True South Basic Economic Development Course

Workforce Development
September 20, 2012
• 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**

- Year 2000: Population 18,000
- Year 2011: Population 20,000

**Within 75-Mile Region**

- Year 2000: Population 1,460,000
- Year 2011: Population 1,680,000

**Mississippi**

- Year 2000: Population 2,800,000
- Year 2011: Population 3,000,000

**United States**

- Year 2000: Population 265,000,000
- Year 2011: Population 290,000,000

*Source: United States Census Bureau Intercensal Estimates, 2012*
## Tishomingo County Current and Projected Jobs by Industry, 2010-2020

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

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
Questions?
Thank you!