

# 2024 Kentucky General Assembly

## IMPROVE ABILITY TO ATTRACT AND RETAIN TALENT

*Develop a Bold Strategy to Attract and Retain In-Demand Workforce*

### OPPORTUNITY TO IMPROVE THE BUSINESS CLIMATE

Northern Kentucky is an economic engine for the Commonwealth. While we have been experiencing economic development success, the challenges of attracting and retaining a talented workforce are posing a serious threat to continued economic growth in our region. We need bold initiatives that spur population growth and innovative strategies to retain credentialed, degreed, and skilled talent to fulfill current and future workforce demands.

### APPROACH TO TACKLE THE ISSUE

To address the challenge of attracting and retaining talent, the state should launch a talent attraction initiative to increase our state's skilled workforce, reverse population decline trends, and ensure that Kentucky grows at a rate competitive with peer states.

1. Develop programs that expose our young talent to quality experiential learning opportunities.
2. Encourage credentialed and degreed individuals in high-demand fields to pursue employment in Kentucky.
3. Encourage state policy to enhance the Commonwealth's ability to recognize individual credentials and licenses obtained in other states and in other countries to fill high-demand jobs in the Commonwealth.
4. Develop a comprehensive marketing plan to attract talent from

### WHY DOES IT MATTER TO MY BUSINESS

While Northern Kentucky's workforce participation rate is higher than the rest of the Commonwealth, the number of open positions remains abundant and challenging for employers to fill. As the state's economic engine, NKY must retain its skilled and talented citizens while proactively attracting new, diverse, talented workers to our region.

### WHAT WE ARE ASKING AN ELECTED OFFICIAL TO DO

1. The General Assembly should take measures to proactively encourage individuals with training in high-demand industry sectors to live and work in Kentucky by streamlining supportive processes for transferring professional licensing and credentials from other states or countries.
2. Dedicate funds to support a national Kentucky talent attraction campaign, providing much-needed resources to regional chambers of commerce focused on in-demand, sustainable wage positions and talent needs.