



DES MOINES, IOWA

TALENT DEVELOPMENT

GLOBAL DSM:INTERNATIONAL TALENT STRATEGY

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HISTORY OF GLOBAL ATTRACTION



- Refugee Resettlement – Beginning 1970's
- Faith Based Community Lead
- Immigration Reform – Iowa Immigration Education Coalition
- Multicultural Receptions
- Immigrant Entrepreneurs Summit – Supporting Business Start-ups



ORGANIZATIONAL IMPERATIVE - DO MORE

- Changing Demographics – (Data Driven)
- Need for Diverse Talent – 3% Unemployment
- Brookings Institute Global Cities Initiative – *Global DSM: Trade and Investment Strategy*
- Des Moines Immigration Integration Initiative –
 - Collaboration with PNAE

BROOKINGS

J.P.Morgan

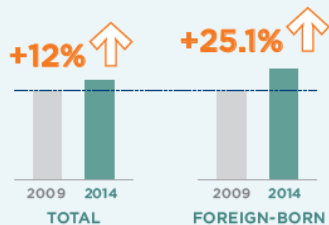


POPULATION GROWTH

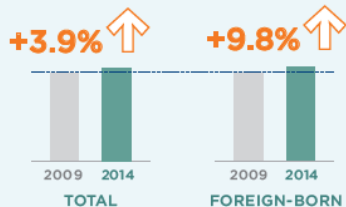
BETWEEN 2009 AND 2014

POPULATION TRENDS

The total population in the Des Moines metro area increased by 12%, from 545,643 to 611,291 people. During this period, the **foreign-born population grew 25.1%**, from 38,970 to 48,760 people.



DES MOINES



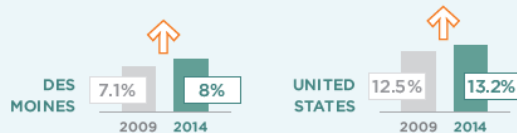
UNITED STATES

FOREIGN-BORN SHARE OF POPULATION GROWTH



During this period, growth in the foreign-born population accounted for **14.9% of overall population growth**, compared to the national rate of 31.9%.

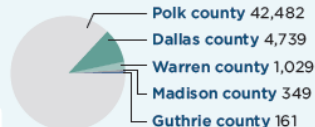
FOREIGN-BORN POPULATION SHARE



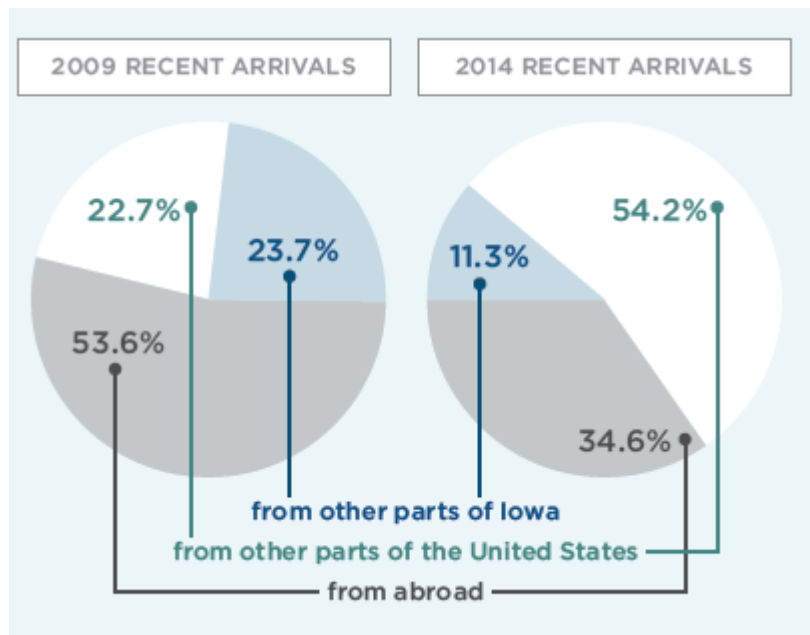
The share of the population in metro Des Moines that was foreign-born **increased** from 7.1% to 8%.

DISTRIBUTION OF FOREIGN-BORN POPULATION IN METRO AREA

27,489 in City of Des Moines



This high rate of attraction is due to Des Moines reputation as a thriving city with safe, vibrant, and welcoming communities.



TOP FIVE COUNTRIES OF BIRTH FOR THE RECENTLY-ARRIVED FOREIGN-BORN IN 2014

2,297 Iraq
995 Myanmar
676 Liberia
653 Malaysia

TOP FIVE COUNTRIES OF BIRTH FOR ALL FOREIGN-BORN IN THE REGION IN 2014

Mexico 12,256
Iraq 4,254
Bosnia 4,054
Laos 3,744
Vietnam 2,800

LABOR MARKET



The share of the foreign-born within the working age population increased from 9.6% to 10.3%

The percentage of the employed labor force that is foreign-born also rose from 8.4% to 9.2%.

ECONOMIC CONTRIBUTORS

GREATER DES MOINES GROSS DOMESTIC PRODUCT (GDP) AND TAX CONTRIBUTIONS

Foreign-born residents contributed

\$3.2 billion
to the metro area's GDP in 2014,

accounting for 7.1% of the total GDP
in Greater Des Moines.²

The foreign-born population of
Greater Des Moines contributed more than

\$100 million in state and
local taxes

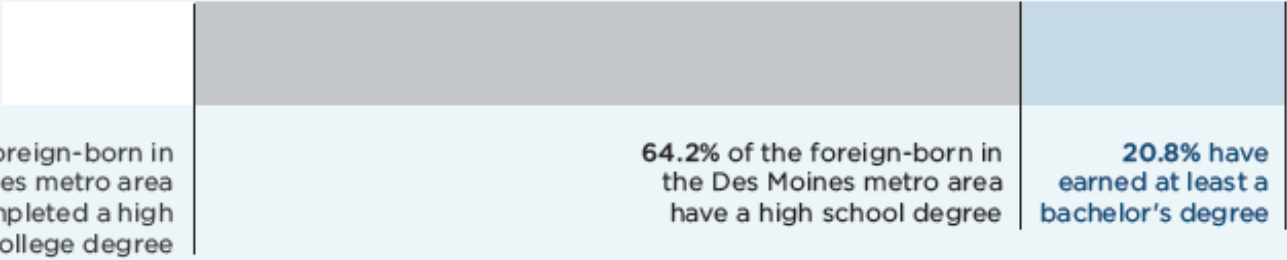
including property, income, sales and excise taxes levied
by either the State of Iowa or by municipal governments in 2014.³

TALENT PIPELINE POTENTIAL

In fall 2014, **4,767 students** attending local higher-education institutions in the region that includes metro Des Moines, metro Ames, the city of Grinnell, and the city of Pella were on temporary visas.⁷

If metro Des Moines **retains or attracts one-half of the international students** who graduate with bachelor's degrees or higher from local universities and regent's institutions in Iowa, **2,449 local jobs** will be created within six years,⁸

boosting the metro area's **total GDP by at least \$609 million** within the next 30 years.⁹



15% of the foreign-born in the Des Moines metro area haven't completed a high school or college degree

64.2% of the foreign-born in the Des Moines metro area have a high school degree

20.8% have earned at least a bachelor's degree

GLOBAL DSM: International Talent Strategy

- Broad Stakeholder Representation
- Make Central Iowa More Welcoming
- Recommendations followed with an Implementation Plan



KEY STRATEGIES

- Create a Central Iowa Welcoming Center / Hub
- Facilitate Community and Government Engagement with Foreign-Born
- Increase Availability of Language Acquisition and Civic Education Programs
- Support Foreign-Born Entrepreneurs
 - Micro-Loan Program
 - Mentoring
- Leverage the Educational and Workforce Assets of Foreign-Born Professionals
- Foster Integration of Highly Skilled/Educated Foreign-Born in the Workforce
- Increase Retention of International Students
- Continue and Strengthen Advocacy for Immigration Reform