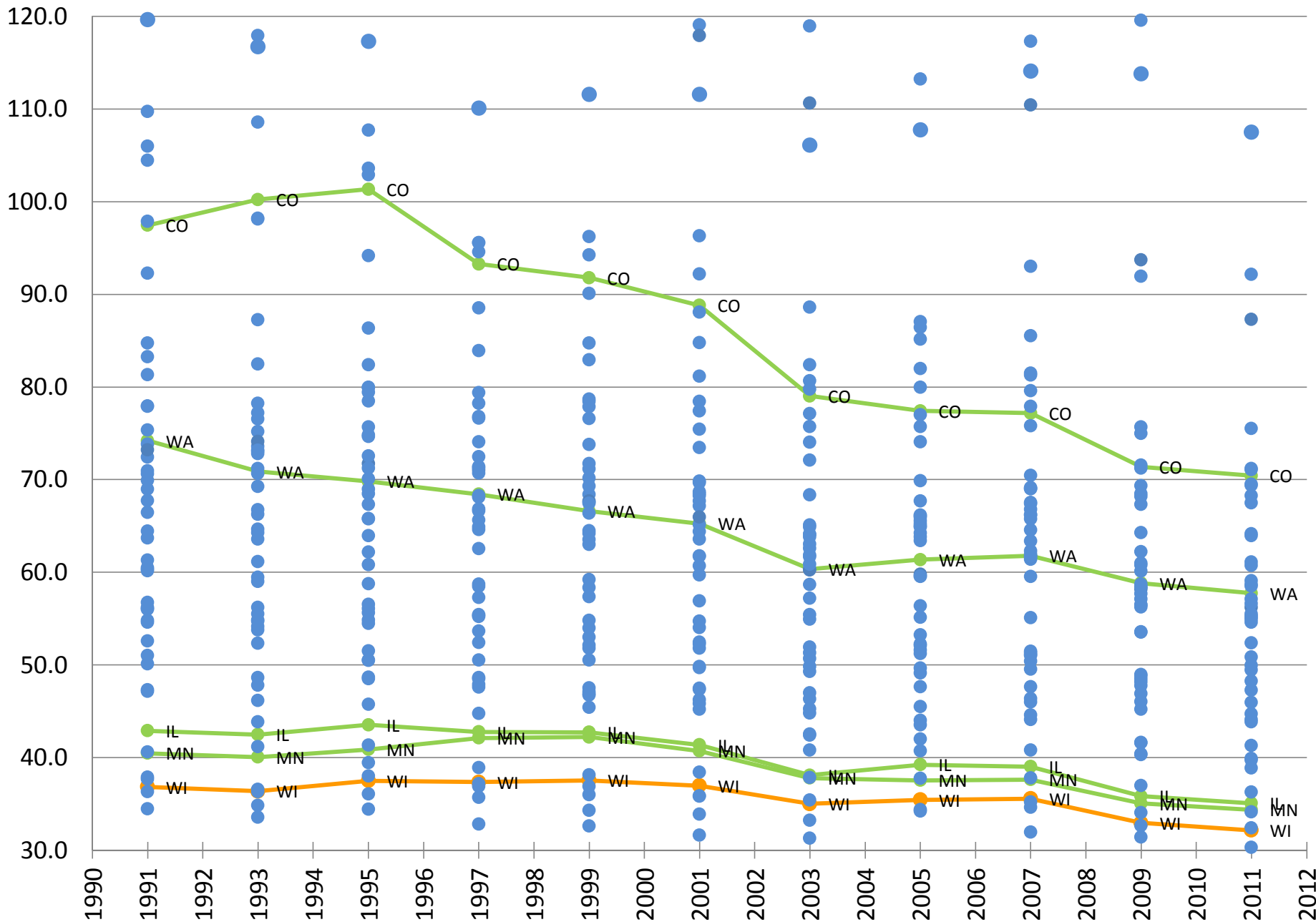
State Domestic Out-Migration Rates - 1990 to 2011



Source: Internal Revenue Service Migration Data and Author's Calculations

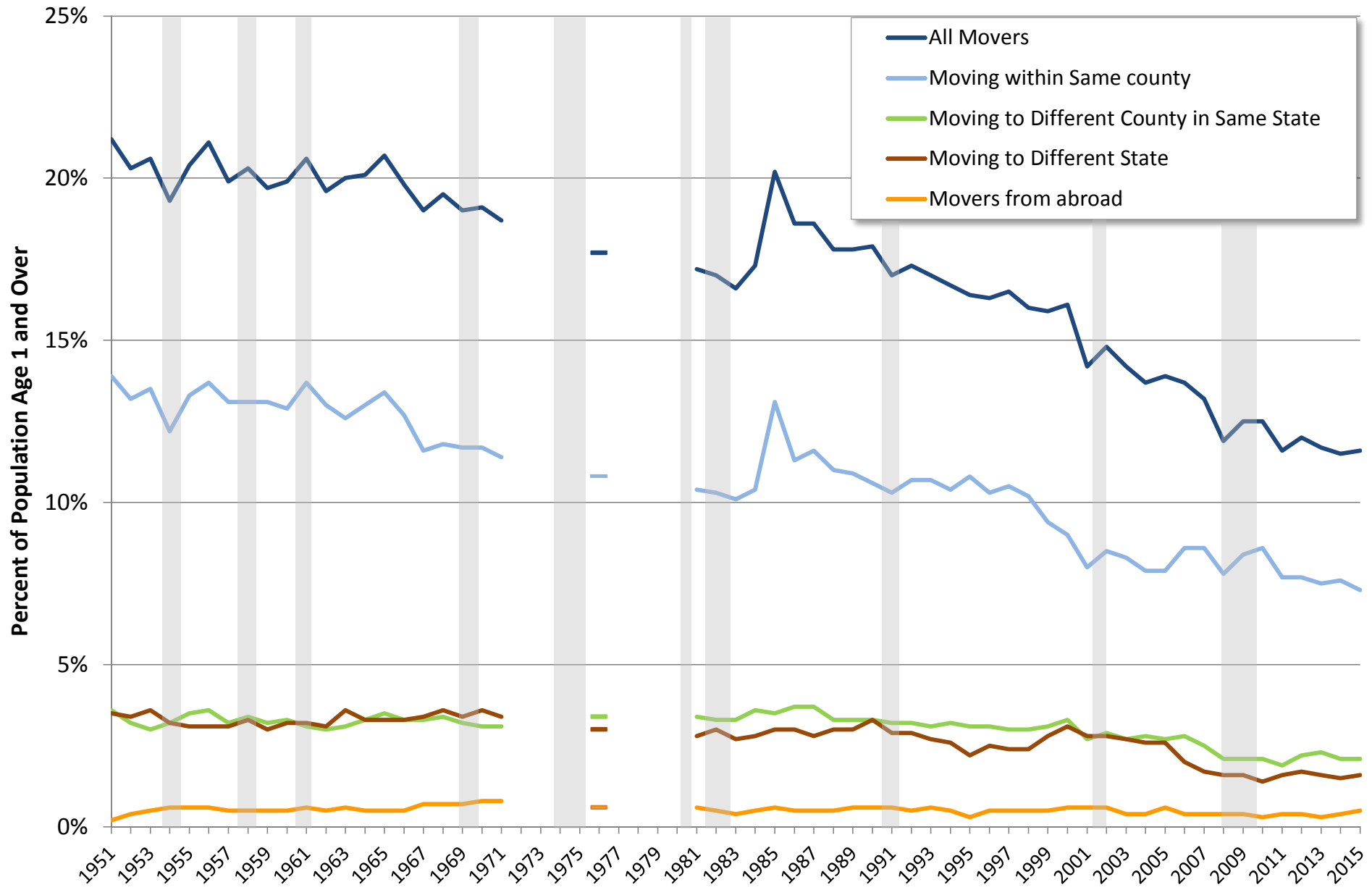
State Domestic Gross Migration Rates (Churn Rates) – 1990 to 2011

Number of In and Out Migrants per 1,000 "Residents"



Mobility Rates 1950 to 2015

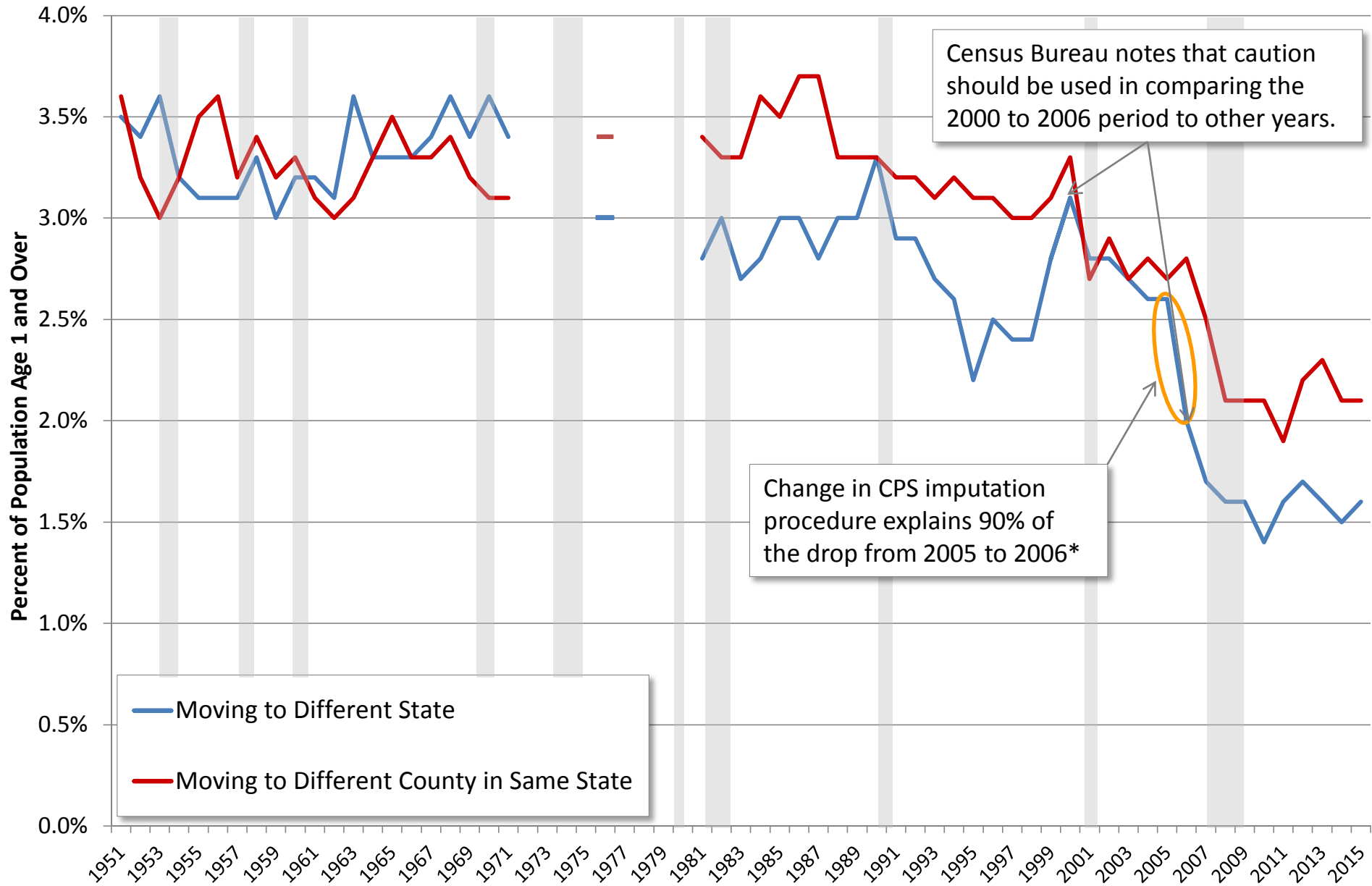
Percent of United States Population Moving (Age 1 and Over)



Source: US Census Bureau Current Population Survey

Inter-State and Inter-County Mobility 1950 to 2015

Percent of United States Population Moving Across State Lines (Age 1 and Over)

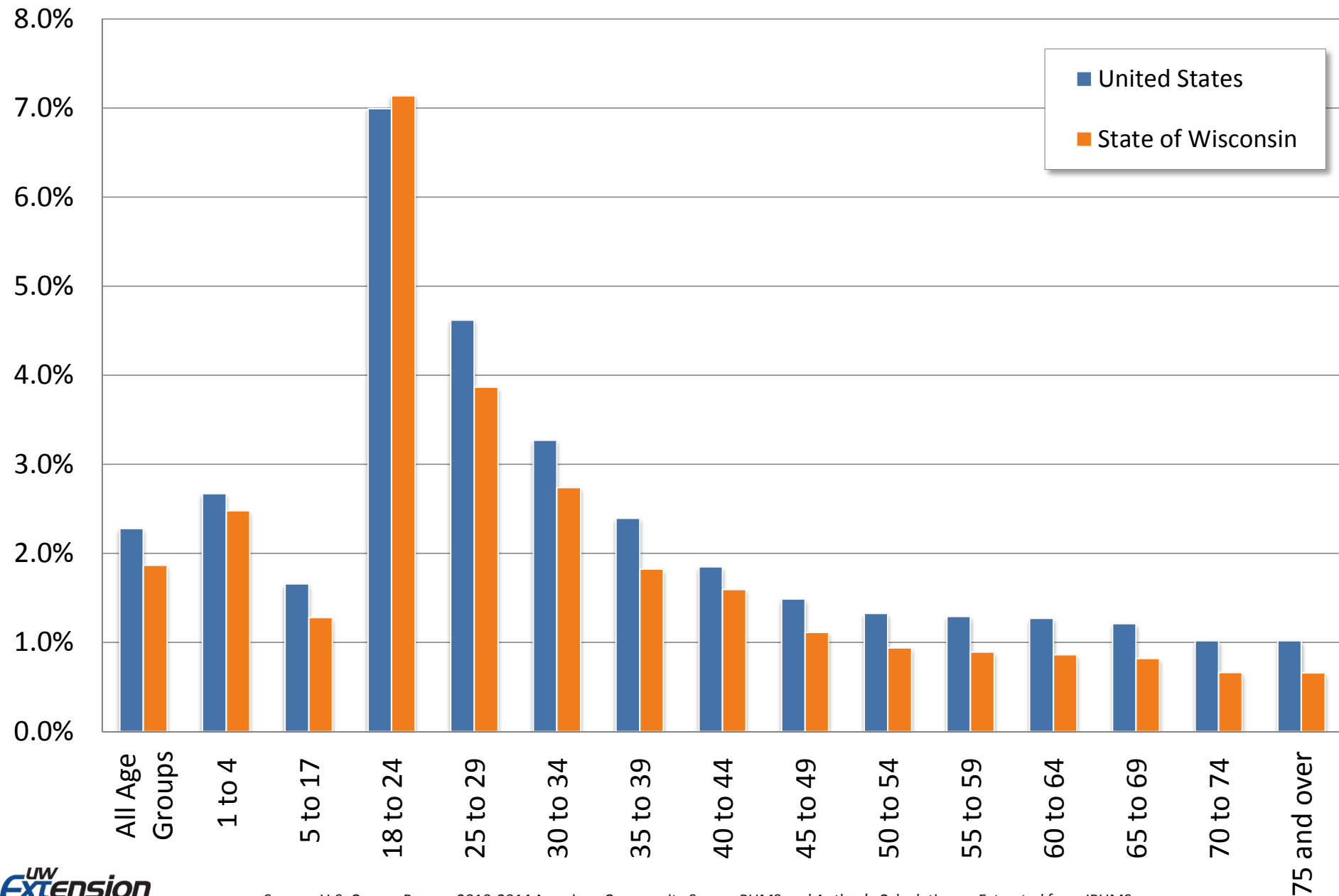


Source: US Census Bureau Current Population Survey

*Kaplan and Schulhofer-Wohl, 2012

Share of Age Group that Moved from a Different State (In Migration)

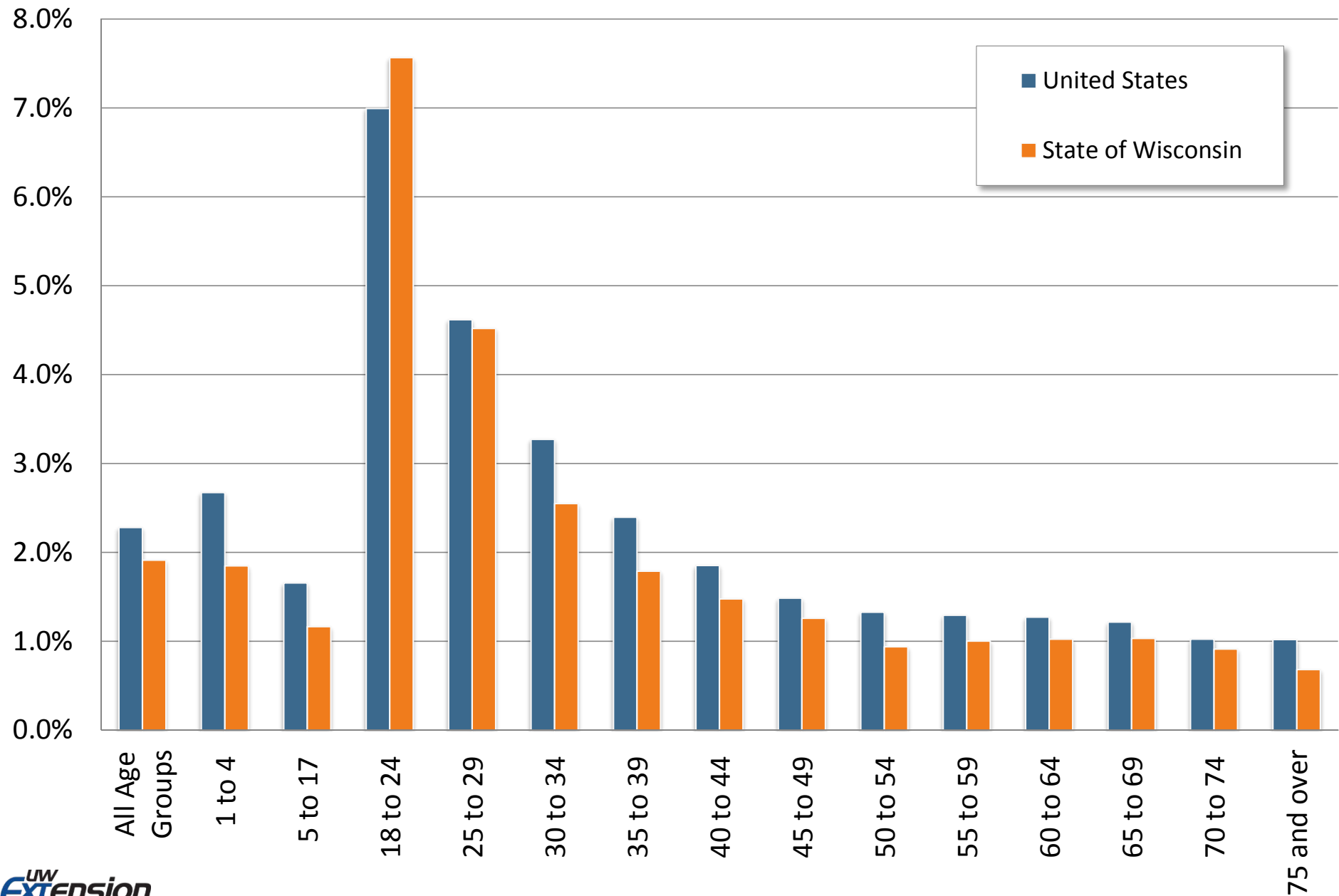
2010 to 2014 Five Year Estimates



Source: U.S. Census Bureau 2010-2014 American Community Survey PUMS and Author's Calculations – Extracted from IPUMS

Share of Age Group that Moved to a Different State (Out Migration)

2010 to 2014 Five Year Estimates



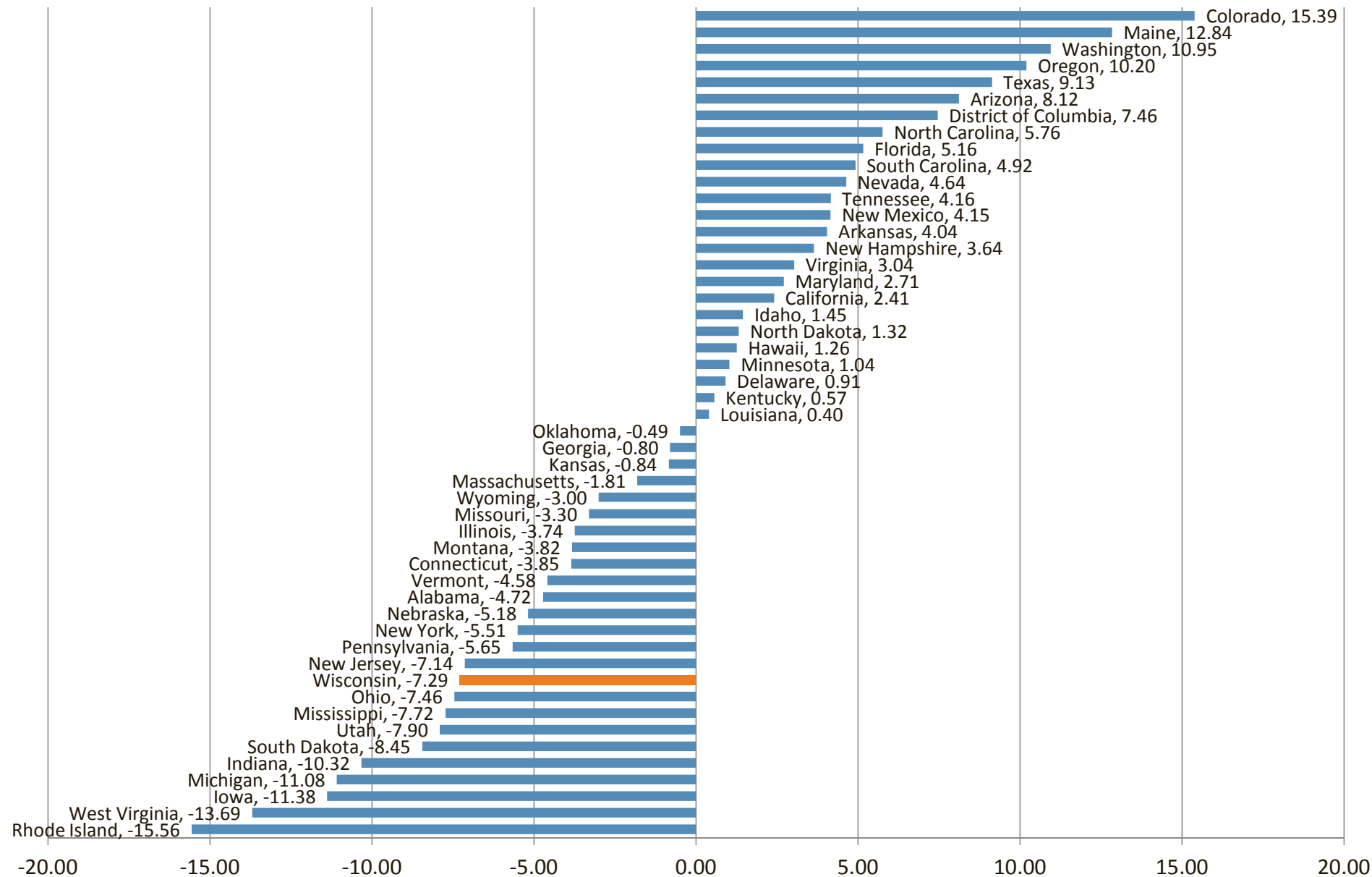
Source: U.S. Census Bureau 2010-2014 American Community Survey PUMS and Author's Calculations – Extracted from IPUMS

WI Domestic Net Migration of College Graduates by Age (2010-2014)

Age Group	In-Migration to Wisconsin	Out-Migration from Wisconsin	Net Migration
18 to 24	5,842	8,418	-2,576
25 to 29	6,552	10,349	-3,797
30 to 34	4,649	4,792	-143
35 to 39	3,235	3,007	228
40 to 44	2,102	1,672	430
45 to 49	1,423	1,806	-383
50 to 54	1,486	1,459	27
55 to 59	1,035	1,526	-491
60 to 64	1,263	1,424	-161
65 to 69	510	987	-477
70 to 74	213	549	-336
75 and Over	656	856	-200
<i>Total</i>	<i>28,966</i>	<i>36,845</i>	<i>-7,879</i>

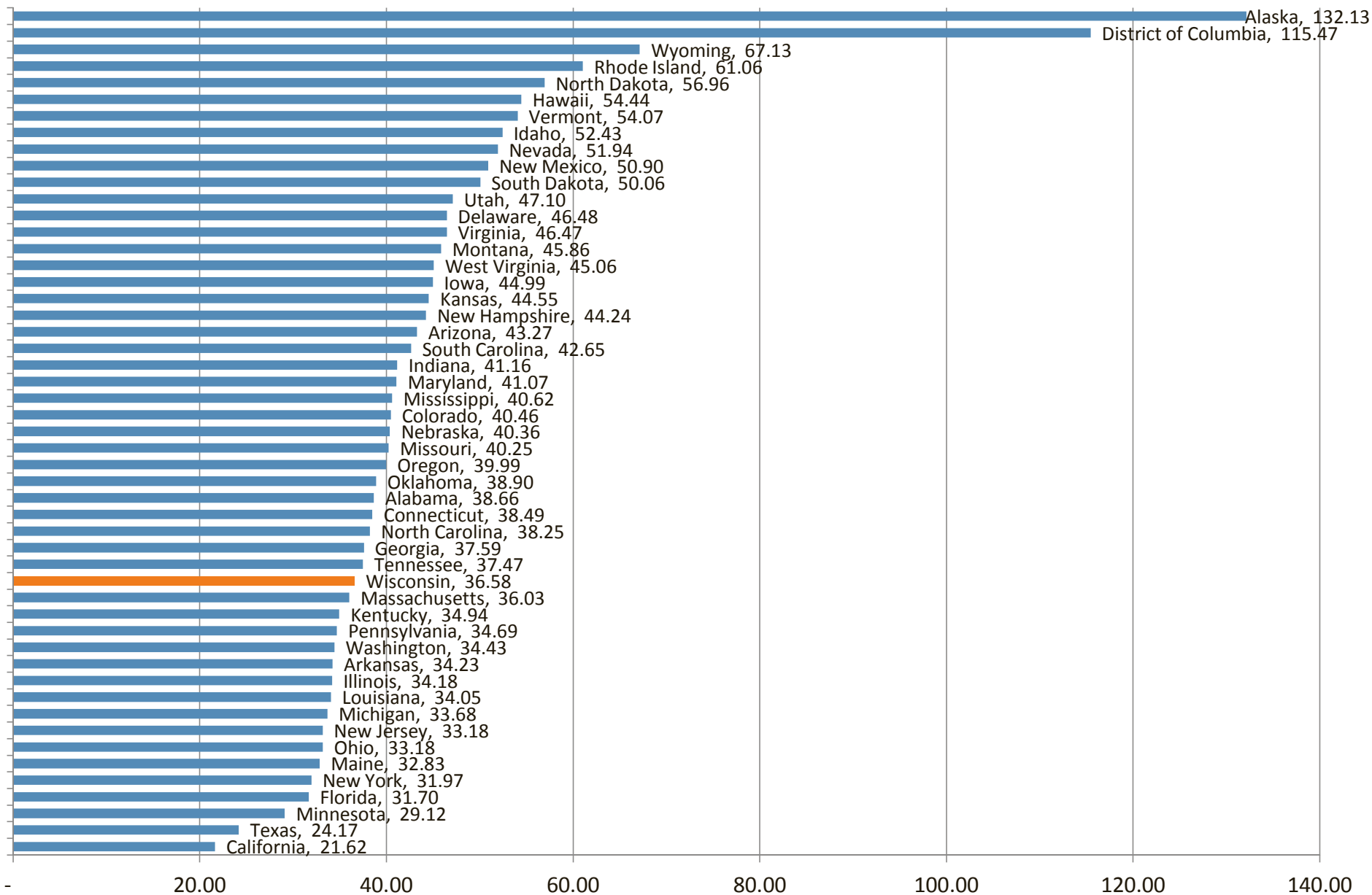
State Domestic Net Migration Rate

(Per 1,000 Population Age 18 to 64 with a Bachelor's Degree or Higher)



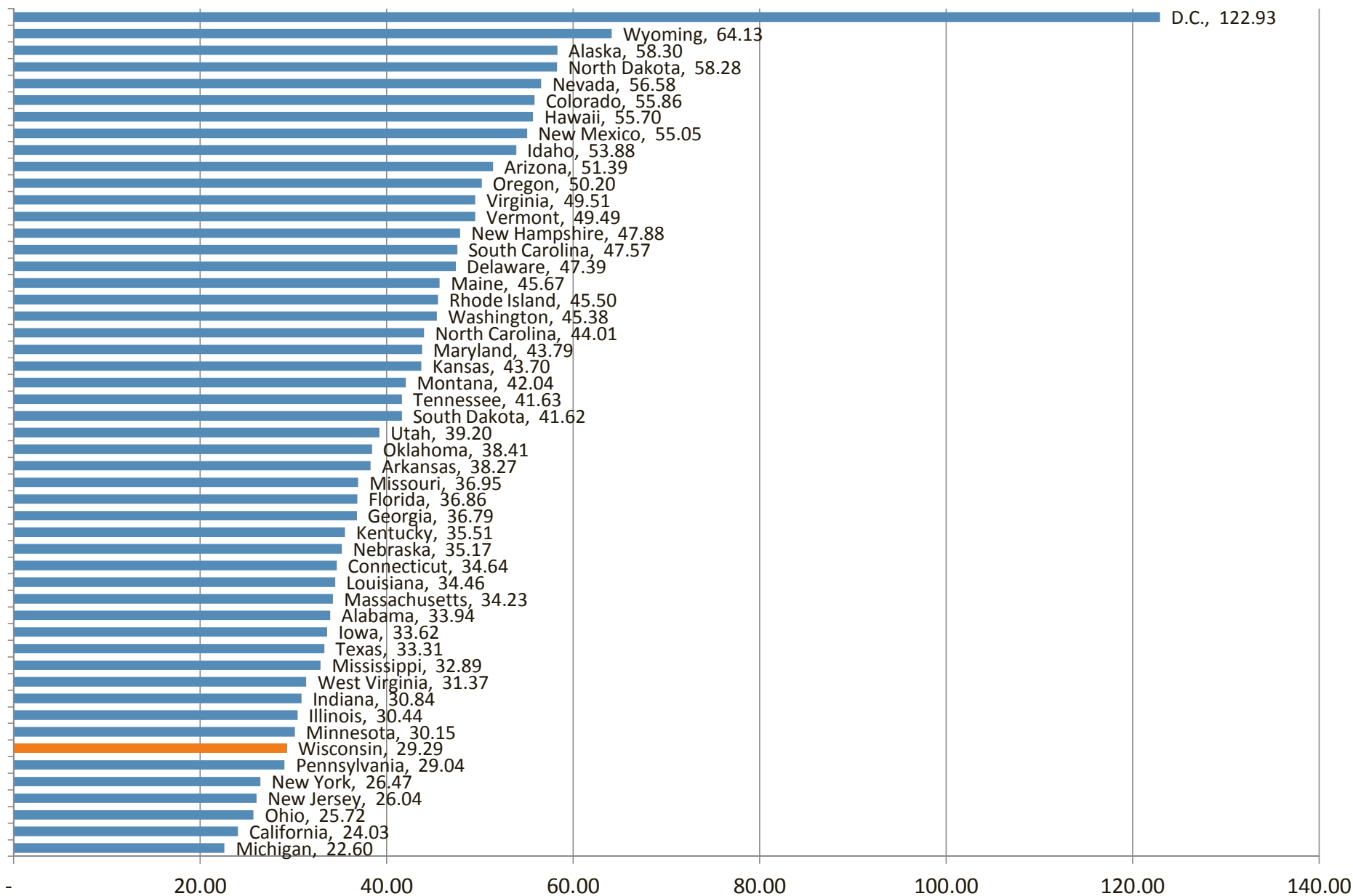
Domestic Out-Migration Rate

(Per 1,000 Population Age 18 to 64 with a Bachelor's Degree or Higher)

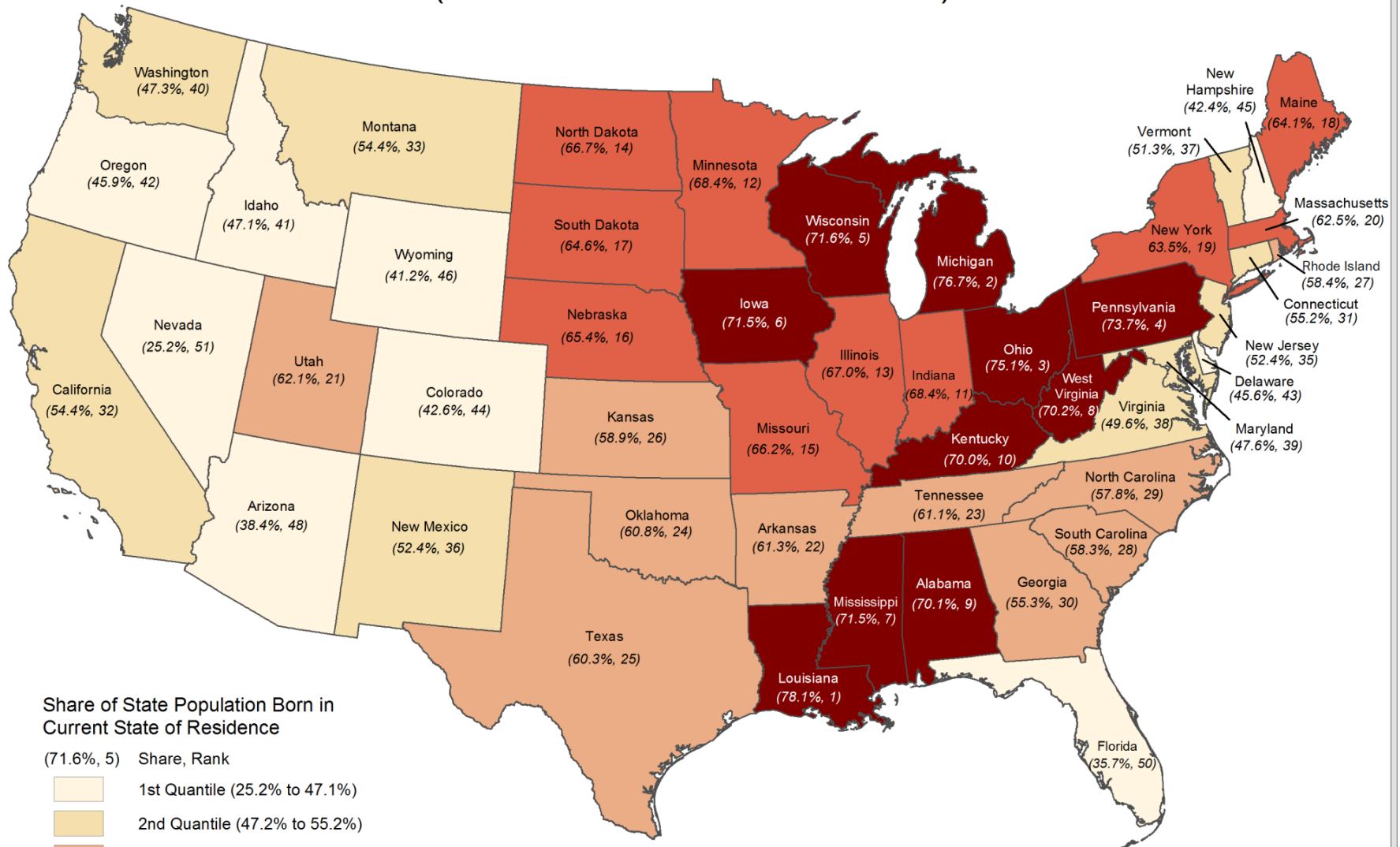


Domestic In-Migration Rate

(Per 1,000 Population Age 18 to 64 with a Bachelor's Degree or Higher)

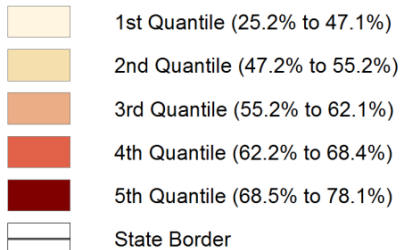


Share of State Population Born in Current State of Residence (2010 to 2014 Five Year Estimate)



Share of State Population Born in Current State of Residence

(71.6%, 5) Share, Rank



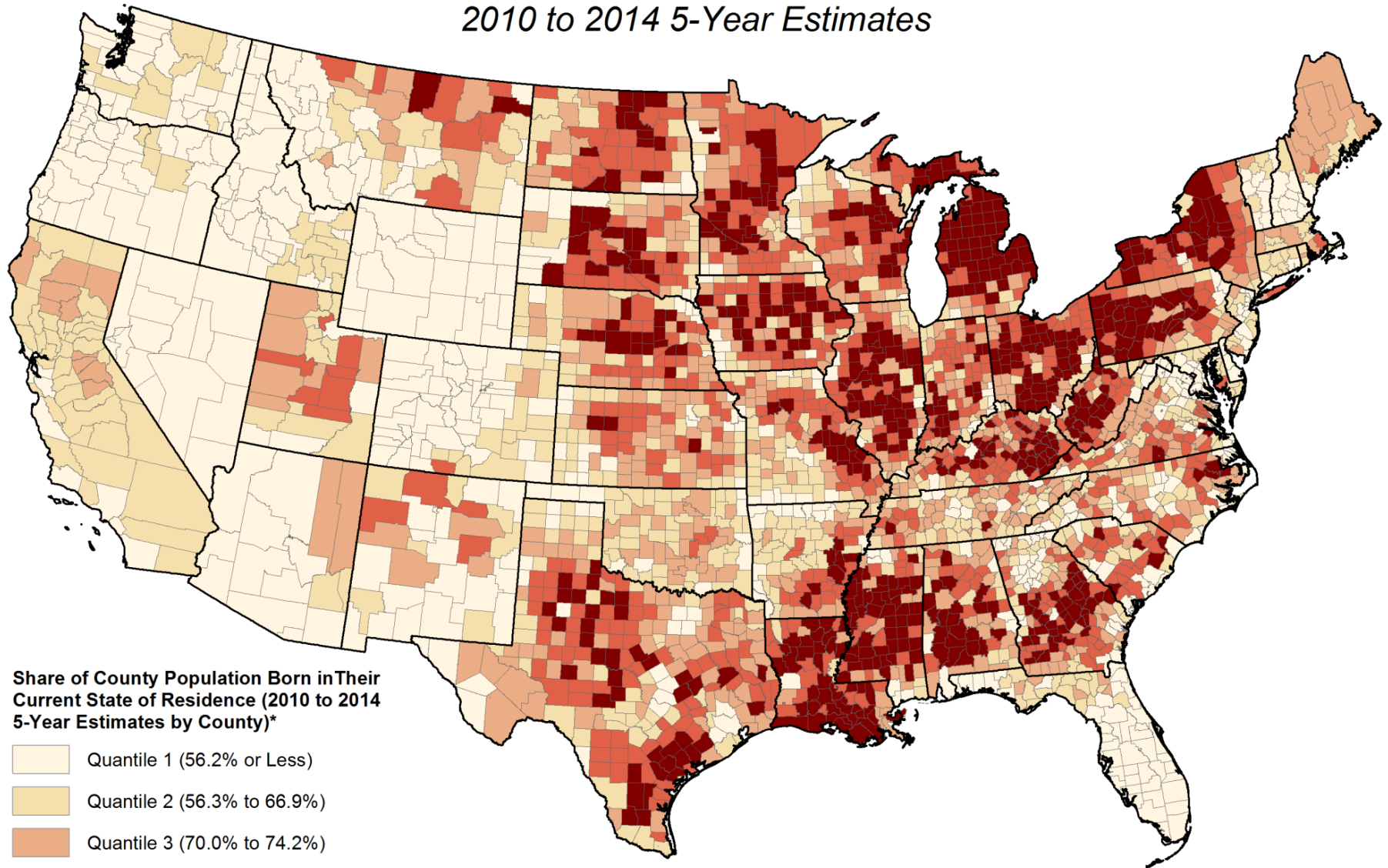
Alaska (40.6%, 47), Washington DC (36.9%, 49), and Hawaii (54.0%, 34) are not shown on the map.

Sources: U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates.

Note: Values are based on a 90-percent confidence interval

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Share of County Population Born in Current State of Residence 2010 to 2014 5-Year Estimates



*Important Note: The values for tracts shown in different classes may not be statistically different. A statistical test is needed to make such a determination.

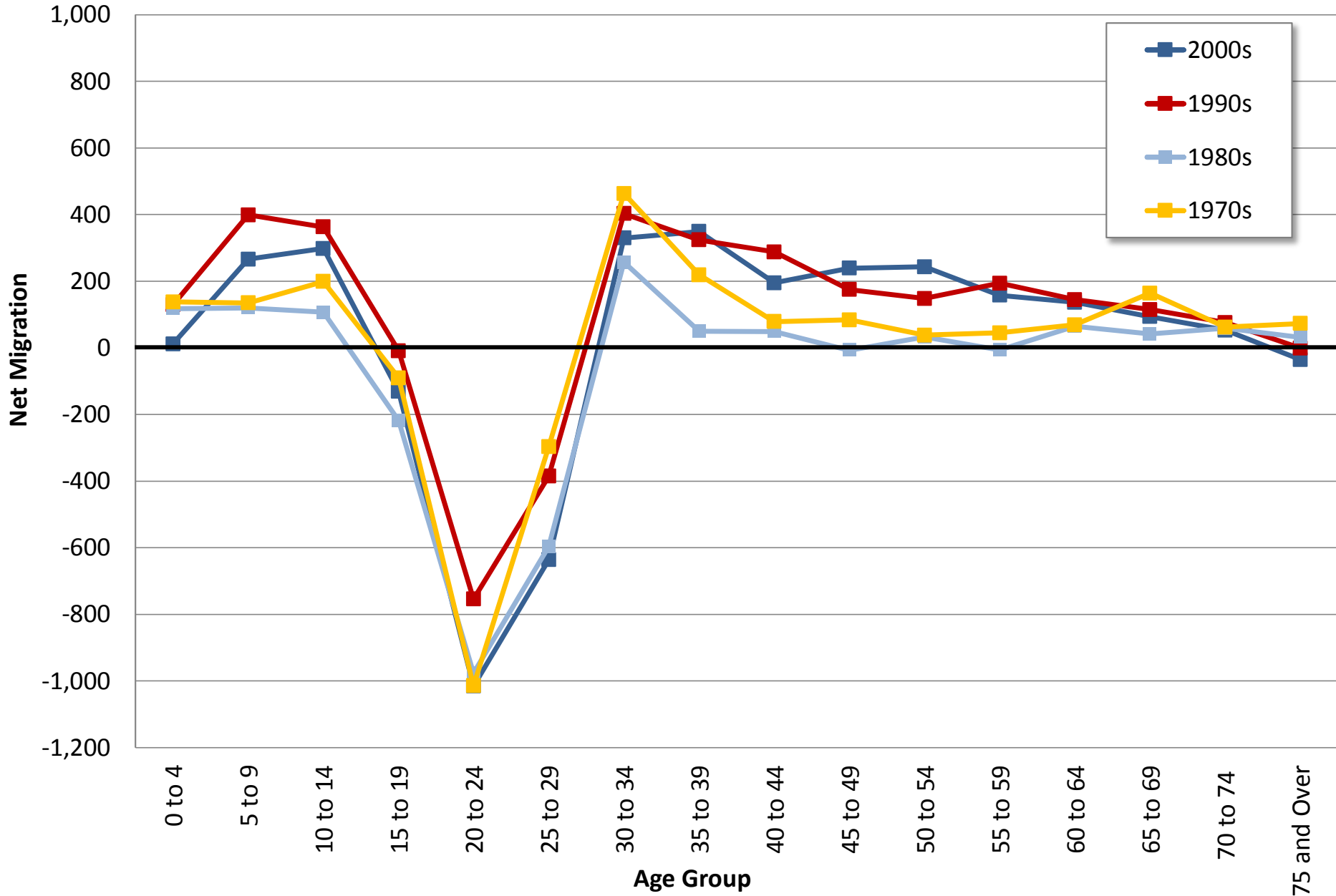
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Center for Community and Economic Development

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates. Data are based on a sample and are subject to sampling variability and nonsampling error.

What are some potential implications of Wisconsin's low churn rate in the face of declining inter-state mobility?

- What is our true ability to attract new residents, particularly Millennials?
- Given our out-migration rates, how much room is there to improve retention?
- Increased emphasis on unemployed/underemployed among working age population (especially in Milwaukee)?
- Should be focusing on attracting people or attracting companies?
- Does ethnocentrism or a potential preference for “in-group” members influence failed migrations to Wisconsin?
- Does churn influence our entrepreneurial propensity?
- Do we need to emphasize other strategies that reduce dependence on labor availability?
- Do we need an improved narrative about amenities and quality of life?

Vernon County Net Migration by Age



Examples of Quality of Life Indicators

Life at Home-Housing

- Shelter for the Homeless
- Home Owners and Renters
- Fair Market Rent
- Number of Housing Units
- Age of Housing Stock
- The Cost of a Home
- Residential Building Permits
- Affordable access to high speed Internet

Life at School

- Third Grade Reading Comprehension
- High School Graduation Rate
- American College Test (ACT)
- Post Secondary Education
- Extra-and Co-curricular Activities
- Habitual Truancy
- School District Expenditures
- Adult life learning opportunities

Life at Leisure

- Variety of Leisure Activities
- Support for the Arts
- Performing Arts
- Museums and Gallery Opportunities
- Library Programs
- City and County Parks
- Leisure License Sales
- Number of Third Spaces

Life at Home-Children and Families

- Residents Living in Poverty
- Unmet Basic Needs
- Hunger
- Free and Reduced-Price School Lunches
- Family Structure
- Childcare
- Senior Living Arrangements
- Retirement Activities
- Nutrition
- Health Care Availability

Examples of Quality of Life Indicators

Life in our Natural Environment

- Ambient Air Quality
- Water Quality & Quantity
- Soil Erosion
- Solid Waste
- Preservation of ag lands
- Preservation and maintenance of environmental corridors

Life Together-Civics and Diversity

- Population Growth
- Demographics
- Voter Participation
- Political Races
- Civil Rights/Discrimination
- Cultural Diversity
- Volunteerism

Life Together-Public Safety

- Perception of Public Safety
- Alcohol and Drug Arrests
- Property Crime
- Violent Crime
- Proportion of Solved Crimes
- Probation and Parole
- Emergency Preparedness

Life on the Road

- Commute Time to Work
- Direct flights
- Mass transit options
- Transportation investments
- Traffic congestion/traffic counts
- Traffic Crashes
- Bike/ped options/trails
- Senior/accessible transit options

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