Greater Wichita Partnership

ATTRACTING & RETAINING TALENT

The Greater Wichita Partnership's Talent Team works alongside employers, HR professionals, and the community to accelerate the attraction and retention of talent while supporting talent development through innovative initiatives. The Talent priority of the Partnership is driven by the Talent Roadmap and Talent Marketing Blueprint, multi-year plans to create a community that defies expectations.

The Talent team focuses on the following three key indicators for success:

Traditional Economy and Labor Force:
Labor force, job growth by sector, demographics, etc.

Creating Possibilities:
Number of programs, teaching or training future of work skills, pipeline, feedback loop, etc.

Ecosystem:
Home Base Wichita, One Workforce Grant, Aviation Tax Credit applications, etc.

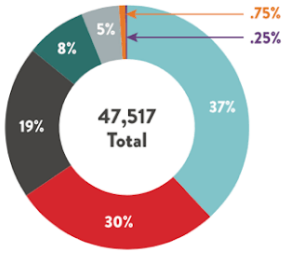
Wichita boasts an exceptional workforce, making it the ideal location for your business. With a skilled talent pool known for its precision, innovation, and commitment to excellence, Wichita provides a competitive edge, ensuring businesses thrive amidst a community that takes pride in driving success. Below you will find local labor force data points that showcase a future career-ready community.

2023 Growth Readiness Ratio

0.79
Wichita Ratio
.79 out of 1.0

A ratio of 1.0 means there is a job available for every unemployed person. Ratios less than 1.0 signal tighter labor markets in which firms have more job openings than there are people looking for work. In contrast, ratios greater than 1.0 indicate slack in the labor supply, as more unemployed people compete for each job opening.[4]

USD 259 Enrollment[5]



80.4%
Grad Rate
USD 259

Future Ready: High school students have more than 100 opportunities to earn college credit while in high school. In the 21-22 school year, 996 students earned concurrent credit for both high school and college classes. Students also earned 2,200 industry-recognized credentials during the 21-22 school year. There are 27 Career and Technical Education Pathways in 7 career areas offered.

WHITE · HISPANIC · BLACK · ASIAN · MULTIRACIAL · NATIVE AMERICAN · PACIFIC ISLANDER

Greater Wichita Partnership

$1.4M
Sedgwick County ARPA funds for Recovery Connect

$1.9M
Sedgwick County CARES Funding for workforce development

$9.5M
City of Wichita ARPA Funds for workforce, small business, entrepreneurship ($1.7M for Manufacturing Future Ready Center, $2M for Healthcare Future Ready Center)

$51M
Build Back Better Grant

$10M
One Workforce Grant

Connect to our talent resources: Choose Wichita, Talent Roadmap and the Skills Navigator pages. These dynamic hubs are dedicated to cultivating a community that defies expectations, serving as an asset to ensure ongoing competitiveness and global reach of the greater Wichita region. Dive into a wealth of tools, insight and opportunities designed to propel your businesses toward success.

Selling the Region to Job Seekers

From hosting events for interns to engaging with prospective talent in target markets, we are aggressively selling the region to increase the volume of potential candidates considering Wichita for their new career.

Through strategic marketing and branding, the Partnership works to enhance perceptions and position Wichita as a top city for talent to live, work and play. The Choose Wichita brand, website and social media platforms exist to assist the community in promoting the region during the talent acquisition process. The brand development was built upon extensive input from community and regional partners, inviting audiences to discover what makes the greater Wichita region #RelentlesslyOriginal .

Visit Choose Wichita Website

Employer Training and Materials

Employers are experts in selling their companies to talent, but they don't always have the tools to sell the region. The Talent Team works to provide the tools, messaging and training necessary to proactively position Wichita as a premier talent location. To assist employers in attracting talent, the Partnership developed the Choose Wichita Employer Toolkit with associated marketing collateral providing assistance to regional companies with talent recruitment and retention efforts.

A Perfect Day in Wichita – one of the Choose Wichita talent attraction marketing pieces.

The Greater Wichita Partnership is ready to assist you in providing the resources needed to attract and develop talent in the region.

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