

Workforce Steering Committee – Under-utilized Workforce (Revised 6/11/2008)

BUSINESS CASE:

In order to meet future workforce needs, we must engage all sectors of the region's population that may not be currently utilized. These include unemployed or underemployed segments of the population who may lack skills or the resources to acquire a living-wage job and be a qualified member of the workforce. A number of conditions exist that are preventing this from happening. These conditions include lack of skills, misperceptions, and lack of awareness pertaining to the benefits of engaging this sector of the workforce.

HYPOTHESIS:

This untapped resource of the population will make a considerable impact on our workforce if we can address those gaps. Targeting these individuals with skills training and other related services will prepare them to enter the workforce and sustain a successful career. This will benefit these individuals, employers and the community as a whole.

CURRENT CONDITION:

- The region has a potential hidden labor supply of approximately 151,484 residents consisting of underemployed residents, residents not currently employed but interested in working, and recent college graduates.
- Stereotypes and negative perceptions plague populations such as former military, persons with disabilities, and ex-offenders, preventing them from acquiring the skills and knowledge to obtain a living-wage job.
- Under-utilized workers are generally unaware of the resources that currently exist for them.
- Transportation and other issues which hinder those who are trying to enter the workforce.
- Success stories are not adequately publicized.

TARGET CONDITION:

- All persons in our community who want to work are working and have the skills and knowledge to do so.
- Stronger support of agencies whose mission it is to employ the under-utilized segments of society.
- Better communication at all levels to promote services and skills training.

ACTIONS:

	Task	Person Responsible	Completion Date
1	Set date and time for follow-up meeting prior to 7/10/2008		
2	Identify local companies who have successfully used the program and obtain approval to use testimonials.		
3	Using "Skill Up" Slogan develop marketing strategy. Will need two plans: 1 <u>Employers</u> ; those listing jobs with Career Center/Job Service, Dept. of Commerce assistance with PSAs, present to HR associations. 2 <u>Job Seekers</u> ; Provide CRC recipients with promotional material and tools they can share, presentation to military command centers, incorporate into Adult Ed/GED programs, Knox Area Employment Consortium, offer in rehab centers, promote within High Schools and Dept. of Human Services.		
4	Taskforce members educate ourselves regarding the under-utilized populations to ensure we are working from knowledgeable and understanding perspectives. Bring information to share with other members of the group.	Each Taskforce Member	Prior to next meeting
5	Identify what criteria will used for metrics, how will we measure success?		
6			
7			

METRICS:

Metric	2008	2009	SPA: