



# ECOSYSTEM FRAMEWORK UPDATE

August 1, 2022

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## Overarching Goal of HIRE Charlotte

Immediately increase Charlotte-Mecklenburg's employment ecosystem's impact on **creating and filling good jobs** that drive the economic prosperity for all of Charlotte's residents and businesses.

### PROJECT GOAL #1

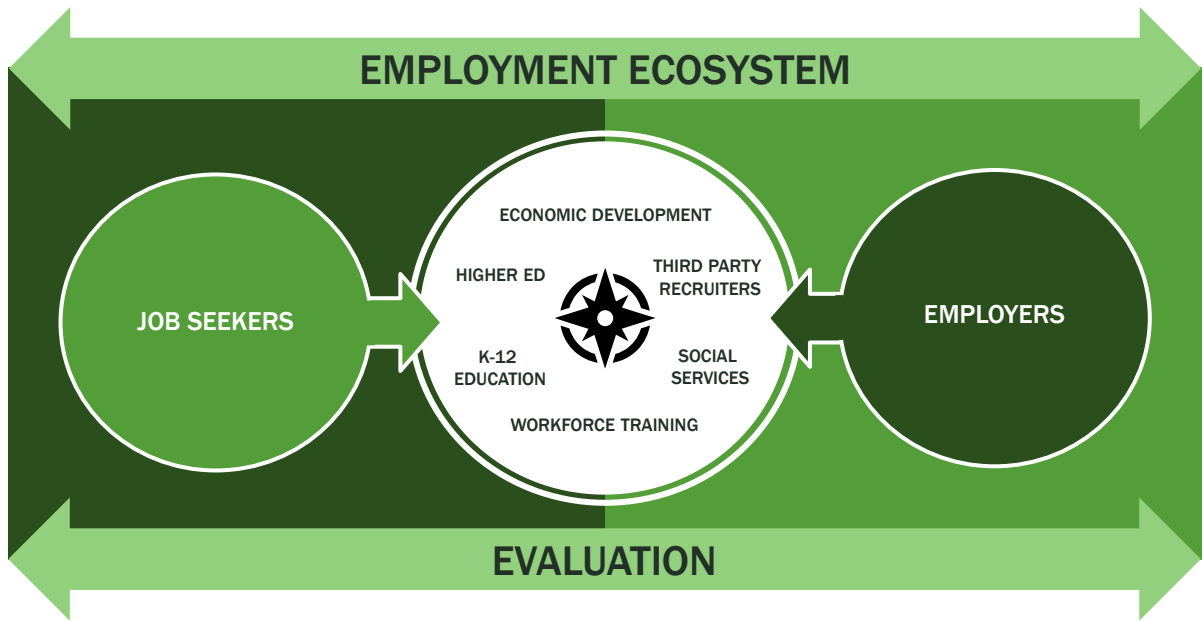
Develop a vision and framework – a North Star for the entire employment ecosystem on how to create and fill good jobs today and tomorrow. The framework will include shared goals (key performance indicators) and specific action steps.

### PROJECT GOAL #2

Inform and help direct collective investments of the ecosystem and ARPA decision-making – how the funds should be used.

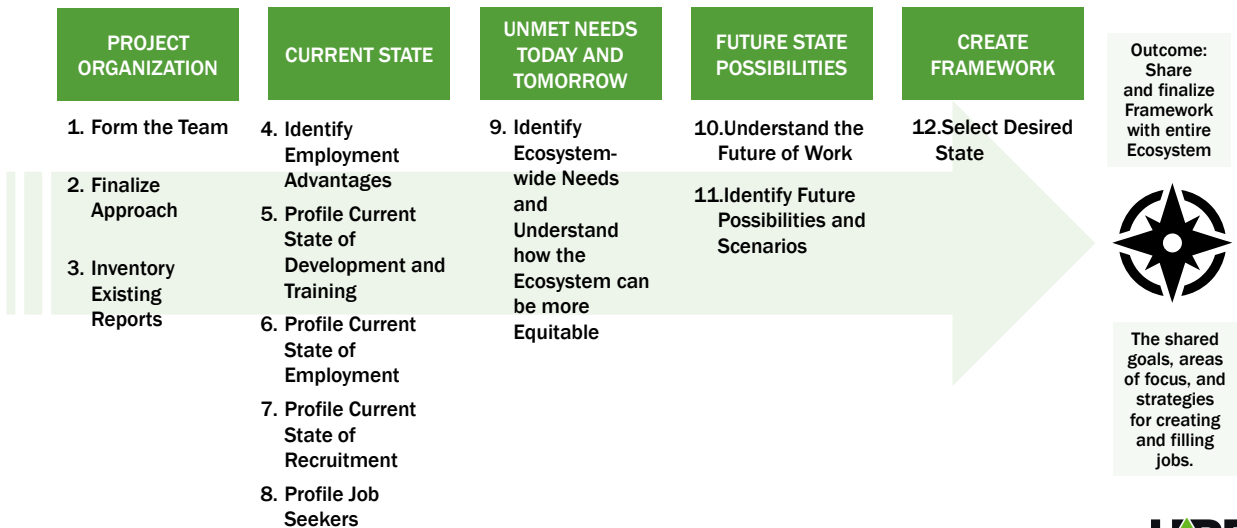
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This Project Followed a 12-Step process to identify our Desired Future State (our North Star) and the resulting Framework for how we will get to that Desired Future State



4 Note, at the start #9 was two separate tasks leading to a total of 13-steps. It was determined the top of equity should be integrated and not separated out as an individual task.

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# Ecosystem Framework

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## HIRE STRATEGIC FRAMEWORK

### VALUES

That will define the future employment ecosystem

**Collaborative**

Advances the symbiotic relationship between employers and the workforce ecosystem's education, training, and development organizations.

**Agile**

The workforce ecosystem can quickly shift and adapt to changing employer needs and shifts in the economic environment.

**Results-Oriented**

The workforce ecosystem successfully trains, places, and advances qualified people in secure jobs with advancement opportunities.

**Inclusive & Equitable**

The workforce ecosystem works for everyone, especially underserved residents.

### VISION

Based on these values our vision for the ecosystem is:

**Charlotte's employment ecosystem is a collaborative, agile, and results-oriented network that accelerates employer growth and upward mobility for all.**

### GOALS

**UNDERSTAND AND SERVE EMPLOYER NEEDS**

- Employer's most pressing needs are heard, understood, and addressed in real time.

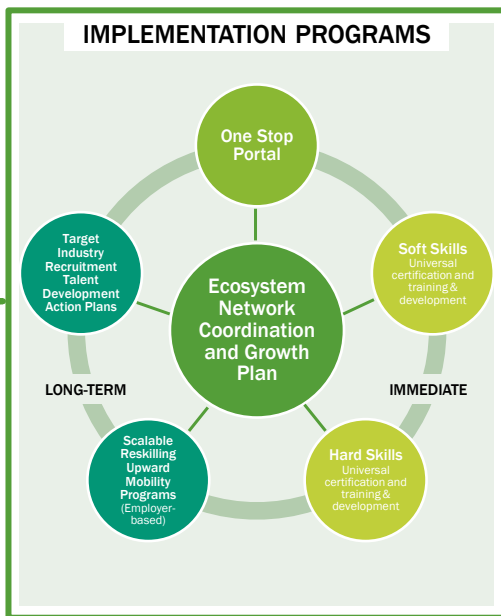
**CREATE CLEAR JOB SEEKER PATHWAYS WITH MORE UNIFIED SUPPORT FROM ALL**

- Job seekers are provided clear career pathways with resources and supports
- Consistent and timely assessment and credentialing for job readiness with a focus on soft skills
- Equitable support with wrap around services for those most in need

**MAKE THE WORKFORCE ECOSYSTEM A SEAMLESS, RESULTS-ORIENTED NETWORK**

- Integrated plans connecting workforce development, mobility, housing, and redevelopment.
- Alignment of future business recruitment and the workforce pipeline.

### IMPLEMENTATION PROGRAMS



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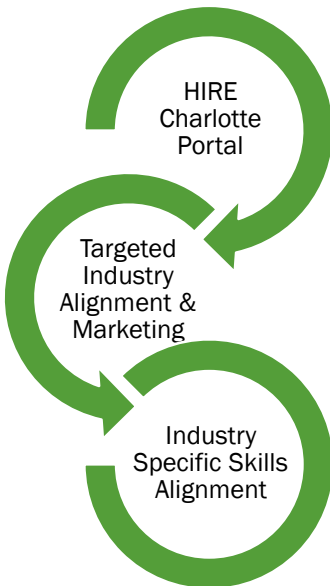
# Phase 1 Implementation

(Now - Dec. 2023)



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The HIRE Charlotte community facing website will be for employers, job seekers and workforce/educational organizations and feature job openings, career pathways, and access to training and development resources.

Alignment and promotion of Charlotte's targeted industries for job growth and development.

With a focus on technical skills, create occupational pathways and development opportunities for career growth in the targeted industries.

\*Additional consideration to include Essential (Soft) Skills Curriculum and Target Industry Recruitment Talent Development Action Plans.

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## HIRE Charlotte Portal

- Phase 1 Deliverables would include:
  - Community-facing website and brand
  - Scalable website where future phases of HIRE Charlotte can be integrated
  - Job Openings Platform aligned with Targeted Industries and Occupations
  - Place for project updates on website and through social media platforms
  - Marketing materials to share with “bricks and mortar” job seeker locations
- City is providing capacity building to Radius Pathways Pilot
  - Continuing to serve on Radius Pathways Steering Committee
- Convene meetings with Coalition and other stakeholders to identify key content elements:
  - Scope of Workforce Providers Council proposed website
  - Existing Job Boards
  - Targeted Industries
  - Catalog Hard Skills Information
  - Align in-person curriculums with hard skills featured on HIRE Charlotte portal
  - Soft/Essential Skills modular curriculum



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## Proposed Funding & Updates

FRAMEWORK INITIATIVE	PROPOSED FUNDING	STATUS	PROPOSED ARPA TRANCHE
One Stop Portal	\$1M	Working with Radius on Pilot	2
Essential Skills: Modular Curriculum for Target Industries	\$2M	Requested Proposals	2
Hard Skills: Industry Cluster-Specific Hard Skills Training & Development	\$5M	Under Review	2
Target Industry Alignment & Marketing	\$100,000	Begin Work in Q3	Already Approved
Target Industry Recruitment Talent Development Action Plans	\$250,000	Begin Work in Q3	Already Approved
Total	\$8.35M		

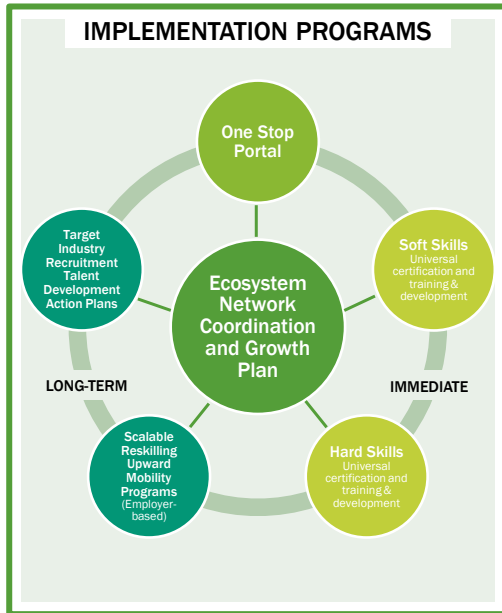


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# HIRE STRATEGIC FRAMEWORK

CHARLOTTE



## Next Steps:

1. Smaller Coalition has been formed to govern Phase 1 of Implementation – City of Charlotte, Mecklenburg County, Charlotte Works, Goodwill, CELC
2. City will lead Ecosystem Network Coordination for the next year; Coalition will create a long-term governance strategy
3. Identify timeline and funding allocations for Phase 1 implementation items
4. Continue to align with existing efforts (WPC, Queen City Coalition, etc.)
5. Ongoing stakeholder engagement