



Charlotte City Council
Economic Development Committee
Summary
February 7, 2022

COMMITTEE AGENDA TOPICS

HIRE Charlotte Update

COMMITTEE INFORMATION

Committee Members Present: Malcolm Graham (Chair), Ed Driggs (Vice-Chair), Dimple Ajmera, Greg Phipps and Victoria Watlington

City Manager Liaison: Tracy Dodson, City Manager's Office

Staff Resources: Christina Thigpen, Economic Development Department
Emily Cantrell, Economic Development Department
Todd DeLong, Economic Development Department
Corey Settles, Corridors of Opportunity Executive, Economic Development Department

Guests: John Martin & Rachel Yost, SIR

Others: Denada Jackson, Office of Constituent Services

Meeting Duration: Noon-1:15p.m.

ATTACHMENTS

1) HIRE Charlotte Executive Summary Report

DISCUSSION HIGHLIGHTS

Chairman Graham called the virtual meeting to order and asked committee members and City staff to introduce themselves.

HIRE Charlotte Update

Chairman Graham turned the meeting over to Tracy Dodson to introduce the topic. Ms. Dodson reminded the committee that conversations were held throughout 2021 on the HIRE Charlotte initiative.

Staff has been working with SIR Consultants and stakeholder groups of local entities involved in the employment ecosystem. Though the work is starting to conclude, staff will report back to the committee in the early Spring/Summer.

Christina Thigpen gave an overview of the HIRE Charlotte initiative to bring the new Economic Development Committee up to date on staff's work with our consultant, SIR, to address Charlotte-Mecklenburg's employment ecosystem's impact on creating and filling good jobs to drive economic prosperity for all of Charlotte's residents and businesses. Ms. Thigpen also thanked the HIRE Charlotte Steering Committee and Core Project Team for their commitment to establish a greater level of connection in the ecosystem. Ms. Thigpen noted the discussion would be focused on the assessment findings and next steps to help shape the strategic employment framework.

John Martin (SIR) started the presentation and shared highlights of the implementation plan. He noted that Charlotte was in a good place to recruit industries and companies to invest in local people to address the workforce ecosystem.

Rachel Yost (SIR) continued the presentation and provided a high-level overview of HIRE Charlotte project goals, which include:

- Develop a vision and framework – a North Star for the entire workforce ecosystem on how to create and fill good jobs today and tomorrow. The framework will include shared goals (key performance indicators) and specific action steps.
- Inform and help direct ARPA decision-making – how the funds should be deployed.

Ms. Yost shared the findings of a comprehensive assessment of the employment ecosystem's current state. These categories included the demographics of Charlotte's labor force and how it compares to peer cities (Dallas, Nashville, Phoenix, Austin, Tampa, Denver, Raleigh, New York, San Francisco, and Atlanta), the current state of training and development, business recruitment, and job seekers. Ms. Yost presented a summary of the unmet needs of the employment ecosystem that included results from a stakeholder survey and employer interviews. Ms. Yost's presentation concluded by sharing research on the future of work and a draft of future state possibilities for continued economic growth. This data will be used to develop a framework of recommendations and shared goals.

Recap of Committee Discussion to Consider for Final Report

- 1) Focus on expanding apprenticeship programs.
- 2) Relationships with local community colleges and universities.
- 3) Focus on soft skill training.
- 4) Identify where employment needs are versus available talent in our community.
- 5) Increase the overall grade of Charlotte's employment ecosystem from a C to an A.
- 6) How do we collaborate with other workforce development partners in the community?
- 7) Where is check in spot for employers and employees?

The meeting adjourned at 1:15p.m.