



State released work force magazine

April 29, 2007

CHEYENNE (AP) -- The state has produced a magazine aimed at 18- to 25-year-olds that provides labor market information on high-growth industries, workforce training and entrepreneurship opportunities in Wyoming.

"The main focus is to demonstrate that we do have jobs in Wyoming that this demographic can fill," said Joan Evans, director of the Wyoming Department of Workforce Services.

Gov. Dave Freudenthal said the "2007 Workforce Outlook" magazine also is a way to highlight the state's positive features early on.

"(These) people already live here," he said. "They're familiar with (Wyoming). It's much easier to persuade them to stay than it is to go look for people who have already moved out or who have never been here and try to get them to come."

Freudenthal added that reaching out to a younger Wyoming demographic has been missing from state marketing. Instead of focusing on the people who have left, these efforts should concentrate on getting people to stay, he said.

Evans said similar labor market information was released in the past as a workforce report, but this is the first year it is specifically targeted toward Wyoming's youth.

The Wyoming Department of Workforce Services partnered with the Wyoming Workforce Development Council to assemble the magazine.

Wyoming's workforce is projected to grow 25 percent by 2014, producing 13,000 job openings each year, Evans said.

Three-thousand copies of the magazine were printed. In addition, there is a Web-based version.

Evans said copies could be handed out to University of Wyoming graduates as they cross the stage to collect their diplomas next month. Other pilot programs are geared toward Wyoming's rural communities.

"That is one of the ways that we can look toward filling some of these (job) vacancies," she said. "To get the youth to consider staying and planting down some roots here rather than getting their education and leaving or considering other options."