



Let Indiana Work for You Update

TIMELINE

The bill requires that CHE pilot Let Indiana Work for You in public colleges and universities in Indiana during academy year 2019-20. Statewide implementation to public colleges and universities (and private institutions that opt in) will take place during academic year 2020-21.

ACTION TO-DATE

- Kick-off, informational meeting with university government representatives (findings attached)
- Coordination, asset identification meeting with ICHE, DWD and IEDC (findings attached)
- Survey to college career center staff (findings attached)
- Pilot campuses secured to date: Indiana University, Purdue University, Ball State University, Purdue Fort Wayne, six Ivy Tech campuses

NEXT STEPS

- Fall Semester 2019: Use input from colleges, career center staff, state agencies and others to develop content and distribution plan
- Spring Semester 2020: Launch pilot

PILOT CAMPUS REQUIREMENTS

Pilot campuses will be required to review the information, distribute it on their campus (to all students or to a trackable subset of students), and submit feedback to CHE.



Key Takeaways from Meeting with Colleges/Universities

LEVERAGE KEY ORGANIZATIONS AND STAKEHOLDERS

- Ideas include: Tech Point, IU Rural Center, Purdue Extensions, OCRA

AUDIENCE

- Focus on keeping Indiana students in their communities
- Focus on keeping out-of-state students in Indiana after graduation

PROPOSED CONTENT BUCKETS

- Workforce opportunities
 - Startups opportunities in Indiana
 - Indiana-specific job information
- Economic and financial benefits
 - Cost of living here versus elsewhere
 - Tax rates
- Regional information and growth
 - Include region-specific information
 - Include information on urban, suburban and rural communities
- Quality of life and young professional benefits
 - Greenspace and trails
 - Opportunities for community engagement

CONTENT DELIVERY OPTIONS

- Printable toolkits and PDFs
- Interactive map
- Short videos
- Infographics
- Social media content



Assets and Ideas Identified by ICHE, DWD, IEDC and CCT

EXISTING ASSETS

- IN Reality: Hoosiers by the numbers, quality of life assessment & occupations that match
- Cost of living index: compare metro to metro – national data and local data
- State-to-state cost of living index with wage information (INDemand Jobs)

POTENTIAL PARTNERS

- Ascend Indiana
- Indiana Chamber
- Indiana Career Ready

IDEAS

- Webinars with career centers & career seekers
- A lot of Indiana students don't realize the companies that are here – how can we promote them
- Market our airport! Keep Indy as your hub and you have great options to go anywhere
 - Lots of large metro areas nearby
 - Ranked as one of the most affordable airports in the world
- You can actually make a difference here – a lot of non-profits and volunteer opportunities
- Send a survey to partners?
- Young professionals' survey?
- Survey for interns and supervisors?

DELIVERY IDEAS

- Infographics, listicles and testimonials work well with this age group
 - Top 10 things (employment rates, large cities)
- Student testimonials:
 - IEDC has some – not really recent grads
 - Students from out of state who stayed here
- Short videos? DWD can help



Survey Results from Colleges/Universities

BACKGROUND

- ICHE sent a survey to college representatives in July 2019
- 14 Responses Received
 - Purdue University
 - Ball State University (3 responses)
 - Ivy Tech Community College (Madison, Delaware and Henry counties, Evansville, Lafayette, Richmond, Bloomington)
 - Purdue Fort Wayne
 - Indiana University
 - One unidentified

SURVEY QUESTIONS AND KEY FINDINGS

- **Does your college/university distribute information about living and working in your region or in Indiana as a whole? (If yes, what? Provide links if possible.)**
 - Yes: 10
 - Internship Opportunities, Workforce Data, Salary Comparisons, Recruitment Timelines/Events, Job Openings, Quality of Life, Cost of Living Information, Campus & State Programs, Chambers of Commerce, Work One Offices, Indiana Career Explorer, Hoosier Hot 50 / INDemand Jobs, Career Ready & Grad Magazines
 - No: 2
 - Ivy Tech CC Delaware and Henry Counties
 - Ivy Tech CC Madison
 - I don't know: 2
 - Purdue Fort Wayne
 - Ivy Tech Bloomington



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- **What kind of information would you and your students find helpful regarding workforce opportunities, financial and economic benefits of living in Indiana?**
 - Digital content for campus newsletters
 - PowerPoint slides
 - Information on workplace competencies aligned with job opportunities and college programs
 - Personalized, customizable job search updates and notifications
 - Information about regional workplace culture/values, mission, professional development and qualifications
 - Regional demand and career opportunities by major
 - Paper handouts with regionally focused information
 - Information that compares the cost of living and working in Indiana versus other states (comparison tool or cost-of-living calculator)
- **What kind of information would you and your students find helpful regarding regional information and growth in Indiana?**
 - Hiring growth by sector, aligned to program area
 - Major employers by industry and region
 - Information on emerging industries
 - Region-specific projects and initiatives
- **What kind of information would you and your students find helpful regarding quality of life and young professional benefits in Indiana?**
 - Cultural amenities
 - Crime rates and health indices
 - Networking opportunities and young professional groups
 - Community engagement and volunteerism information
 - Outdoor and green spaces



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- **What other information would you and your students find helpful?**
 - Tuition reimbursement or upfront payment by employers
 - International student recruitment/Visa issues
 - Information from employers about the transportable skills they are looking for in new graduates

- **What would be the most useful medium for Let Indiana Work for You content to be delivered to your campus?**
 - Infographics and illustrations
 - Data
 - Written testimonials from employers
 - Social media toolkit
 - PowerPoint template
 - Online resources
 - Printable PDF handouts
 - Videos