



Rural Talent Incentives

FACT SHEET

To help create quality jobs in rural areas of Washington, the state departments of Employment Security (ESD) and Commerce have collaborated to offer a menu of workforce development services to selected businesses.

Depending on a company’s needs and priorities, ESD and Commerce will help recruit and train workers in an effort to grow the business or attract it to rural Washington. The first project is in Benton County and the next will be in Grays Harbor County.

Pilot project in Moses Lake

Moses Lake in south central Washington offers inexpensive electricity, a great quality of life, and a new rail line opening buildable land for advanced manufacturing. However, manufacturing companies have been reluctant to move to or expand in this rural city because they don’t know if they can find skilled, reliable workers.

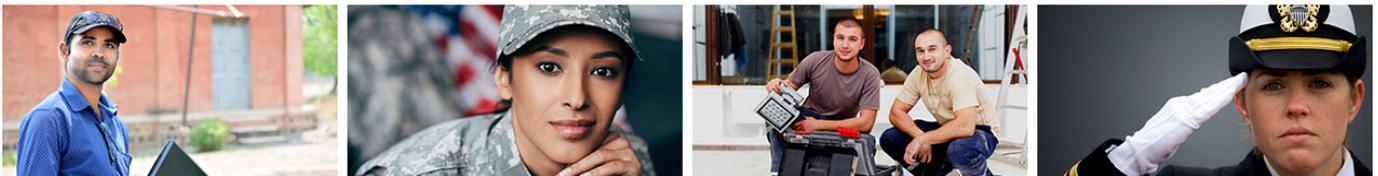
Advanced manufacturing companies in Moses Lake have indicated that the customized workforce support is definitely a factor as they decide where to expand their businesses.

A menu of services

Rural Talent Incentives offers a customizable menu of workforce development services to businesses. In addition to free labor market data and analysis, and free job posting on WorkSourceWA.com, the menu includes:

- Candidate pre-screening.
- Recruiting.
- Training in “soft skills.”
- Developing talent pipelines from local high schools.
 - Curriculum changes to meet local skill needs.
 - Internships and mentorships.
 - Youth registered apprenticeships that count for high school credit.

In 2017, Washington’s Gov. Inslee, the ESD commissioner, Department of Commerce director, the Port of Moses Lake, the North Central Washington Workforce Development Council, and WorkSource Columbia Basin collaborated to create talent pipelines and talent acquisition for the advanced manufacturing sector.





The ESD commissioner and Commerce director regularly traveled together to Moses Lake to meet with top company executives and staff to determine their workforce needs. Local teams followed through and supported the efforts by hiring a business liaison dedicated solely to advanced manufacturing. Currently, the liaison is recruiting throughout the state — including at military bases — building direct links to schools and drop-out re-engagement programs, and replicating models from other parts of Washington that build talent pipelines from local high schools.

Advanced manufacturing companies in Moses Lake have indicated that the customized workforce support is definitely a factor as they decide where to expand their businesses.

How a company can get started

Call Jennifer Peppin, ESD's industry sector strategies specialist, 360-902-9574.

