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WORKFORCE DEVELOPMENT

ONE THING AT A TIME: WORKFORCE DEVELOPMENT FROM A LOCAL PERSPECTIVE

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WORKFORCE DEVELOPMENT: WHO DOES WHAT

- Companies & Industries
 - Hire and train new employees
 - Train existing employees
- State Government
 - readySC – assists new companies in hiring and training new employees
 - retrainSC – assists existing companies with upskilling current workforce to stay competitive
 - Apprenticeship Carolina – assists any employer with formalizing training in an apprenticeship
 - SC Department of Employment and Workforce – multiple programs and funding sources to assist residents
 - SC Vocational Rehabilitation – multiple programs and funding sources to assist residents
- Technical Colleges
 - Create training programs to meet all service area employers needs
- School Districts
 - Must meet state educational requirements while meeting the workforce need
- Local Government
 - Assist with removing barriers for residents seeking employment
 - Build relationships with area employers, state government, technical colleges, school districts
 - Link it all to residents



GROUP ACTIVITY – IDENTIFY EMPLOYERS

WHO IS HIRING YOUR RESIDENTS?

- Consider local employers
 - Local is relative to your city or town, but within easy transportation range
- Consider regional employers
 - Up to an hour away
- Consider future employers
 - Do you anticipate growth for local and regional employers?
 - Do you anticipate any new local or regional employers in the next 2-3 years?



BARRIERS TO EMPLOYMENT

THE BIG THREE

- Transportation
 - Reliability
 - Affordability
- Childcare
 - Reliability
 - Affordability
- Education/Training
 - Accessibility
 - Affordability
 - Relevance



GROUP ACTIVITY – IDENTIFY EMPLOYMENT BARRIERS

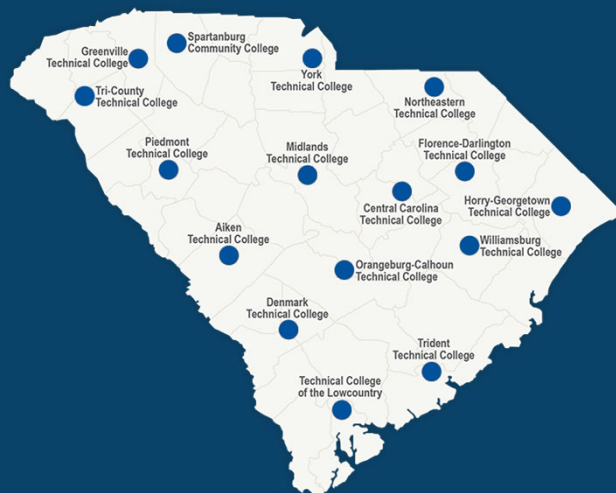
WHAT'S STOPPING YOUR RESIDENTS FROM EMPLOYMENT?

- Transportation: your community's unique barriers
- Childcare: unique barriers for your residents
- Education/Training: what barriers is your community facing?
- Your town or city may have other barriers outside of the big three, what do you see as an issue?



RELEVANT EDUCATION AND TRAINING

YOUR TECHNICAL COLLEGE



GROUP ACTIVITY – EDUCATION NEEDS

WHAT TRAINING DO YOUR RESIDENTS NEED TO ACCESS TO QUALITY EMPLOYMENT?

- Consider essential services such as HVAC, Electrician, Plumbing, Heavy Equipment Operator, CDL, Medical Services
- Consider technical training for manufacturing or other industries
- Consider training for regional employers that require a longer commute
- Consider niche training for specialized employers
- Consider customer service, project management, and leadership skills for promotions within companies and organizations



STRATEGIC PARTNERSHIPS

MANY HANDS MAKE LIGHT WORK

Mavens: These are the information specialists who are experts in a particular field.

- They accumulate and share knowledge, acting as a data bank for others.
- They provide the facts and the "why" behind an idea or product.

Connectors: These people are the social hubs with a knack for knowing a lot of people across different circles.

- They use their extensive networks to spread information and introduce people who might not otherwise meet.
- They are the bridge that connects different groups and helps an idea reach a wider audience.

Salesmen: These are the persuaders who are skilled at convincing others to adopt an idea or purchase a product.

- They use their social and emotional contagiousness to make others enthusiastic about the idea.
- Their role is to complete the circle of influence by convincing people to "jump on board".



GROUP ACTIVITY - THE TIPPING POINT

WHO DO YOU KNOW COULD MAKE THIS WORK?

- Connector
- Maven
- Salesperson



A FEW EXAMPLES

WORKFORCE DEVELOPMENT IN ACTION

- CDL-A and Heavy Equipment Operator Apprenticeship in Lexington County
- Mercedes Benz in Alabama
- 92X The Comet to Nephron, Amazon, CMC Steel
- Scout Motors in Columbia



GROUP ACTIVITY – THE ONE THING

MOVING FROM THE OVERWHELMED TO SUCCESS

Pick the most strategic, yet realistic from the following:

- Group activity – Identify Employers
- Group Activity – Identify Employment Barriers
- Group Activity – Education Needs
- Group Activity - The Tipping Point



MIDLANDS
TECHNICAL COLLEGE

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