

Workforce +
Business
Development
Committee
Meeting

STRATEGIC EMPLOYMENT PLAN –

Creating Career Opportunities for Our Residents

March 1, 2021



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Discussion for Today

- Refresh on Strategic Employment Plan
- Workforce Collaboration:
Danielle Frazier, Charlotte Works
- City Collaboration
Pam Wideman, Housing + Neighborhood Services
Alyson Craig, Planning, Design + Development
John Lewis, CATS
Tracy Dodson, Corridors of Opportunity

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Strategic Employment Plan

Purpose

Shared Vision for Success:

Unite Charlotte’s employment ecosystem with a shared vision for economic prosperity for Charlotte residents and businesses.

Define how we individually contribute:

Create a framework that defines how all partners in our employment ecosystem meaningfully participate to create opportunities for job growth, upward mobility and economic success for our residents and businesses.

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Creates New Jobs

- Startups + Small Business Growth
- Business Retention + Expansion
- Business Recruitment



Fills Jobs

- K-12 + Higher Education
- Training + Development
- Talent Recruitment + Retention

- Provides a comprehensive action plan that **maximizes the effectiveness and efficiency of a locality's total Employment Ecosystem**
- **Builds a growing, more inclusive and resilient employment market** for **BOTH** employers and workers

What Is a Strategic Employment Plan?

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Why Do We Need a Strategic Employment Plan?

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It will guide and inform how we:

- | | |
|----|--|
| 1. | Support Investments to Date |
| 2. | Help the Unemployed + Underemployed |
| 3. | Grow Key Sectors |
| 4. | Advance the City's Jobs Reputation |
| 5. | Support Talent Acquisition + Retention |
| 6. | Reinforce Competitive Position |
| 7. | Provide Upskilling Resources |
| 8. | Achieve Equity Goals |
| 9. | Future-proof the City |

- **Jobs:** What jobs are needed in our community for all to have opportunity?
- **Businesses:** How do we work with businesses to grow them and recruit them?
- **Talent Initiatives:** What programs do we invest in and what skills are needed in our community?
- **Land Use & Mobility:** Where and how are we creating real estate product to house the jobs and the services needed to be successful?
- **Partnerships:** How do we work best with our partners to achieve these goals?
- **Tools:** What tools and policies do we need to successfully implement this plan?

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Key City Questions to Address

CHARLOTTE WORKS

MISSION: Leading the development of a skilled, in-demand workforce by engaging businesses, aligning community partners, empowering and connecting job seekers to meaningful employment, and fostering inclusive economic growth.

VISION: The Charlotte region is home to a thriving workforce system generating economic prosperity for all.



Connect & Convene

Serves as designated arm of the Federal workforce system. We convene local partners to align initiatives and programs around workforce development.



Inform & Influence

Charlotte Works champions workforce investments that lead to the development of a skilled, in-demand workforce that generates economic prosperity for all.



Design & Impact

With a pulse on the current Labor Market Charlotte Works helps lead the development of an accessible and inclusive workforce ecosystem that promotes equity.

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Strategic Consideration

Shared Goals + Strategy

Charlotte's employment ecosystem has many strong organizations, programs and plans.

What are the shared goals and what is a vision that unites and inspires the alignment of our overall employment ecosystem?

What does success look like for an effective Strategic Employment Plan?

How does the Strategic Employment Plan differ from our workforce partners' strategic plans?

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The City will initially convene the employment ecosystem to create a framework that cultivates a shared vision, provides greater coordination of existing strategies and initiatives, and drives economic prosperity.

What is City’s long-term role in this work?

How does City’s role intersect with our business community and workforce community together?

How can we ensure our collaborative efforts are sustainable?

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Strategic Consideration

City’s External Role + Employment Ecosystem Role

City Leadership

Collaborating on the City’s Priorities

Team Charlotte department contributors :

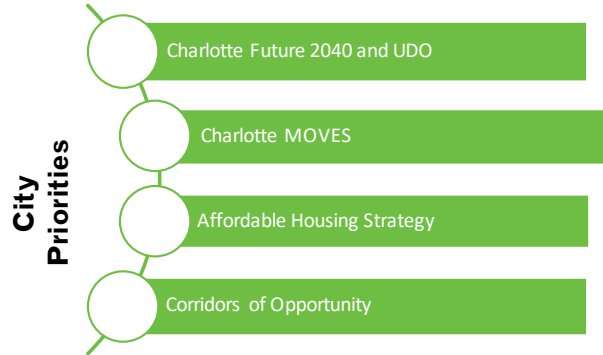
- Alyson Craig, Planning, Design + Development
- Pam Wideman, Housing + Neighborhood Services
- John Lewis, Charlotte Area Transit System
- Tracy Dodson, Corridors of Opportunity

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Strategic Consideration

City's Internal Alignment

How can the City of Charlotte **use its services and programs outside of economic development** to better support creation of new jobs, protection of existing jobs and filling of jobs?



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What Is Next?

- Identify key partners
- Build out shared vision and core strategic framework
- Determine budget for consideration
- Present to leadership for approval
- Target July 1 kickoff

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