

# 2019 Governor's Economic Development Summit

## Wednesday, July 17, 2019

The Cornhusker - A Marriott Hotel  
333 South 13<sup>th</sup> Street, Lincoln, NE 68508  
7:30 a.m. – 5:00 p.m.

### AGENDA

**7:30am – 8:30am: Registration** (*Atrium*)

**8:30am – 8:45am: Welcome – Governor Pete Ricketts** (*Ballroom*)

**9:00am – 10:00am: Breakout Session 1** (*Lower Level*)

**1. Track 1 – Cultivating Tomorrow's Workforce with Apprenticeships**

Hear how the business and education sectors have partnered to build customizable training programs that meet industry needs and prepare the future workforce.

**2. Track 2 – Ambassadors, Part 1: Telling Our Story, One Person at a Time**

Featuring a panel of community leaders who will discuss the use of community ambassadors to help with local talent attraction and recruitment. Ambassador programs aim to engage passionate community champions in sharing the good news and promoting your community as a great place to live and work.

**3. Track 3 – Welcome Home: Meeting the Housing Challenge**

Community-based solutions and State programs both have a role to play in building Nebraska's housing inventory. This session will highlight some successful community housing solutions.

**4. Track 4 – Removing Barriers to Success between Employers & the Talent Pipeline**

Nebraska has the nation's third-highest rate of people who work more than one job, as well as one of America's lowest unemployment rates. This session will provide collaborative strategies to link businesses to workforce development agencies through a single point of contact. Efforts to remove barriers to success between employers and the talent pipeline have benefited job creators while launching people into full-time careers.

**10:15am – 11:15am: Breakout Session 2** (*Lower Level*)

**1. Track 1 – Industry Powered Education: Career Academies**

Explore how business and industry are benefiting from partnerships with career academies in Nebraska.

**2. Track 2 – Ambassadors, Part 2: How You Can Start an Ambassador Program**

As a continuation of Ambassadors, Part 1, this session will highlight the state's efforts to create statewide and international ambassador networks. Community leaders will then dive deep into the mechanics of establishing an ambassador program to assist with local talent attraction and retention. The conversation will include planning, implementation, measurement, lessons learned and best practice recommendations.

**3. Track 3 – Welcoming Young Professionals Back Home**

Learn what communities are doing to build "YP-friendly spaces," and how they are actively working to welcome home talented young people

**4. Track 4 – Gallup: Born to Build**

Builders are like entrepreneurs, but more. Builders create thriving startups, winning teams, strong communities and better lives. This interactive workshop will provide a contextual framework for Gallup's research into the talents that define highly successful Builders. Participants will learn about their individual results from the Builder Profile 10 (BP10) assessment, designed to help people discover and develop their innate Builder talents. Participants will also learn how to identify and develop future builders in their respective communities.

## **11:30pm – 1:00pm: Lunch & Keynote Speaker** (*Ballroom*)

11:30pm – 12:15pm: Lunch

12:15pm – 12:45pm: Speaker – *Jim Clifton, CEO of Gallup*

## **1:00pm – 2:00pm: Breakout Session 3** (*Lower Level*)

### **1. Track 1 – The Positive Impact of Business-Led Partnerships**

Hear how businesses in rural and urban Nebraska are creatively building a talent pipeline, creating economies of scale and fostering economic development projects in their regions.

### **2. Track 2 – Talent Recruitment Strategies, Part 1: Telling Your Story to Attract Talent**

This session will include a panel of chamber and economic development leaders that are actively engaged in storytelling to recruit talent to their community. Panelists will share a broad overview of their messages and methods of sharing their story.

### **3. Track 3 – Keeping Them Home**

Building communities that people don't want to leave by weaving social fabric, integrating diversity and utilizing unique community assets

### **4. Track 4 – Business-Led Talent Development**

Effective, business-led talent development strategies are increasingly important as the workforce skills shortage becomes one of the leading challenges faced by Nebraska employers. This session will present a variety of effective talent development initiatives through employers' experiences in creating and sustaining an adult apprenticeship program; utilizing the state's Developing Youth Talent Initiative grant; and developing skills through a fast-paced, boot camp-style training and a structured internship and pipeline development program.

## **2:15pm – 3:15pm: Breakout Session 4** (*Lower Level*)

### **1. Track 1 – STEM Lab - Come Play!**

Experience how businesses have made STEM learning fun, accessible and industry relevant.

### **2. Track 2 – Talent Recruitment Strategies, Part 2: Marketing Your Community**

As a continuation of Talent Recruitment Strategies, Part 1, this session will highlight specific tips and best practices for sharing your community's message through media and social media methods in order to generate interest in potential newcomers and returners. Panelists will demonstrate how they identify target markets, develop sharable content and broadcast their message.

### **3. Track 3 – Bringing Them Home**

Learn what communities are doing to become magnetic to the talented people they want to attract, both returners and newcomers.

### **4. Track 4 – Gallup: Born to Build - Repeat of Morning Session 2**

Builders are like entrepreneurs, but more. Builders create thriving startups, winning teams, strong communities and better lives. This interactive workshop will provide a contextual framework for Gallup's research into the talents that define highly successful Builders. Participants will learn about their individual results from the Builder Profile 10 (BP10) assessment, designed to help people discover and develop their innate Builder talents. Participants will also learn how to identify and develop future builders in their respective communities.

## **3:30pm – 3:45pm: Wrap-Up & Closing - Governor Pete Ricketts** (*Ballroom*)

## **3:45pm – 5:00pm: Reception – hosted by the Nebraska Diplomats** (*Atrium*)