HIRE CHARLOTTE

ECOSYSTEM FRAMEWORK OVERVIEW
Economic Development Committee
April 4, 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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## Partnering with Steering Committee on Ecosystem Framework

Steering Committee members include:

- Atrium Health
- Bank of America
- C2B Strategies LLC
- Central Piedmont Community College
- Charlotte Center City Partners
- Charlotte Mecklenburg Schools
- Charlotte Regional Business Alliance
- Charlotte Works
- City of Charlotte
- Digital Charlotte
- DPR Construction
- Federal Reserve Bank of Richmond
- Goodwill Industries of Southern Piedmont

- Groninger USA
- JLL
- Johnson C. Smith University
- Leading on Opportunity
- Mecklenburg County
- Microsoft
- Road to Hire
- She Built This City
- SREE Hotels
- UNC Charlotte
- University City Partners
- Urban League of Central Carolinas

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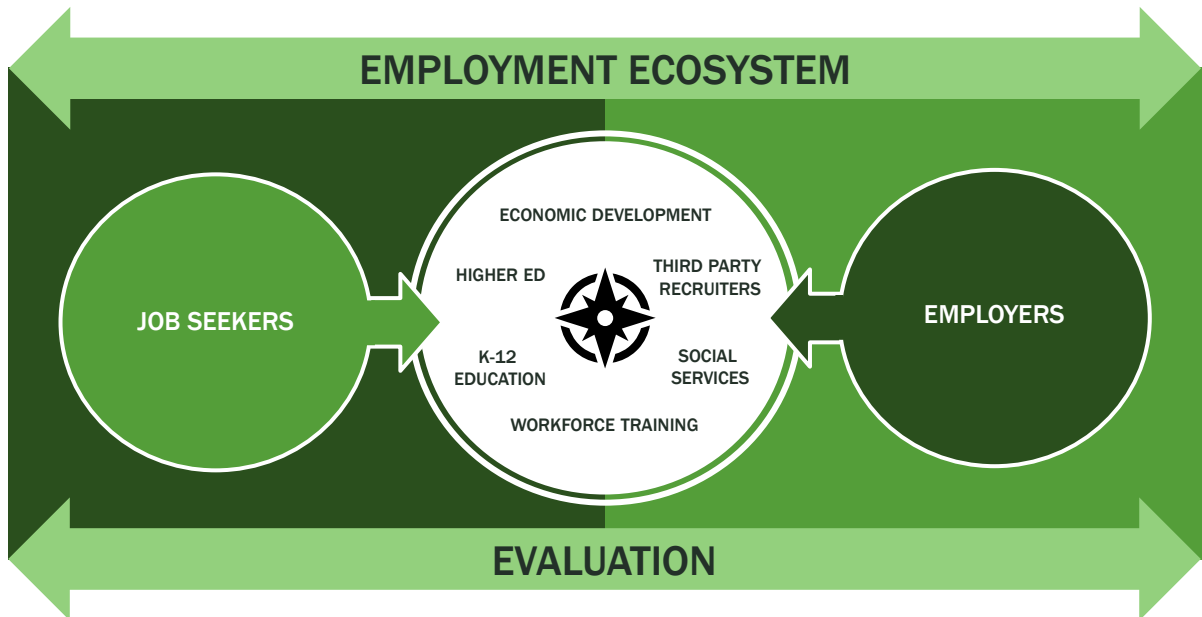
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This Project Followed a 12-Step process to identify our Desired Future State (our North Star) and the resulting Framework for how we will get to that Desired Future State

PROJECT ORGANIZATION	CURRENT STATE	UNMET NEEDS TODAY AND TOMORROW	FUTURE STATE POSSIBILITIES	CREATE FRAMEWORK	Outcome: Share and finalize Framework with entire Ecosystem
1. Form the Team	4. Identify Employment Advantages	9. Identify Ecosystem-wide Needs and Understand how the Ecosystem can be more Equitable	10. Understand the Future of Work	12. Select Desired State	
2. Finalize Approach	5. Profile Current State of Development and Training		11. Identify Future Possibilities and Scenarios		
3. Inventory Existing Reports	6. Profile Current State of Employment				
	7. Profile Current State of Recruitment				
	8. Profile Job Seekers				

The shared goals, areas of focus, and strategies for creating and filling jobs.

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5 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.
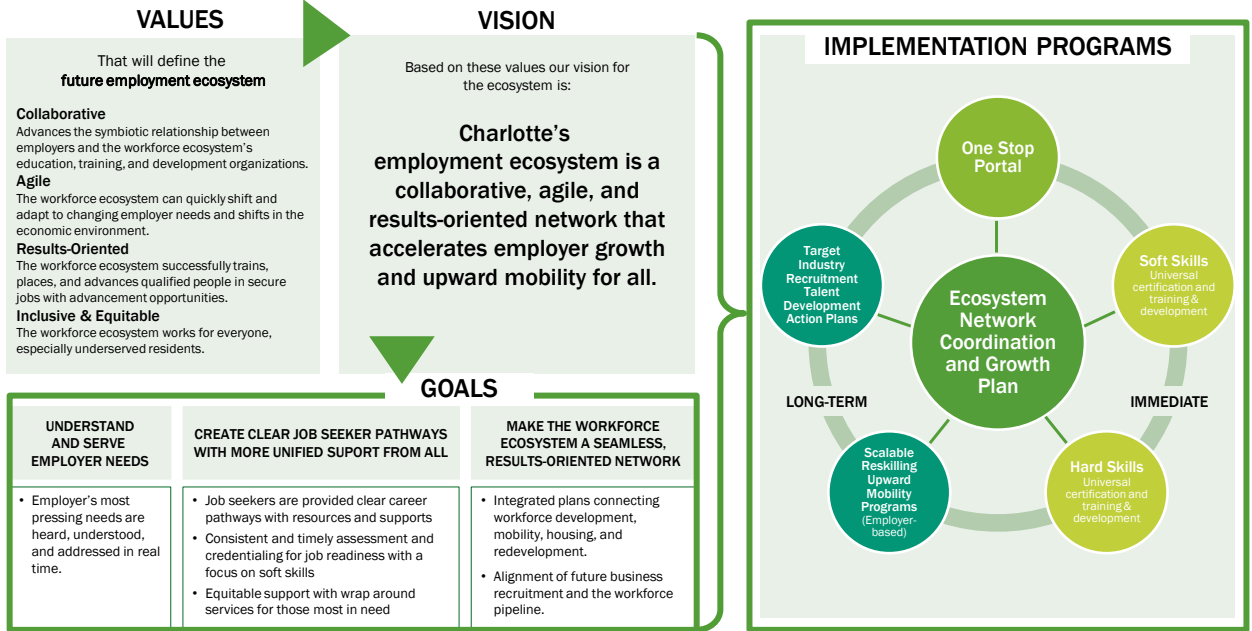
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Ecosystem Framework

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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.

IMPLEMENTATION PROGRAMS

- One Stop Portal
- Soft Skills — Universal certification and training & development
- Target Industry Recruitment Talent Development Action Plans
- Ecosystem Network Coordination and Growth Plan
- Hard Skills — Universal certification and training & development
- Scalable Reskilling Upward Mobility Programs (Employer-based)
- LONG-TERM
- IMMEDIATE

GOALS

UNDERSTAND AND SERVE EMPLOYER NEEDS	CREATE CLEAR JOB SEEKER PATHWAYS WITH MORE UNIFIED SUPORT FROM ALL	MAKE THE WORKFORCE ECOSYSTEM A SEAMLESS, RESULTS-ORIENTED NETWORK
• Employer's most pressing needs are heard, understood, and addressed in real time.	• 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	• Integrated plans connecting workforce development, mobility, housing, and redevelopment. • Alignment of future business recruitment and the workforce pipeline.

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Implementation Program Requirements

- All stakeholders within Charlotte-Mecklenburg's employment ecosystem must play a role.

- The programs must align with HIRE Charlotte's values and vision.

- The programs must be "owned" by a lead group or organization that will be responsible for implementation, budget management, and results.

- The programs must be scalable and sustainable. For example, ARPA funding can support pilot programming to prove proof of concept.

- The programs must have accountability and KPIs with ongoing impact reporting. Demonstrated success – an exceptional return on investment – will direct future funding for scale up.

- The programs must have a long-term and significant impact on the Charlotte-Mecklenburg employment ecosystem.

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Funding Allocation

FRAMEWORK INITIATIVE	PUBLIC FUNDING	PRIVATE FUNDING	% TOTAL
One Stop Portal	$	$	5%
Soft Skills: Universal Soft Skills Certification and Training & Development	$	$	5%
Hard Skills: Industry Cluster-Specific Hard Skills Training & Development	$	$	20%
Scalable Re/Upskilling Upward Mobility Programs	$	$	30%
Target Industry Recruitment Talent Development Action Plans	$	$	5%
Ecosystem Network Coordination and Growth Plan	$	$	5%
Wrap around services support budget – supports all the above*	$	$	30%
Total	$	$	100%

*Wrap around services go across all 6 programs in addressing the various barriers and needs to successful employment. There are numerous issues that need to be discussed with wrap around services and how this would work with existing and new programming.

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Next Steps + Discussion
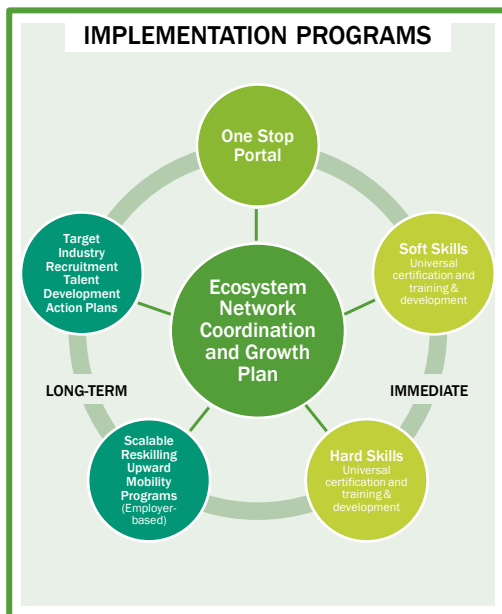
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Next Steps

- Determine the role of Steering Committee moving forward

- City of Charlotte, Mecklenburg County, Charlotte Works, and Goodwill to meet soon to discuss HIRE Charlotte

- Identify funding opportunities and potential allocation (including in-kind support)

- Identify lead organization per the "Ecosystem Network Coordination and Growth Plan"

- Lead organization to start the implementation process

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HIRE STRATEGIC FRAMEWORK
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IMPLEMENTATION PROGRAMS

One Stop Portal

Target Industry Recruitment Talent Development Action Plans

Soft Skills
Universal certification and training & development

Ecosystem Network Coordination and Growth Plan

LONG-TERM

IMMEDIATE

Scalable Reskilling Upward Mobility Programs (Employer-based)

Hard Skills
Universal certification and training & development

- Any general questions?

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