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Wyoming Business Alliance Unveils Workforce Initiative to Tackle Talent Shortages and Drive Economic Growth

CHEYENNE, Wyo. – The Wyoming Business Alliance (WBA), a leading voice for business advocacy in the Equality State, has announced a bold new Workforce Initiative to address the critical talent shortages impacting industries across Wyoming. With an estimated 6,000 to 7,000 unfilled jobs statewide, the initiative is designed to help businesses attract, develop, and retain the talent they need to grow and remain competitive.

“Wyoming businesses are creating jobs at an incredible pace, but many are facing barriers to growth due to the lack of skilled workers,” said Renny MacKay, President of the WBA. “This initiative is a strategic response to ensure our economy remains resilient and our industries thrive.”

A Strategic Approach to Workforce Development

Representing all sectors of Wyoming’s economy, the WBA recognizes the importance of building a robust talent pipeline to meet the evolving needs of employers. By fostering collaboration among businesses, educational institutions, government partners, and communities, the Workforce Initiative aims to create sustainable solutions that position Wyoming as a leader in workforce readiness.

Key Components of the Initiative

- 1. Formation of a Workforce Committee:**



A committee of WBA members will guide the initiative, ensuring it aligns with industry priorities and regional needs.

2. Industry Needs Assessment:

Through collaboration with partners, the WBA will identify skill gaps across various sectors and geographic regions, providing actionable insights for workforce development strategies.

3. Educational Partnerships:

The initiative will strengthen collaborations with the University of Wyoming, community colleges, vocational schools, and K-12 systems to align educational outputs with industry demands. Programs like internships and experiential learning initiatives, as well as apprenticeship opportunities, will prepare students for successful careers in Wyoming.

4. Telling Wyoming Employers' Stories:

Wyoming is a unique and inspiring place to live and work. The WBA will develop tools to showcase the opportunities the state offers, helping employers attract and retain talent by promoting Wyoming's unparalleled quality of life and career potential.

5. Ongoing Evaluation and Adaptation:

The initiative will establish measurable metrics to track its success and adapt strategies to evolving workforce needs through stakeholder engagement and data-driven insights.

6. Building on the Wyoming Innovation Partnership (WIP):

Leveraging lessons from the WIP, the initiative will foster stronger partnerships to deliver innovative workforce solutions that benefit businesses and communities alike.

A Call to Action

The Workforce Initiative represents a proactive and collaborative effort to secure Wyoming's economic future. "By investing in our people and aligning our strategies with industry needs, we're taking steps to ensure long-term prosperity for the Equality State," said Renny MacKay.



The WBA invites members to join this critical effort. “Together, we can address today’s challenges while preparing for tomorrow’s opportunities,” said MacKay.

For more information about the Workforce Initiative or to join the Alliance, visit www.wyomingbusinessalliance.com or contact Shalom Brickey sbrickey@wyoba.com.

About the Wyoming Business Alliance

The Wyoming Business Alliance is a nonpartisan organization dedicated to advancing Wyoming’s economic growth and competitiveness. By representing all sectors of the state’s economy, the WBA fosters collaboration among businesses, government, and communities to address key challenges and seize opportunities for a stronger Wyoming.