

True South Basic Economic Development Course

Workforce Development
September 26, 2013

- Is Workforce Development an important part of Economic Development?
 - Why?
 - Why not?

Workforce Development Mission

- *Increase Employment*
- *Improved Quality of Life*
- *Create Economic Prosperity*

Economic Development Mission

- *Create Jobs*
- *Improved Quality of Life*
- *Foster Strong State Economy*

Key Players in Workforce Development

- Job Centers and Training Centers
- Local Business & Industrial Associations
- Community Based Organizations
- Economic Development Organizations
- Community Colleges
- Universities
- K-12 Education

What's important to economic developers?

- Access
- Consistency
- Relevance
- Information/Communication
- Leadership
- Accountability
- Efficiency

Workforce and the Prospect

- What does the economic developer need to know?
- What does the prospect want to know?
- Who should present workforce information?
- What needs to be presented?
- What is the best way to present workforce information?

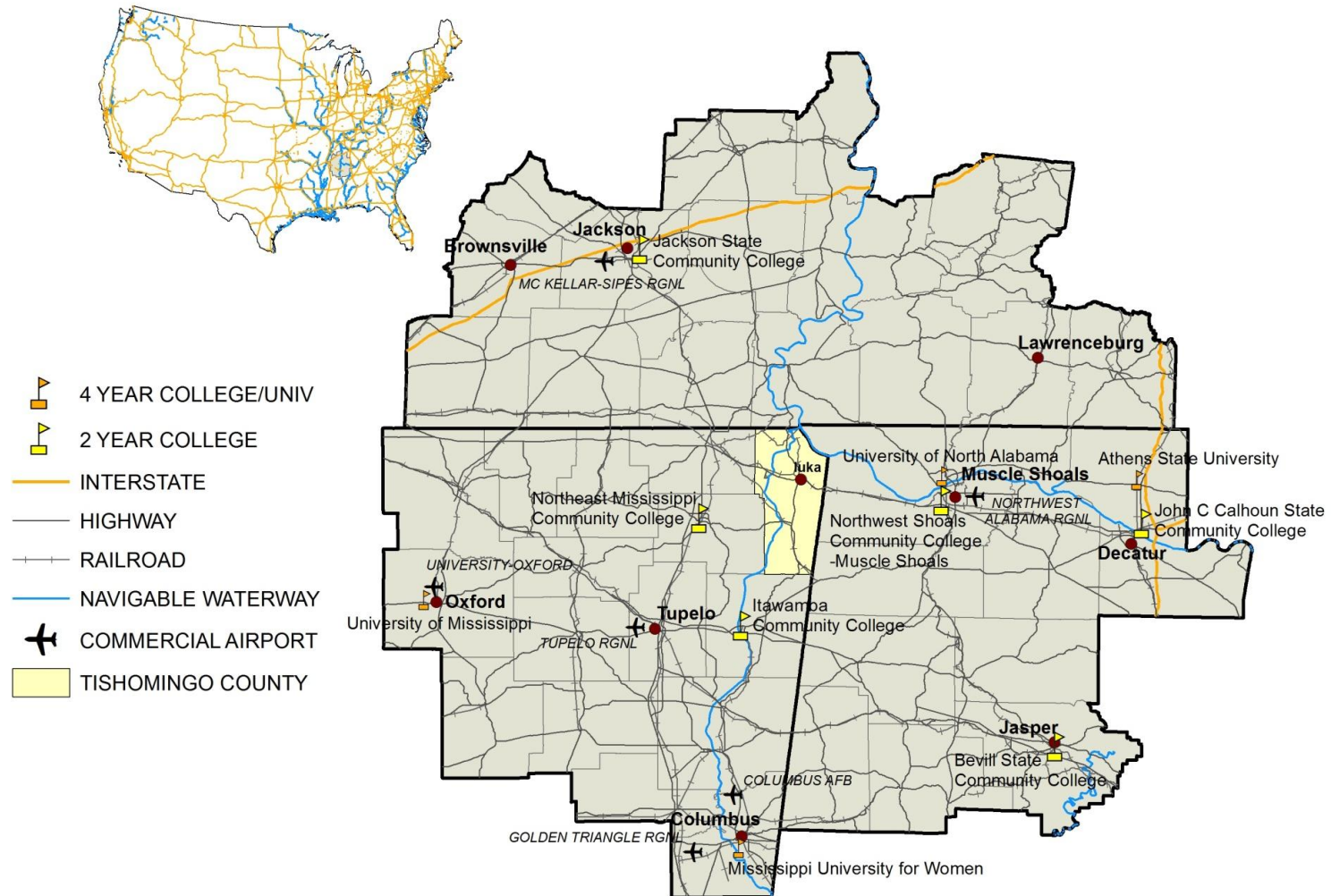
Workforce and the Prospect

- It depends on where you are in the process
 - Early
 - Middle
 - Closing

Workforce and the Prospect

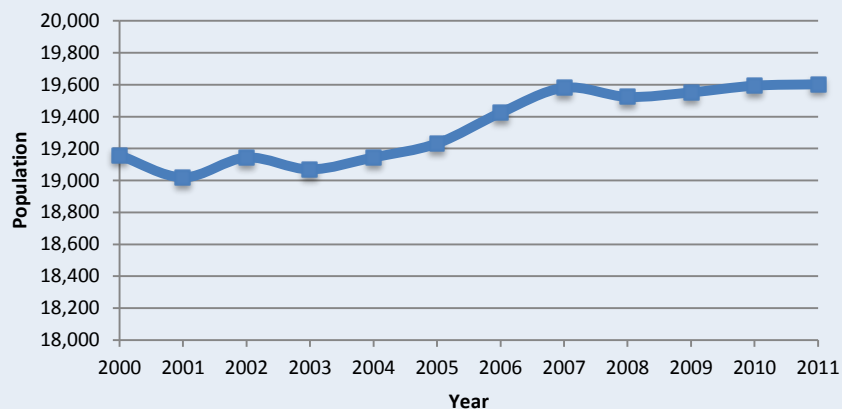
- **Early**
 - Workforce Infrastructure
 - Labor market information
 - Workforce services and training overview

Labor Market Information

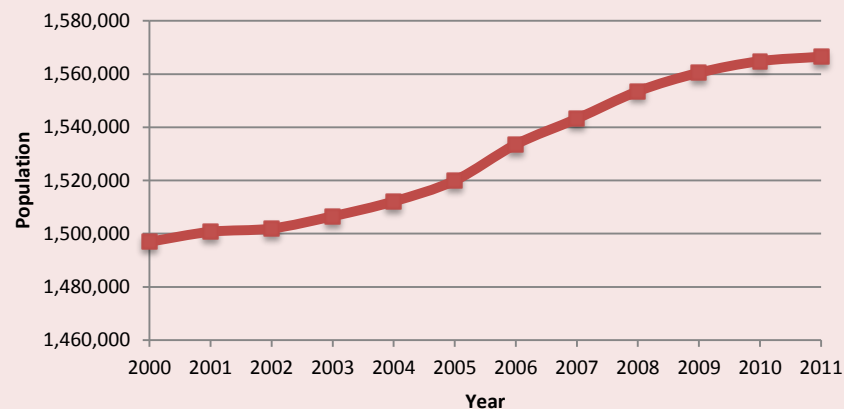


Population Trends

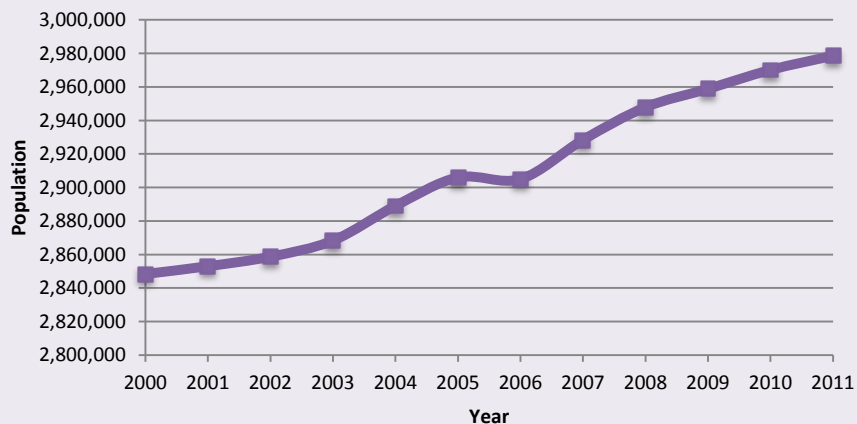
Tishomingo County



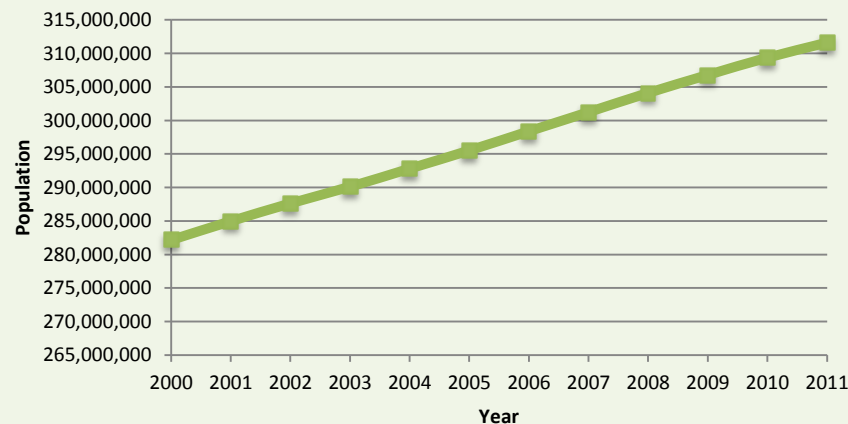
Within 75-Mile Region



Mississippi



United States



Tishomingo County Current and Projected Jobs by Industry, 2010-2020

INDUSTRY	2010	2020	PROJECTED CHANGE (%)	AVERAGE EARNINGS
Manufacturing	1,602	1,730	8.0%	\$33,937
Retail Trade	560	627	12.0%	\$18,459
Educational Services	486	589	21.2%	\$31,354
Public Administration	316	351	11.1%	\$21,135
Accommodation and Food Services	234	234	0.0%	\$11,784
Construction	201	235	16.9%	\$28,861
Wholesale Trade	198	208	5.1%	\$27,979
Finance & Insurance	130	142	9.2%	\$35,619
Professional, Scientific, Technical Services	94	122	29.8%	\$29,858
Administrative Support	86	86	0.0%	\$19,197
Arts, Entertainment, Recreation	82	102	24.4%	\$22,238
Other Services	78	68	-12.8%	\$20,045
Agriculture, Forestry, Fishing, and Hunting	74	75	1.4%	\$38,621
Transportation & Warehousing	45	52	15.6%	\$38,455
Information	33	33	0.0%	\$16,539
Real Estate	23	26	13.0%	\$16,060

Source: Bureau of Labor Statistics, 2012; Mississippi State Workforce Investment Board E-Data Portal, 2012

Career Readiness Certificates -
Copiah-Lincoln Community College District

61K

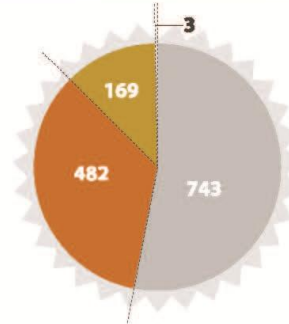
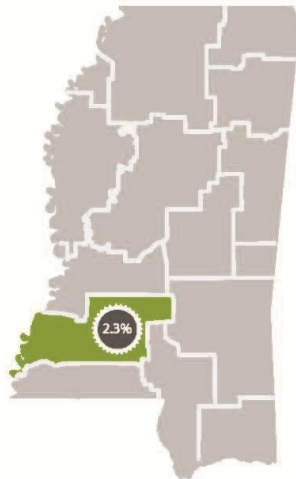


LABOR
FORCE



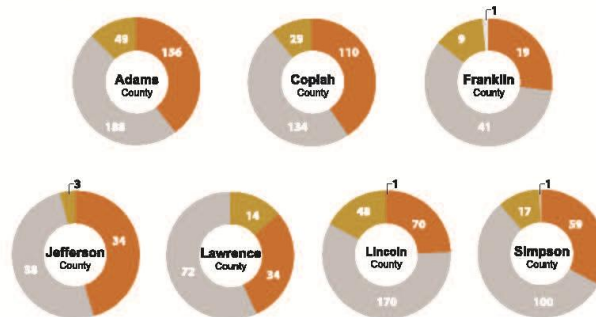
CAREER READINESS
CERTIFICATES

1.4K



- PLATINUM level certificate indicates a worker has scored at least a **Level 6** on each of the three assessments and has the necessary skills for **99 percent** of the jobs in the database.
- GOLD level certificate indicates a worker has scored at least a **Level 5** on each of the three assessments and has the necessary skills for **90 percent** of the jobs in the database.
- SILVER level certificate indicates a worker has scored at least a **Level 4** on each of the three assessments and has the necessary skills for **65 percent** of the jobs listed in the database.
- BRONZE level certificate indicates a worker has scored at least a **Level 3** on each of the three assessments and has the necessary skills for **35 percent** of the jobs listed in the database.

Career Readiness Certificates | Copiah-Lincoln Community College District Counties



Sites



Workforce and the Prospect

- **Middle**
 - The value of workforce services and training to the business
 - *Reimbursement/Cash*
 - *Cost Avoidance*

Workforce and the Prospect

- **Closing**

- Put a face on workforce training and services
- Reinforce value statement

Workforce and the Prospect

Questions?

Workforce and Existing Business

- What do existing businesses need?

A Productive Workforce

- Quality
- Trainable
- Promotable
- Leaders

Workforce and Existing Business

- What do you need to know about the company?
 - What skills are required?
 - What does the workforce do?
 - Where does the company have trouble?
 - What is the work environment like?
 - Make note of similar companies

Workforce and Existing Business

- What do economic developers need to know and understand when talking about workforce resources?
 - Training programs
 - Funds
 - Contacts
 - Recruiting

Workforce and Existing Business

- Where do you find applicants?
 - One-stops/Job Centers
 - Community colleges
 - Universities
 - Associations
 - Your network

Workforce and Existing Business

- Are there funds to assist existing businesses?
 - On-the-job training
 - Work Opportunity Tax Credit
 - Training funds
- * Understand general rules and deadlines *

Workforce and Existing Business

- What can a company do before hiring?
 - Pre-hire skills assessment
 - Pre-employment training
 - On-the-job training contract

Workforce and Existing Business

- What is available for incumbent employees?
 - Basic skills training
 - Industrial training
 - Professional training
 - Technical training

Workforce and Existing Business

- What do economic developers need to know?
 - Your company
 - Contacts
 - Resources available
 - General rules

Workforce and Existing Business

Questions?

Thank you!