



# Iowa City Area Development Group

Extraordinary  
opportunities  
in unexpected  
places.



**WORKFORCE  
BUSINESS  
SERVICES**





# GUIDANCE

## **Better information leads to better decisions.**

ICAD Group develops workforce initiatives based on the immediate and future needs of our area. We assess worker readiness, skills development, employer challenges, and workforce productivity through a series of surveys and a network of partners.

Contact our office or click the Workforce tab on our website to obtain the most recent reports.

# RETENTION

## **Protect your most valuable assets.**

Workforce planning extends beyond hiring and training and must include strategies for retaining productive employees. Retention also takes place at the college level, ensuring that the next generation workforce is available to help your company grow.



### ***Skills Advantage/Iowa's Career***

***Readiness Certificate:*** We've teamed with Cedar Rapids' economic development group, Priority One, and Kirkwood Community College to promote the Skills Advantage work ready certification based on ACT's WorkKeys. Multiple businesses in our area have endorsed this program and the state of Iowa is using it as a model for its Career Readiness Certificate.

***Rapid Response Team:*** If business conditions result in downsizing, our group joins forces with other regional workforce agencies and helps refer your employees and dislocated workers to training facilities, career counseling, human service agencies, and more.

***Councils, Consulting, and the Professional & Technical Diversity Network:*** ICAD Group partners with multiple agencies in our service area, as well as in Cedar Rapids, to connect businesses with workshops, career centers, and community programs dedicated to retention and diversity.



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