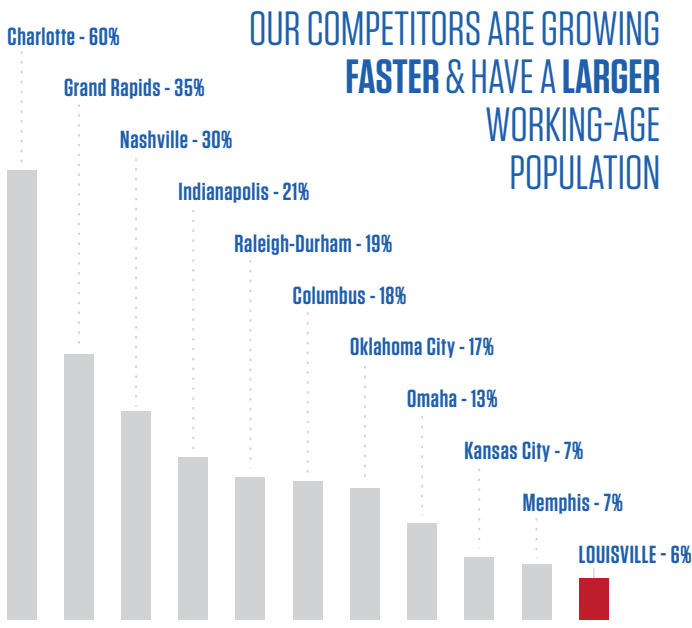


WE NEED TALENT!

SLOW POPULATION GROWTH | SHORTAGE OF FUTURE PROFESSIONALS
AGING WORKFORCE | **27,000 OPEN JOBS IN THE REGION**

GLI 2020 GOAL:

To increase the net number of adults in the region with an associate degree or higher in the ages of 25-54 by 18,000, a 7.5% increase.



Peer City Population Growth 2005-2015 (U.S. Census)

“Company growth & Investments in Louisville are at an all time high. Expanding the region’s talented workforce is now our top economic development challenge.”

-Mayor Greg Fischer
City of Louisville

“Talent is GLI’s top Economic Growth initiative.”

-Kent Oyler, CEO of Greater Louisville Inc.

RESEARCH

GLI partnered with IQS and the University of Louisville, and seated a multi-employer Talent Steering Committee to develop a data and research-based strategy for attracting, retaining, and developing a prepared and talented workforce.

Top 3 High-wage jobs categories in highest demand



Business Services



Healthcare



STEM

Where is the talent we need?

200-500 mile radius



Who is likely to move?



MARRIED/COUPLES

- > \$75k - \$100k avg household income
- > Ages 26 - 37
- > Bachelors degree +
- > From mid-sized cities

Why will they move?

- > New job
- > Looking for a change
- > More affordable cost of living
- > Better fit

Why will they stay?

- > Good jobs and opportunity
- > Ability to make a difference
- > Suitability to raise a family
- > Acclimation upon arrival, sense of "fit"

How will we reach them?

- Facebook
- YouTube
- Instagram
- Television

What do they want to know?

- Job opportunities
- Neighborhoods and housing options
- Parks and outdoor activities
- Schools and education options
- Demographics
- Relocation resources

STRATEGY

LiveInLou is a 4-year, \$5M marketing strategy lead by a diverse and creative group of business and community leaders.

Create LiveInLou.com message and brand

- > Highlight quality of life and low cost of living
- > Create a snapshot of life in Louisville
- > Celebrate Greater Louisville's unique assets
- > Retention messages



Build social media following



Host roadshow events



Develop robust national marketing campaign



Provide online toolkits for recruiters



Target regional universities



Crowdsource recruiting

Development

- > Partner with JCPS to expand Talent Development Academies
- > Actively participate in Greater Clark County Schools PRIDE program
- > Public policy
- > Convene business engagement in workforce initiatives
- > Connect school districts & work ethics certification programs

STAFF

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