

Sioux City Achieves Skilled Iowa Community Status

Governor Terry Branstad, Lt. Governor Kim Reynolds and Iowa Workforce Development (IWD) Director, Beth Townsend, announced today that Sioux City has achieved Skilled Iowa Community status by meeting the metrics for both business commitments and workforce certifications. The official announcement took place at the Sioux City Convention Center.

Governor Branstad praised the City of Sioux City for reaching this important milestone, saying, "The Skilled Iowa Initiative assists Iowans with increasing their skill levels, which not only helps people find good jobs in Iowa, but assists companies in finding those skilled workers. A strong workforce strengthens the state's economy to grow and prosper in the future."

The Skilled Iowa Initiative has notable benefits for local economic development efforts. Skilled Iowa aims to assist local economies in boosting the qualifications of their local workers and as a result, making the community a more attractive place for new and existing businesses.

"When the Governor and I travel around Iowa, we consistently hear of the dire need for workers," said Lt. Governor Reynolds. "This designation will go a long way in helping to attract and retain the workforce needed for companies to grow and innovate in Sioux City. Congratulations to all of the leaders in Sioux City who have taken this important step to strengthen your workforce."

The initiative encourages workers and students to earn a National Career Readiness Certificate (NCRC), as well as encouraging employers to recognize the certificate in the hiring process. Those earning an NCRC take a test to measure crucial workplace skills in areas such as applied mathematics, reading for information and locating information.

In order to become a Skilled Iowa Community, Sioux City had to have:

- 5 percent of the local workforce become NCRC certified
- 20 percent of workers receiving unemployment insurance benefits or other specified services become NCRC certified
- 10 percent of the local employers (who represent 20 percent of the total workforce) commit to supporting the Skilled Iowa Initiative in their hiring process

Skilled Iowa urges all communities in the state to visit www.skillediowa.org to learn more about this economic growth opportunity and about making the commitment to become a Skilled Iowa Community.

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