

# Communications Toolkit: Bridging the Talent Gap

This communications toolkit has been developed by the Colorado Workforce Development Council (CWDC) to support TalentFOUND network partners in promoting Bridging the Talent Gap and encouraging employers in their network to complete the Bridging the Talent Gap employer survey.

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## Background for Partners

### Overview of Bridging the Talent Gap

The Colorado Workforce Development Council, Colorado Department of Higher Education, and Office of Economic Development and International Trade, along with other partners in the TalentFOUND network, are leading efforts to administer the [Bridging the Talent Gap employer survey](#) to gather data that will help address skills shortages in Colorado.

The survey is designed to understand the skills gaps Colorado businesses and workers face and identify how education and training programs can help close those gaps, including by increasing credential attainment. All stakeholders will be able to access interactive dashboards with regional survey data that can be benchmarked to statewide and national responses. The data gives employers and employees a voice and helps Colorado ensure we develop lasting solutions for increasing attainment, meeting talent needs, and ensuring our state has a skilled and educated workforce.

The employer survey is open from May 1 through June 15. We are asking employers across Colorado to complete the 15-minute survey to understand their talent needs and current talent development focus. The survey is typically completed by human resource directors or the person responsible for hiring and retaining talent.

### **What does the survey cover?**

This nationally-normed survey asks employers to provide their perspectives on:

- The hiring environment for their organization since the onset of COVID-19
- Needed skills and perceived skills gaps for employees at different levels of education
- Resources employers offer to help employees get the skills they need and progress in their careers
- The level to which employers are focused on equity, skills-based hiring, work-based learning, and other important initiatives

### **Goals of Bridging the Talent Gap**

- 750 employers across Colorado complete the survey
  - 100 retail employers complete the survey
- Interested employers distribute an employee survey that will give them a better understanding of their employees' interest in reskilling and retraining
- Survey data and resulting reports and dashboards help state agencies, industries, and employers make more informed decisions about talent development needs and opportunities

### **Where can I learn more about Bridging the Talent Gap?**

- [Colorado Bridging the Talent Gap webpage](#)
- [Value proposition - postsecondary, workforce, and economic development partners](#)
- [Bridging the Talent Gap master slide deck](#)
- [Employer survey](#)

### Talking Points

- [Slide to use with talking points](#)
- Bridging the Talent Gap is a statewide survey effort that will collect essential information from employers about their talent needs.
- Bridging the Talent Gap is starting with an employer survey that is available online for human resources professionals (or those in charge of hiring) to complete.

- We are supporting the Bridging the Talent Gap initiative and encourage you and others to complete this important survey because:
  - It will help Colorado and Colorado employers understand the hiring environment in the state for different industries and regions.
  - It will help us understand and respond to the skills gaps that are identified by industry professionals so that we can help Colorado's businesses get the employees they need.
  - It will help us understand the resources that are already available to workers to progress in their careers, and allow us to work collectively with workforce and higher education professionals to maximize the impact of the resources.

## Employer Communication

### Key Resources

- [Employer survey](#)
- [Value proposition - employers](#)

### Email/Newsletter Copy

#### **Employer Survey to Help Address Skills Shortages in Colorado**

To ensure Colorado has a skilled and educated workforce, it is crucial that the voice and needs of employers guide the development of lasting solutions for increasing attainment and addressing local skill shortages. Due to the importance of building talent development solutions that are industry-driven and data-informed, partners in the TalentFOUND network are leading efforts to administer the [Bridging the Talent Gap employer survey](#). The survey is designed to understand the skills gaps Colorado businesses face and identify how education and training programs can help close those gaps.

**We are asking employers to [complete the 15-minute survey](#)** to provide information about their talent needs and talent development focus. The survey should be completed by human resource directors, business owners or managers, or other individuals responsible for recruiting talent. The employer survey is open from May 1 through June 15.

When survey results become available in fall of 2021, employers will be able to access interactive dashboards with data that reflects talent gap information in the local employer ecosystem, as well as custom reports to compare your business to others across the state and nation. This data will not only help you communicate your organization's talent needs, but identify internal talent development solutions using the expertise of the TalentFOUND network.

TalentFOUND network partners will use the data and insights gathered through the survey to develop effective, targeted talent development solutions and work with employers to implement practices and programs to better their business. [Learn more about Bridging the Talent Gap](#) and [take the employer survey](#).

## Draft Social Media Posts

- Partners of the @talentfound\_co network are administering the Bridging the Talent Gap survey to gather data & address skills shortages in Colorado. Take the employer survey: [bridgingthetalentgap.org/colorado-employer-survey/](https://bridgingthetalentgap.org/colorado-employer-survey/)
- Addressing skills shortages in Colorado starts with understanding employers' workforce needs. Take the Bridging the Talent Gap employer survey to inform solutions for closing talent gaps: [bridgingthetalentgap.org/colorado-employer-survey/](https://bridgingthetalentgap.org/colorado-employer-survey/)
- To meet Colorado's talent needs, it's critical to understand the skills gaps businesses face. Fill out the Bridging the Talent Gap employer survey to help @talentfound\_co partners develop lasting solutions to ensure our state has a skilled workforce: [bridgingthetalentgap.org/colorado-employer-survey/](https://bridgingthetalentgap.org/colorado-employer-survey/)
- Communicating your organization's talent needs & identifying solutions is critical to business success. The Bridging the Talent Gap survey & resulting statewide data will help your business identify and address skill shortages w/ help from @talentfound\_co. <https://bridgingthetalentgap.org/colorado-employer-survey/>
- Want to better understand and address your business's talent needs? Take the Bridging the Talent Gap employer survey: [bridgingthetalentgap.org/colorado-employer-survey/](https://bridgingthetalentgap.org/colorado-employer-survey/). Respondents will get access to interactive data about the talent ecosystem & inform talent development solutions.