

Workforce Now: Aligning Workforce Demand and Post-secondary Pathways

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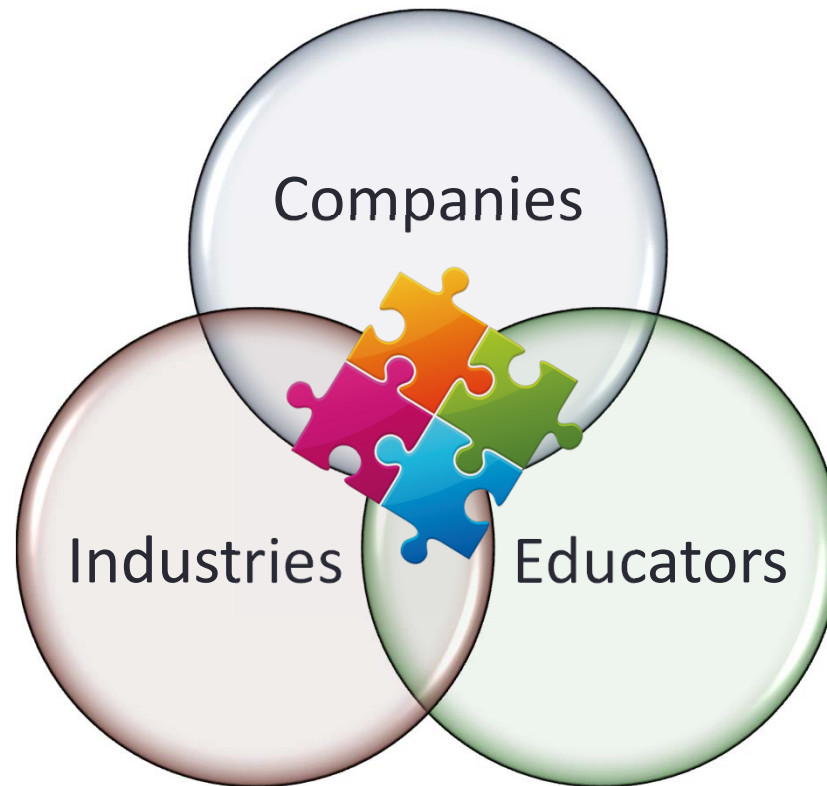
Today's Discussion Points

- Brief background information
- Overview of studies and methodologies
- Demonstrate workforce development utility of the project
- Share strategies for successfully engaging local employers who may be reluctant to share information
- Propose strategies for successfully replicating the project to aid in economic development in other regions
- Q&A

WORKFORCE NOW

- Workforce Now is a regional research initiative inspired by the Education Summits produced by The News-Press in 2011 and 2012. Today, it is part of the SW Florida Community Foundation and FutureMakers Coalition to identify current and future talent requirements for the five counties of SW Florida.
- Why? Many businesses said they did not have the talent they needed. When pressed, they could not necessarily articulate the skills in a way that would help inform and guide our educational leaders.

WORKFORCE NOW 2012



WORKFORCE NOW 2013



WORKFORCE NOW 2014



- ✓ Second annual state of the workforce
- ✓ Drilldown into Information Technology

WORKFORCE NOW 2015

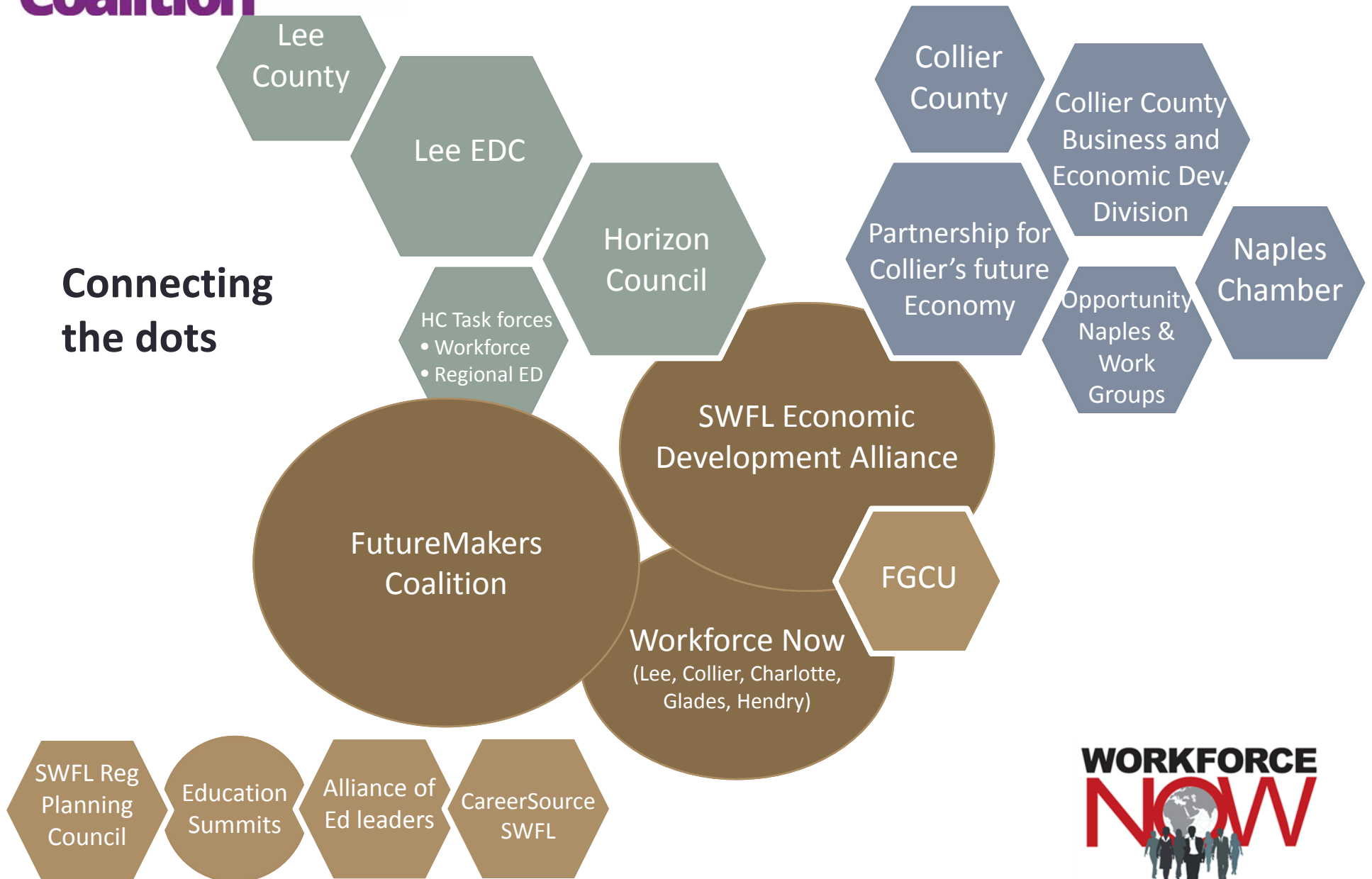
Report 7

Labor Market
Information



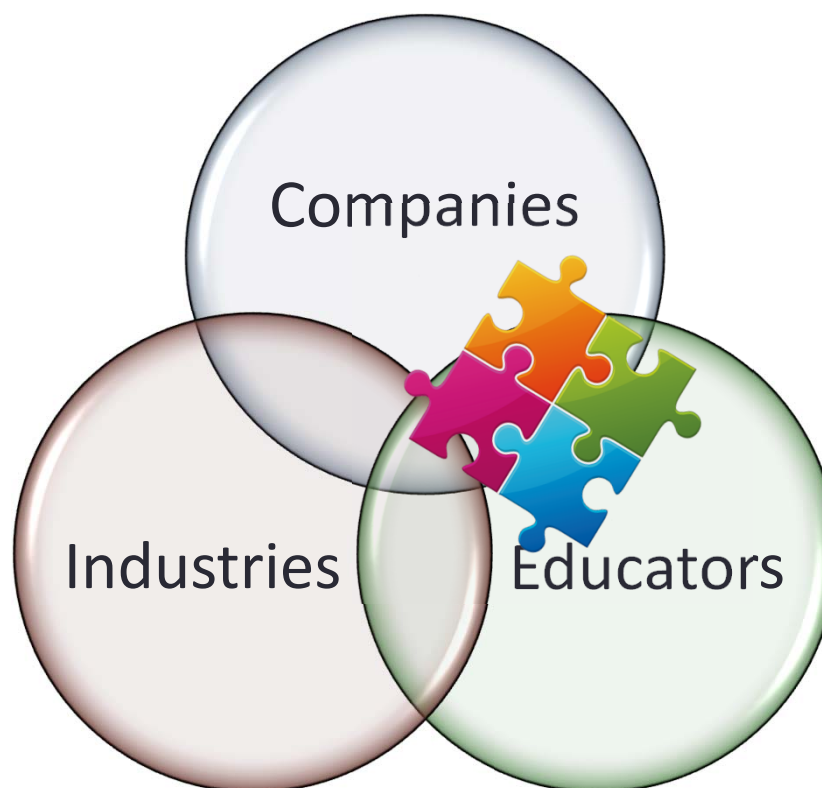
FutureMakers Coalition

Connecting the dots



Utility

- Positive attention drawn to the issues
- New programs
- Consultative benefits
- Collaborative benefits
- Economic development



Strategies to Engage Local Employers

- Employers primed to be receptive
- Educators primed to respond
- Integrity of the individual researchers
- EDCs and Chambers saw the economic need
- New leadership at area educational institutions freed of baggage of the past
- Support of the local newspaper and a local consortium of investors
- Buy in from the region

Strategies for Project Replication

- Identify most responsive employers
- Actively listen, take the tour, observe, talk to people
- Examine your own premises
- Engage the Chambers and the EDCs
- Publicly promote your findings or activities
- Publicly promote resultant actions - everywhere
- Leverage this work into other alliances

In Summary

- Workforce Now is
 - A regional initiative
 - Performing original research on critical skills gaps and other issues impacting the local workforce
 - Continuing to research areas of interest to the region
 - A positive tool for engaging with employers
 - Solidifying the roles of FSW, FGCU, and HU in regional economic development

Questions

- Questions? Comments? Concerns?
- Reports available at www.fgcu.edu/cob/veri/wfn
- You can reach us at the following:
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