

### State of the Workforce





### Talent InSight 2030 Visionary Investors



#### **Project Partners**

BAGI Carmel Clay Schools City of Carmel City of Westfield Hamilton Heights Schools Hamilton Southeastern Schools Ivy Tech Noblesville Schools

The Pursuit Institute Westfield Washington Schools

# Talent Trends

## Labor Markets and the Future of Work

Presentation for Invest Hamilton County 3.19.24

Susan Koehn Senior Consultant, Education & Government Lightcast



#### THE DEMOGRAPHIC DROUGHT

Lightcast

#### Bridging the Gap in our Labor Force



Competence over Credentials: The Rise of Skills-Based Hiring, with BCG



#### Who is Going to do the Work?

🛞 Tallo 🖌 Lightcast

AMERICA'S DECADES-LONG PRIORITIZATION OF THE 4-YEAR DEGREE HAS PUSHED A NEW GENERATION AWAY FROM THE SKILLED TRADES. WHAT CAN INDUSTRIES THAT NEED SKILLED-TRADE WORKERS DO ABOUT IT?



The Lightcast Digital Skills Outlook 2024

# Grounding your regional growth strategy in shared data

The point of a data-driven approach is to hone your attraction and retention efforts into a **targeted**, **realistic** strategy.

> -Collin Perciballi Lightcast Senior Consultant

# Where job demand outstrips workforce supply, labor markets need to address:

#### GROWING THE WORKFORCE OVERALL

- Import new people (through migration)
- Engage untapped/sidelined people to join the workforce

ALIGNING WORKFORCE SKILLS WITH JOB DEMAND WORKER PREFERENCES & THE VALUE PROPOSITION OF WORKING IN YOUR REGION



# #1 Demographic Drought

Most of our labor force growth to 2030 will be over 65 but the vast majority of those people will retire

To 2032, the 16-24 labor force is projected to <u>decline</u> 8%, 25-54 will grow 5%, 55+ will grow 7%

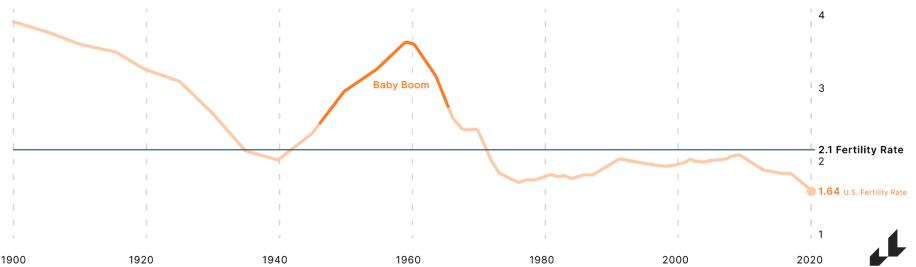
Thousands LF change to 2032 25,000 65+ +3.8M 25-64 +1.7M 20.000 16-24 -1.1M 15.000 10,000 5,000 0 -5.000 1970-80 1990-2000 1980-90 2000-10 2010-20 2020-30 projected Year 65 and older 16 to 24 • 25 to 64

Labor force growth, by age group, for selected periods and 2020-30 projected

U.S. Bureau of Labor Statistics

# We're living below the 2.1 birth replacement rate

We can't employ what we don't have



## US population growth by decade

1790 to 2020 (estimated) censuses

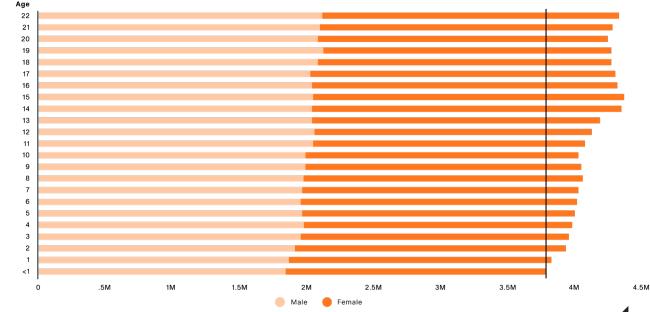


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# Over the next 16 years, we will have nearly 1M fewer potential entrants

From 2010 to 2021, the 0 to 4 age group declined 6.7%, the largest drop of all age groups.

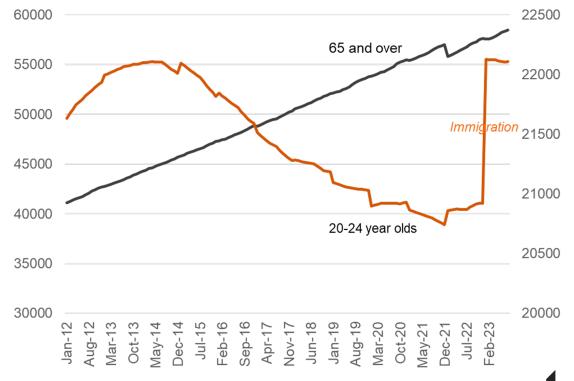
- USA Facts



### While Our Dependent Population Has Exploded by 17M...

20-24-year-olds have seen no net growth in the past 10 years.

From 1960 to 1980, the 20-24 population grew by 10M, doubling its number.



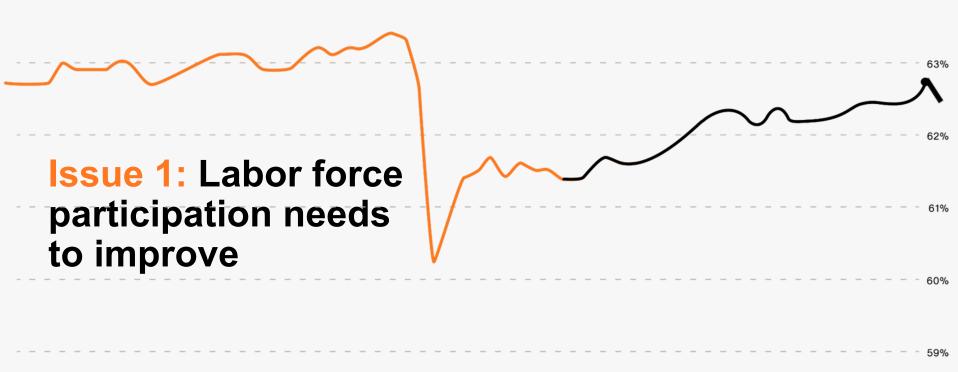
# "By 2034, older adults will outnumber children for the first time in U.S. history."

Demographic Drought: Bridging the gap in our Labor Force

## #2

# **Declining Labor Force Participation**





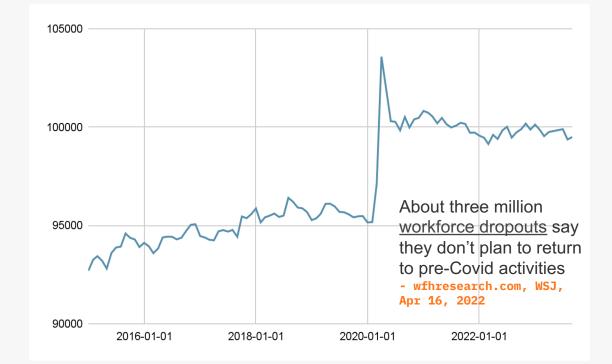
Jan 2018

64%

#### Current Labor Crisis

### Those Not in the Labor Force had plateaued from late 2017 until February 2020. Then 5M people dropped out...and didn't come back.

80% of this change is accounted for in people 55 and older.



## Labor force participation (55+) not recovering

Study by the St. Louis Fed:

Large majority of excess retirements from the **65–74**-year-old group.

Census data also shows small percentage of **55-61** yr olds retired early and the ones that did tended to be in poor health.

#### **LFPR 55+** 41.0 40.5 40.0 39.5 39.0 38.5 38.0 **JAN 21 JAN 11 JAN 13 JAN 15 JAN 17 JAN 19 JAN 23**

# Of all people who are out of the labor force, nearly 60% say they are retired

57.5%
18.7%
7.2%
6.0%
4.1%
2.7%
2.0%
1.8%

\*This includes mental health & drug or alcohol addiction/treatment

- - -

\*\*Largest group only has a high school diploma. SOURCE: Census Pulse Survey, Sept 2023, Table 3



## 16-19 year olds: Not working

The 16-19 population is **3.4M larger** than 1966, the labor force **400K smaller** 

## 16–19-year-old population

Boomer children helped explode this group, but that will continue to erode going forward.

16–19-year-old labor force

Despite a somewhat stable population, the number in the labor force fell for decades and has plateaued lower for a decade.





## Will labor force participation increase in the future?

"The labor force participation rate is projected to continue to trend down, declining from 61.7 percent in 2020 to 60.4 percent in 2030."

- BLS projections



# Factors affecting labor force participation into the future

### Mix shift.

Aging boomers with lower LFPRs will pull the overall percentage down for awhile and then it will improve as they age out of the workforce

### Wealth transfer.

Millennials will receive an estimated \$68T through wealth transfers from their boomer parents at an average of \$1.2M per family. This should drive more older millennials <u>out</u> of the labor force.

#### Elderly parent care.

As the population ranks of aging boomers swells and a lack of labor to work in nursing care facilities becomes more compounded, more adults will have to stop working to take care of their parents. Currently that number is 2M of those out of the labor force.



# #3 Education/Skills Misalignment

## Roughly 5.5M of the 9M open jobs in America

## need to be filled by people without a college degree

**37%** of people out of the labor force are those with a high school diploma.

Only **12%** have a bachelors.

Unemployment rates for most college degreed jobs are low but not close to record low levels.

**3.5M** open jobs require a college degree

#### 5.5M

open jobs don't require a college degree

#### ~2.5M

unemployed with college education

~2-3M

unemployed with no college education

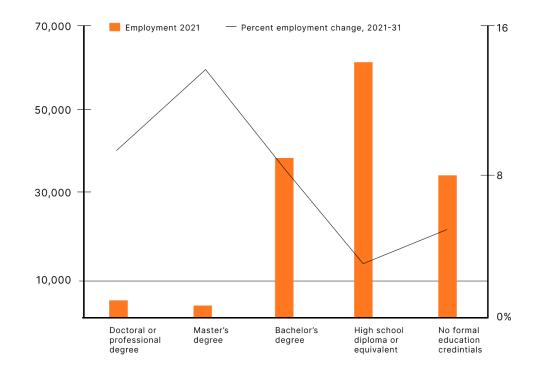
9M total open jobs 4.5M total unemployed

•

# **3**x

## In 2015, we had three times as many unemployed lower skilled job workers per job opening than we have now.

Employment Growth, 2021-2031, by Education



The US economy will need workers from every education level to grow, but, we're still primarily dependent on high school level workers.

# Artificial intelligence as a savior?

## The current legal cases against generative AI are just the beginning

-TechCrunch, Jan, '23

Al cannot replace the service jobs that our country needs. It can paint pictures, but not houses, it can help an A/C repairman know what the problem is, but it can't fix it.

#### Me yelling "REPRESENTATIVE!!!" to the automated customer service



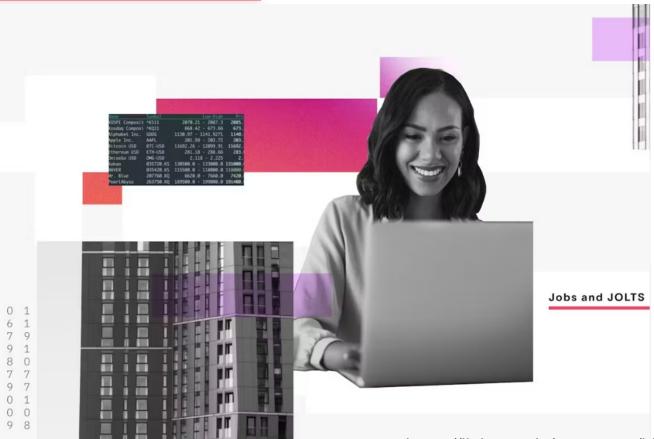
Consumers don't want an "artificial" experience



# Changing Worker Preferences



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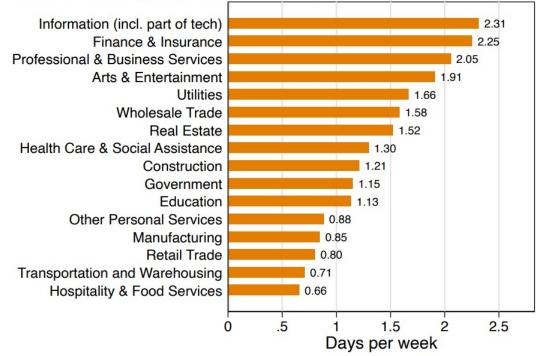
#### Jobs and JOLTS: Normal Doesn't Feel Normal

https://lightcast.io/resources/blog/march-24-jobs-jolts



Working from home is most prevalent in the Tech, Finance, and Professional & Business Services sectors

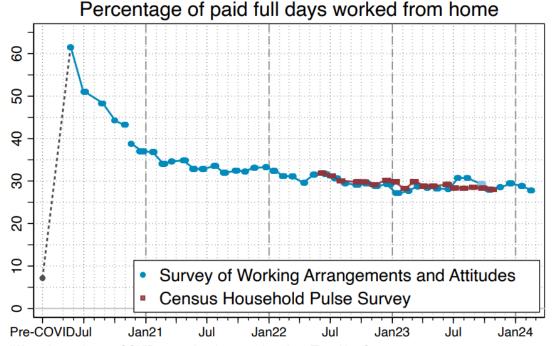
Current working from home: All wage and salary employees



Source: WFHResearch.com



~28% of paid days in the US in February 2024 were work-from-home days



\*We estimate the pre-COVID rate using the 2019 American Time Use Survey

\*The break in the series in November 2020 reflects a change in the survey question.

\*The SWAA Sept. 2023 estimate averages August and October due to data quality issues in September.

#### The definition of a labor market and its geographic boundaries have shifted

## Americans Now Live Farther from Their Employers

The share of employees who live 50+ miles from their employers rose more than five-fold since 2020.



Employees in their 30s tend to live farther away from their employers than younger and older employers. The more workers earn, the more likely they are to live far away from their employer.



Employees hired since March 2020 live much farther away from their employers.









WORKPLACE DECEMBER 4, 2023

## Frontline Workers Want Flexibility Too



#### **More Valued**

- ✓ Choice of which days per week you work
- ✓ Increased PTO or vacation time
- ✓ Four-day workweek (e.g., four 10-hour days)

#### **Less Valued**

- o Flexible start and/or end times
- Flextime (some choice over the hours you work)
- $\circ$  Relaxed dress code
- Remote work or work-from-home options
- o Choice in which hours per day you work
- Three-day workweek (e.g., three 12-hour days)
- o Shorter shift lengths
- Work at any location (on-site)

Source - https://www.gallup.com/workplace/544775/front-lineworkers-flexibility.aspx

# Local Context: Hamilton County

## Telling (and selling) your story



#### **Build a coalition**

Level-set the data with community partners to provide:

- a shared understanding of challenges
- a collaborative call to action

#### Set specific & measurable goals

- Focus on growing the talent pool for high-demand roles
- Consider both skills and equity gaps
- Be realistic but bold—no time to tinker around the edges



#### **Develop the playbook**

Equip stakeholders in the region with common messaging around your unique value proposition for talent



Large Counties

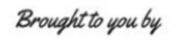
**#54**/616 Hamilton County

## **#578**/616 Marion County

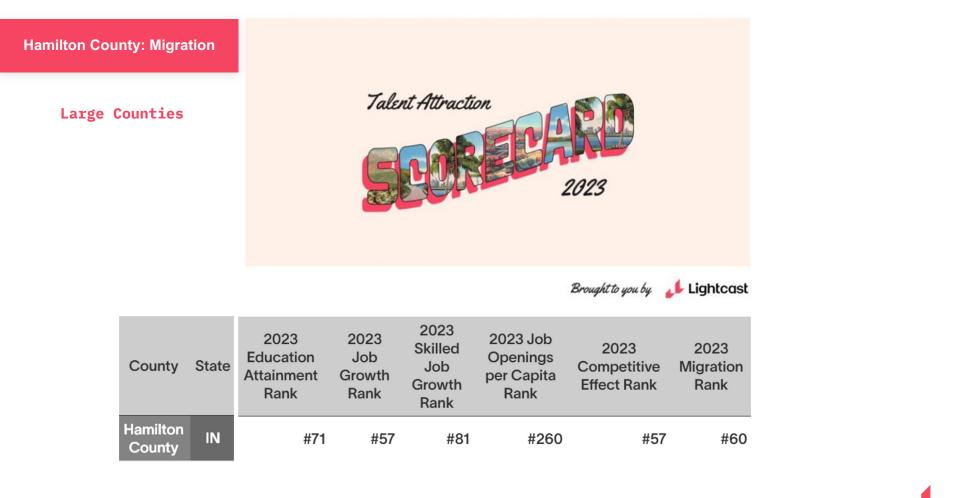
Indiana ranked **#26** in state rankings



https://lightcast.io/resources/research/talent-scorecard







https://lightcast.io/resources/research/talent-scorecard

#### Hamilton County: Migration

#### **TALENT WARS**

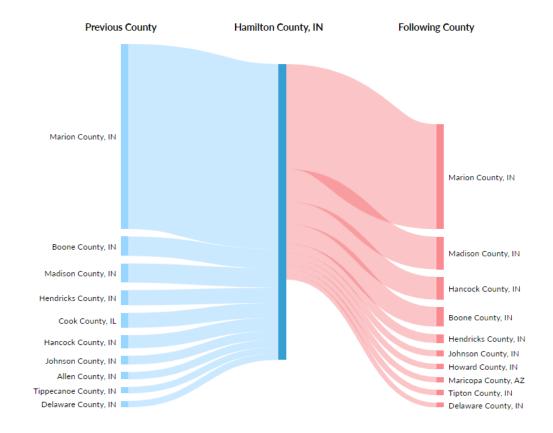
#### What People Look for in Jobs and Locations

#### How important were each of the following factors in your decision to relocate?

Cost of living	8.3	Proximity to family <b>7.3</b>
Housing availability	8.2	Higher education opportunities <b>7.0</b>
Housing cost	8.2	Proximity to friends/others in same age or demographic group <b>7.0</b>
Safety/crime rates	8.1	Diverse population 6.9
Ability to live/work/play in one location without a long co	mmute <b>7.9</b>	Quality of K-12 education system 6.9
Welcoming/friendly local population	7.9	Political/social climate supports my beliefs and values <b>6.9</b>
Quality healthcare	7.8	Arts/cultural amenities 6.8
Climate	7.5	Public transportation or walkable area <b>6.8</b>
Outdoor recreational opportunities	7.5	A "cool" factor 6.3



#### **Hamilton County**



Migration into and out of Hamilton County 2021

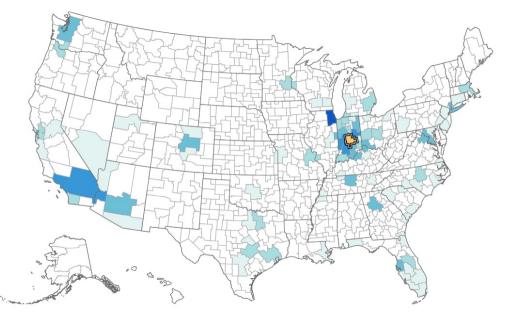


### Where They're Going

Indianapolis Region retains 73% of young adults who grew up in the area.

# 20% move out of state; 7% move to other areas in Indiana.

Study uses federal tax data from 1994, 1995, 1998-2018 linked to the 2000 and 2010 decennial censuses, 2005-2018 American Community Survey data, and Department of Housing and Urban Development address information. The analysis sample covers children born 1984-1992 measuring their childhood locations at age 16 and young adult locations at age 26.



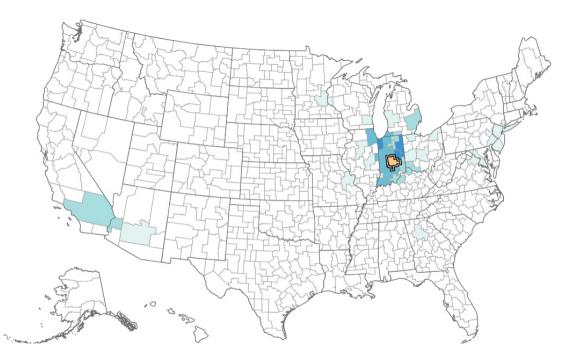


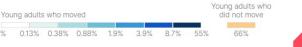
#### **Indianapolis Region**

#### Where They're Coming From

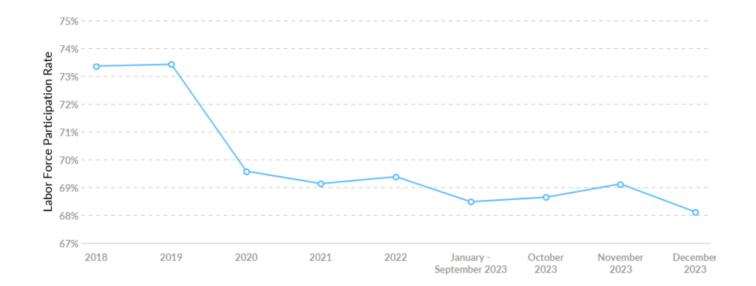
Top markets where **Indianapolis Region** young adult migration comes from include: Gary, IN Muncie, IN Fort Wayne, IN Chicago, IL

Source: https://migrationpatterns.org/



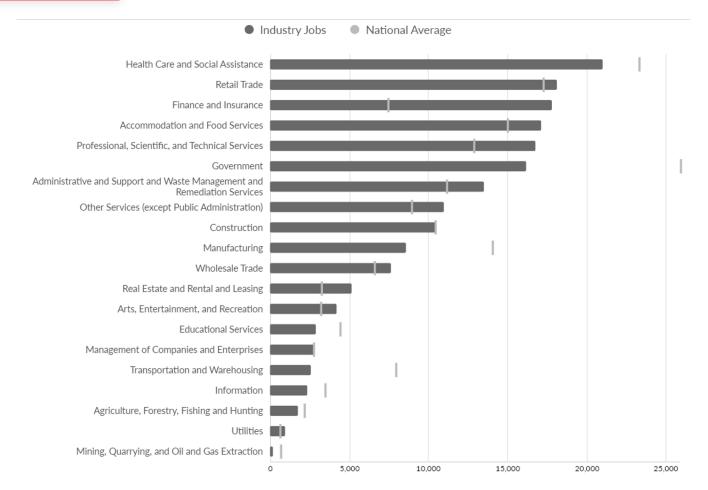


#### **Labor Force Participation Rate Trends**



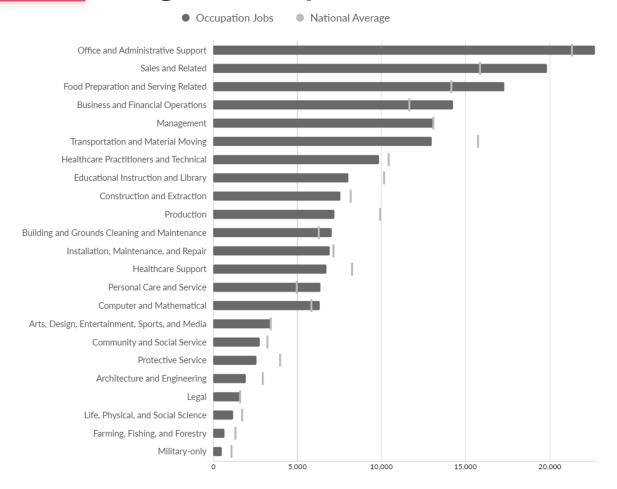
#### Largest Industries

**Hamilton County** 



1

#### **Largest Occupations**



4

#### **Top Posted Occupations**

Occupation	Total/Unique (Mar 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Registered Nurse	15,606 / 2,577	6:1	30 days
Tractor-Trailer Truck Driver	12,806 / 1,714	7:1	30 days
Retail Sales Associate	4,788 / 1,642	3:1	30 days
Retail Store Manager / Supervisor	3,044 / 1,061	3:1	29 days
Customer Service Representative	3,256 / 875	4:1	28 days
Sales Representative	2,052 / 831	2:1	28 days
Restaurant / Food Service Manager	2,083 / 738	3:1	33 days
Office / Administrative Assistant	1,405 / 625	2:1	27 days
Medical Assistant	1,216 / 560	2:1	30 days
Preschool / Childcare Teacher	2,032 / 538	4:1	29 days

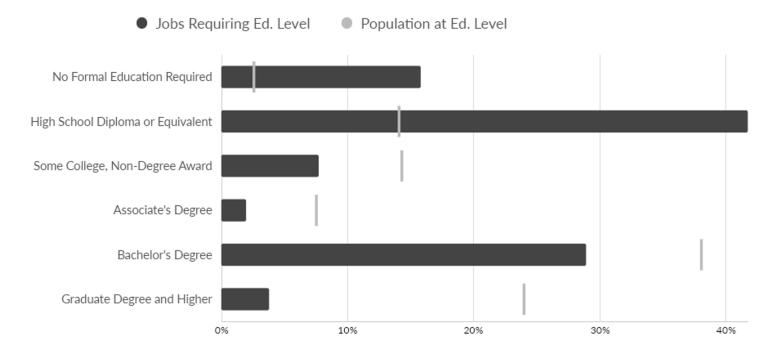
#### **Top Posted Occupations**

Occupation	Total/Unique (Mar 2023 - Feb 2024)		Median Posting Duration
Waiter / Waitress	1,398 / 528	3:1	31 days
Licensed Practical / Vocational Nurse	1,757 / 524	3:1	33 days
Fast Food / Counter Worker	1,404 / 517	3:1	32 days
Maid / Housekeeping Staff	1,240 / 461	3:1	33 days
Automotive Service Technician / Mechanic	1,676 / 419	4:1	26 days
Software Developer / Engineer	839 / 397	2:1	27 days
Receptionist	957 / 366	3:1	28 days
Janitor / Cleaner	769 / 365	2:1	27 days
Physician	1,405 / 364	4:1	24 days
Building and General Maintenance Technician	1,152 / 352	3:1	32 days

#### **Top Industries Posting**

Industry	Total/Unique (Mar 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Restaurants and Other Eating Places	6,552 / 2,287	3:1	31 days
General Medical and Surgical Hospitals	4,925 / 1,326	4:1	32 days
Offices of Physicians	3,470 / 1,227	3:1	29 days
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	2,608 / 935	3:1	30 days
Nursing Care Facilities (Skilled Nursing Facilities)	1,558 / 873	2:1	34 days
All Other Ambulatory Health Care Services	3,127 / 839	4:1	26 days
Computer Systems Design and Related Services	1,623 / 810	2:1	26 days
Management Consulting Services	2,858 / 697	4:1	28 days
Supermarkets and Other Grocery Retailers (except Convenience Retailers)	2,114 / 651	3:1	28 days
General Freight Trucking, Long-Distance	5,990 / 625	10:1	33 days

#### An **Oversupply** of Jobs Requiring **No Postsecondary** Credentials in Hamilton County





# Community principles for talent development:

- **1. Coordinate and collaborate** across organizations, understanding that the work cannot be accomplished in siloes.
- 2. Follow the lead of employers, the end-users of your region's talent "supply chain."
- **3. Focus on skills**, the common language that brings together job seekers, employers, and educators for mutual benefit.

# Skilled Trades, as well as any other non-college occupation suffer from a marketing problem

#### **Compensation & Experience**

Much quicker path to gaining experience, a four year head start

#### **Career Progression**

From apprentice to senior level experience in just a few years.

#### Value to society

Few are more equipped to give back to their community, help disadvantaged populations, travel the world and contribute to charitable agencies like those in skilled trades

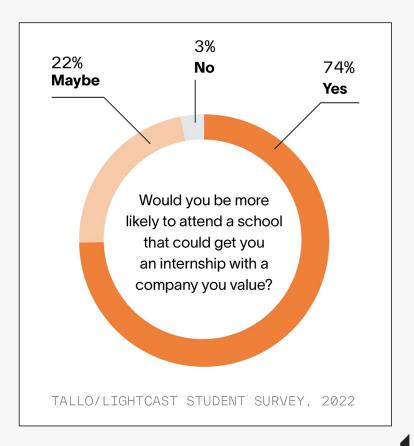
## **2** Create Social Networks

GenZ values the "coming of age" experience of college - work with other businesses to socialize young people with their peers

# **3** Internships and apprenticeships

Get young people on your job sites. Put them alongside your best workers.

**SHOW** them what the job is like. **TELL** them the job's value to society. **MENTOR** them to show you care about their development.



# 4 Training: Don't say people lack the skills you need, teach them the skills you need

**40-60%** of companies cited a **lack of skills** as the barrier to hiring but they had received numerous applicants.

> - NFIB (Jan '22) Forbes May 17, 2022

The surplus of job seekers when boomers flooded the market created a "**ready made employee**" **mindset**. That did not exist prior to the boomer population. From the 1950s to the early 70s, **only 15%** of the US population had **completed a 4 year degree**, so most management positions were filled by workers who had started at the very bottom of the organization.

# **5** Network and get involved with immigrant communities.

Much like the H2-A program for agriculture, migrant populations will recruit each other if you provide a positive experience.

# Develop a less worker dependent model...

- Industrial Engineering
- Desk Audits
- Core Competency

# ... and then allocate workers appropriately

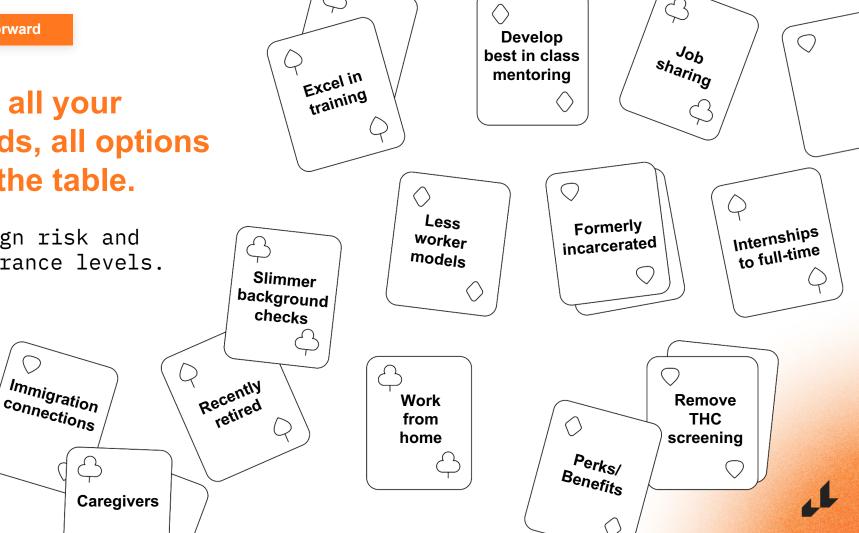
What do you want to be great? What can be just good? What can you get rid of?

"Taco Bell and Tim Hortons are both leaning hard on drive-thru prototypes that ditch the dining room. Starbucks, Chick-Fil-A and Panera have all dramatically expanded in last few years around dualdrive thru and takeout-heavy business focuses that drive revenue up and costs down." **Moving Forward** 

### **Put all your** cards, all options on the table.

Assign risk and tolerance levels.

connections





## Susan Koehn

susan.koehn@lightcast.io





To download the "Who Is Going to Do the Work" report from Lightcast.

# THE PURSUIT INSTITUTE

Your Path. Your Career. Your Pursuit.





Population of Hamilton County: ~55,000

TODAY: ~ 350,000

# OUTCOMES

- 2% Students Served
- \$2.3M Annually

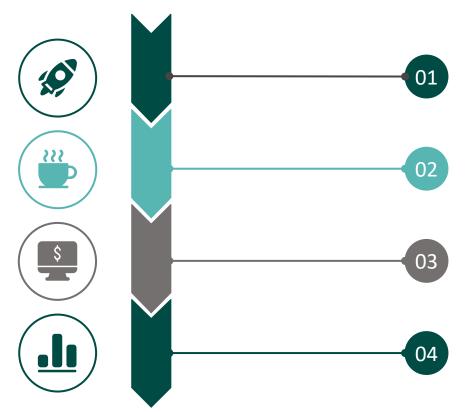
"No problem can be solved from the same level of consciousness that created it."

## Albert Einstein





## **THE VISION**



#### **Relevant Education**

Create an integrated system of relevant education connected to postsecondary credentials and careers.

#### Workforce Development Meet the current and future needs of

business and industry in and around Hamilton County.

## Economic Development Align educational opportunities and

experiences by investing in our local economy.

Sustainable Pathways Develop and expand strategic pathways that foster public/private partnership.

## **BASELINE DATA (2020-2021)**



**Perkins Funding** 

Total \$476,127 to JEL

**\$7,806** per student @ JEL



## **CORE VALUES**



## WHERE WE ARE NOW

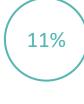
TOTAL BREAKDOWN

\$3,759,387 reinvested into schools/programs

Daily operations of TPI \$425,000 for staff and operations

**Financial Investment** 

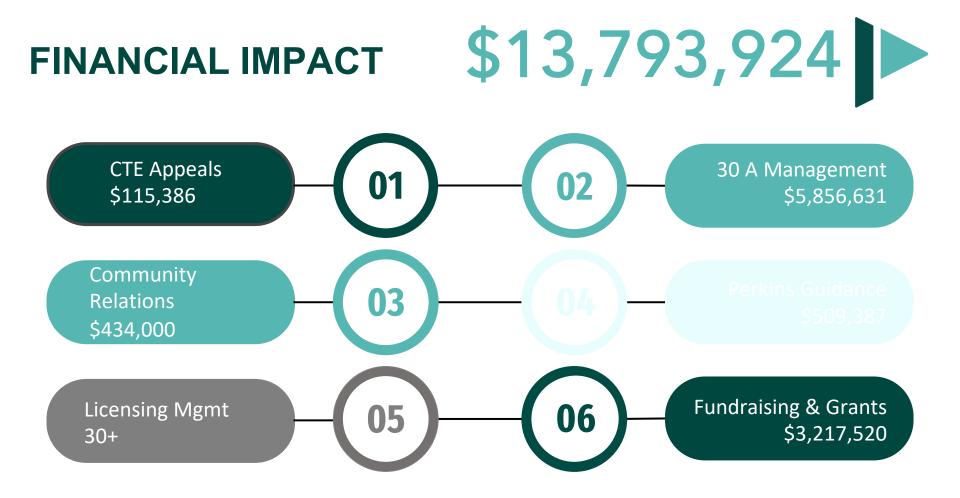
\$0 financial investment by districts



89%



# \$4,160,907



## YOUR PATH. YOUR CAREER. YOUR PURSUIT.



Agriculture Mechanical & Engineering Automotive Services Aviation CCMA Cosmetology Construction Trades Cybersecurity Dental Careers Early Childhood

17 Programs in

7 Career Clusters

Education Professions Pharmacy Pre-Nursing/CNA Precision Agriculture Phlebotomy Surgical Technician Veterinary Science Welding



# YOUR ZIP CODE SHOULD NOT DETERMINE YOUR DESTINY



CARRIE LIVELY EXECUTIVE DIRECTOR THE PURSUIT INSTITUTE



State of the Workforce Mike Thibideau, President & CEO



## What is Workforce Development?

- Ο ....
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# HAMILTON COUNTY TALENT INSIGHT 2030

#### DATA CURATION, MANAGEMENT, AND FORECASTING



Allied Solutions

### Talent InSight 2030 Visionary Investors

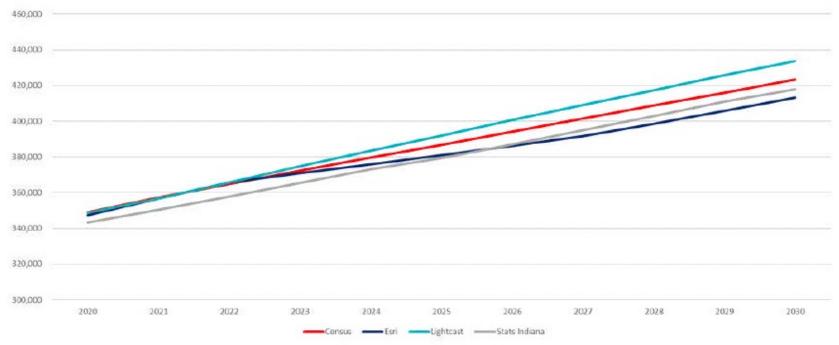


#### **Project Partners**

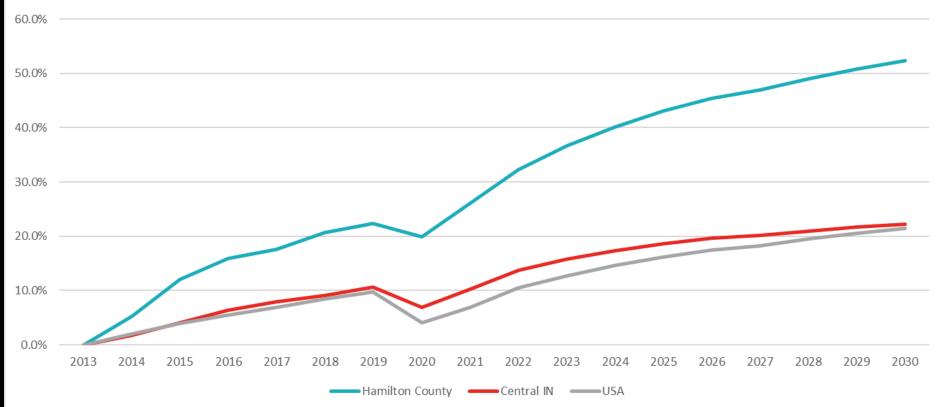
BAGI Carmel Clay Schools City of Carmel City of Westfield Hamilton Heights Schools Hamilton Southeastern Schools Ivy Tech Noblesville Schools

The Pursuit Institute Westfield Washington Schools

#### HAMILTON COUNTY POPULATION PROJECTIONS: MULTIPLE DATA SOURCES



#### Job Growth Comparison and Projections



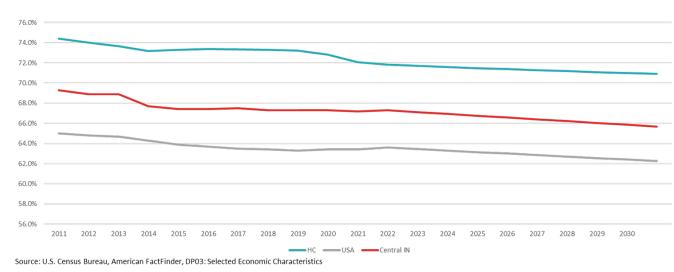
Source: Lightcast 2023.2



### <u>Central Indiana is projected to add 69,002 jobs in this same period</u> <u>Hamilton County = 31% of Central Indiana Job Growth 2023-2030</u>

### LABOR FORCE PARTICIPATION

LABOR FORCE PARTICIPATION: HAMILTON COUNTY COMPARISON

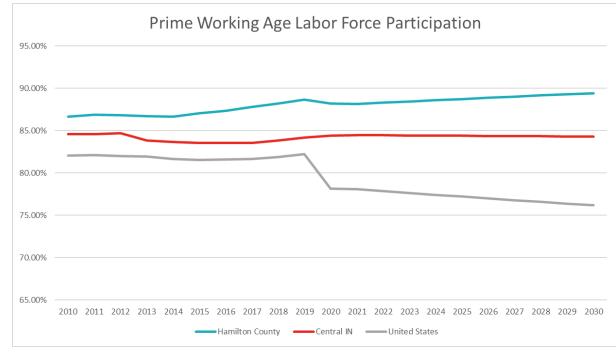


**KEY TAKEAWAYS** 

- While jobs and the demand for talent is increasing, overall labor force participation among Hamilton County residents is decreasing
- Despite this decline, Hamilton County still has a higher labor force participation rate than the United States and Central Indiana

Description: This chart compares labor force participation for Hamilton County, Central Indiana, and the United States. All three regions of comparisons show declining labor force participation however, Hamilton County has a greater percentage of residents participating in the labor force than the United States and Central Indiana. Estimates are based on American Community Survey (ACS) estimates for Hamilton County, Central Indiana, and the United States.

### PRIME WORKING AGE LABOR FORCE PARTICIPATION



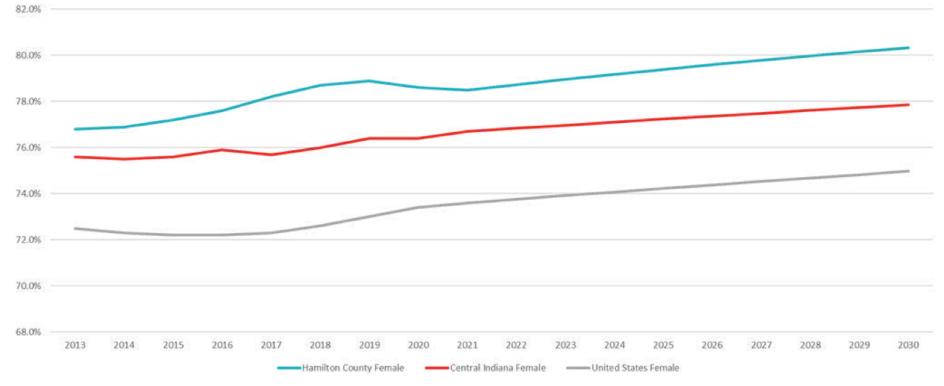
#### **KEY TAKEAWAYS**

- Prime working age includes adults age 25-54
- While overall labor force participation is decreasing across the nation, prime working age residents in the County are participating at an increasing rate, while Central Indiana remains relatively unchanged

Source: US Census Bureau ACS 5-Year Estimates

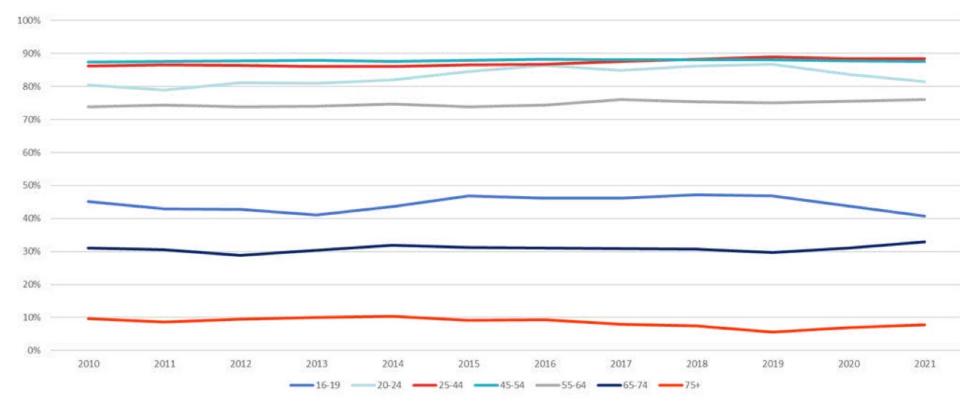
### **TALENT INSIGHT 2030: LABOR FORCE PARTICIPATION**





Source: U.S. Census Bureau

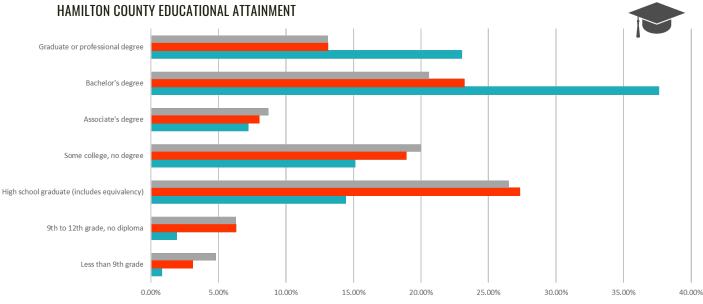
## LABOR FORCE PARTICIPATION BY AGE



Source: U.S. Census Bureau, American FactFinder, DP03: Selected Economic Characteristics

Description: This chart examines labor force participation in Hamilton County at select age ranges between 2010 and 2021. Estimates are based on American Community Survey (ACS) estimates for Hamilton County.

# EDUCATION SNAPSHOT



United States Central Indiana Hamilton County

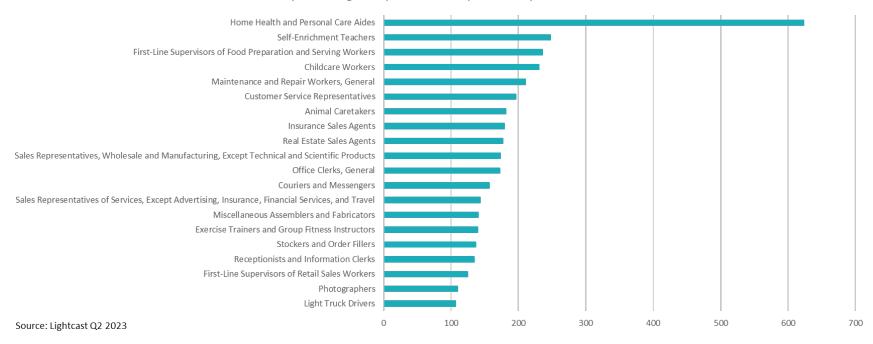
invest hamilton county

#### Source: U.S. Census Bureau

Description: This chart compares the current educational attainment in Hamilton County, Central Indiana, and the United States. Hamilton County significantly outpaces areas of comparison in percentage of residents with bachelor's degrees and graduate or professional degrees. It has a fewer percentage of residents at all lower levels of education.

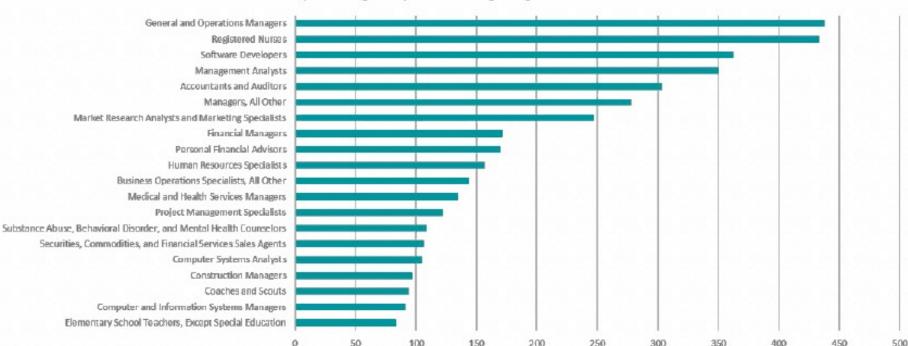
#### **OCCUPATION EDUCATION REQUIREMENTS**

Description: This chart illustrates the 20 occupations requiring only a high school diploma that are projected to grow by the most workers between 2023 and 2030. Occupations listed are at the 5-digit SOC code level. This data is sourced from Lightcast's second quarter 2023 data run.



Top Growing Occupation - HS Diploma Only 2023-2030

#### **OCCUPATION EDUCATION REQUIREMENTS**



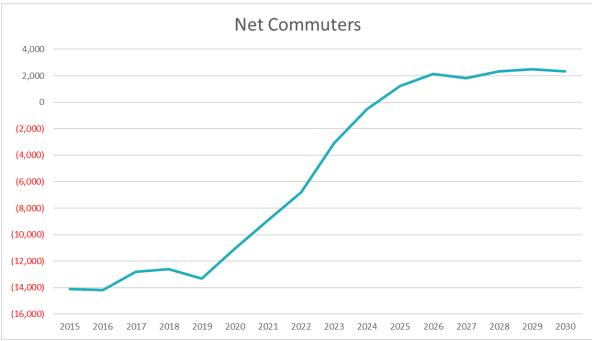
Top Growing Occupation - College Degree 2023-2030

#### Source: Lightcast Q2 2023

Description: This chart illustrates the 20 occupations requiring at least a college degree that are projected to grow by the most workers between 2023 and 2030. Occupations listed are at the 5-digit SOC code level. This data is sourced from Lightcast's second quarter 2023 data run.



### **NET COMMUTERS**

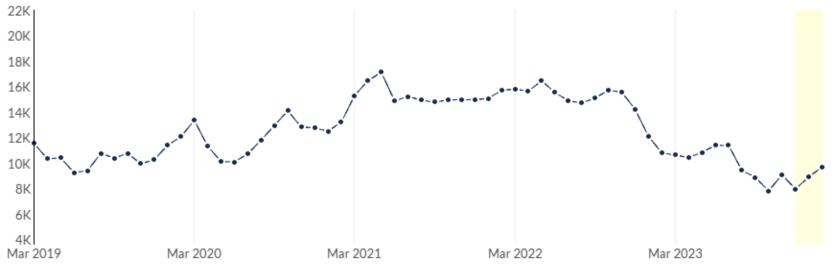


#### **KEY TAKEAWAYS**

- Historically, Hamilton County had more people commuting out of the county than into it for work
- This gap is shrinking and a net gain of over 2,000 daily commuters is projected by 2030
- Despite an overall increase in commuters into the county, some occupations will still need to import talent



#### Jump to Job Postings Table



--- Unique Postings

# Postings - Dec 2023 to Mar 1, 2024

Job Postings Overview

15,141

Unique Postings 😮 54,502 Total Postings

2,878

Employers Competing 3 2.878 Total Employers

4:1



32 Days Median Posting Duration 😨

Regional Average: 32 Days

#### Advertised Wage Trend 📀



58,183 Job Postings

## Wages – High School Equivalent Positions

Observations

Advertised Salary

There are 1,524 advertised salary observations (37% of the 4,084 matching postings).

\$18.52/hr Median Advertised Salary

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Advertised Salary

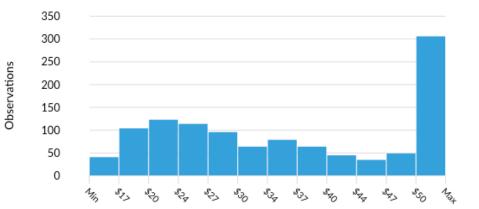
## Wages – Bachelors + Education

#### Advertised Salary

There are 1,108 advertised salary observations (33% of the 3,370 matching postings).



Median Advertised Salary



Advertised Salary

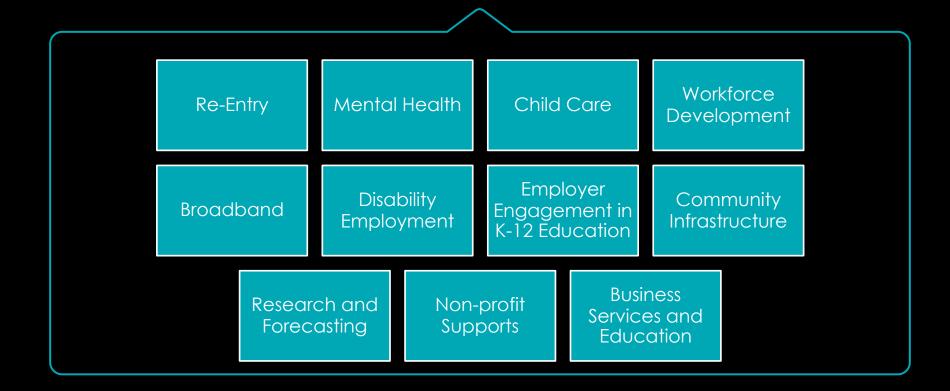
Our goal is for every person in Hamilton County to have a path to the best life they're capable of living



## What is Workforce Development?

- ...Building systems/programs that change individual lives
- ...Addressing systemic barriers to opportunity
- ...Helping people of all ages make informed career and/or education decisions
- ... Facilitating macro-economic SDOH strategies
- ...Helping every place people work be a better one

### What Does That Look Like?







## The Next Step Forward...















OEngage **30** employers per year in disability-specific career exploration and discovery.

OEstablish 5 innovative disability training sites county-wide, training over 130 individuals per year.





WESTFIELD CHAMBER OF COMMERCE









Expand "**Intermediary**" role between employers and students, professionalizing, and centralizing connections county-wide to serve student-driven demand.



Accumulate buy-in and use for new Career Coach Web tool



Support The Pursuit Institute, and continued expansion of district-based CTE programming

invest onward

- Coordinate employer engagement with county jail, community corrections and justice-involved populations through career fairs, hiring visits, and training programs.
- Launch **6-10** public trainings throughout 2024 in partnership with Township Trustees and community non-profits in fields like industrial maintenance, hospitality, and construction, along with an Employment 101 training.
- Deliver **4** Employment 101 courses in Community Corrections to assist workrelease participants.

- Enable investments in over **16,000** addresses with sub-par broadband access county-wide.
- Facilitate over 200 hours of community volunteer engagement with re-entry, disability, and school-based workforce development programming.
- Deliver Childcare Action and Investment Plan to inform decision making and investing.
- Utilize **Talent InSight 2030** Hamilton County Labor Market Forecast to assist community stakeholders in strategic planning and collaborative initiatives around talent.
- Organize and distribute over \$1.9 Million to partnering organizations throughout the community in support of re-entry, disability hiring, mental health, childcare and school engagement and career exploration.
- Manage and/or support Hamilton County's 21<sup>st</sup> Century Talent Region, HR Advisory Council, Broadband Task Force, and Behavioral Health and Housing Collaboratives
- Support county wide grant applications that encourage braided funding models and sustainable infrastructure



## What Can You Do?

- O 21st Century Talent Region Leader Team
- HR Advisory Council
- Career Fairs
- 1:1 Disability Career Exploration
- School engagement
- Adult Mentoring, mock interviews, etc...

# THANK YOU FURRY MUCH

RD



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