



Critical Topic: Building the Workforce of the Future

Smithville, Texas




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BY DESIGN

- Traditional Job Recruitment
- Speculative Job Skills Development
- Identifying Current Job Needs
- Targeted Marketing for Specific Job Needs
- Creating a Pipeline to support existing Needs
- Creating a Pipeline to support potential Needs
- Creating an Environment of Healthy Business Development and Entrepreneurship
- Resources and Action Items

Critical Issue: Workforce & Talent Development

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- Current Employers
 - Current Employees
 - Prospective Employers
 - Potential Employees
 - Skilled Labor
 - Unskilled Labor
 - Potential Entrepreneurs
 - Workforce Training Centers
 - High School Career Programs & Vo-Ag Training
 - Universities & Community Colleges
 - SBDC's, Incubators, WorkerSpace & Non-Traditional Work Programs



Stakeholders

1990's – Industrial Parks, Incentives & Location

1998 – Incentives, Existing Sites & Infrastructure

2005 – Available Land & Sites, Capital Funding, Labor & Incentives

2015 – Workforce Availability, Existing Business Parks & Incentives

2023 – Skilled Workforce, Dependable Pipelines, Quality of Life & Available Sites



The Life Cycle of Workforce & Talent Development



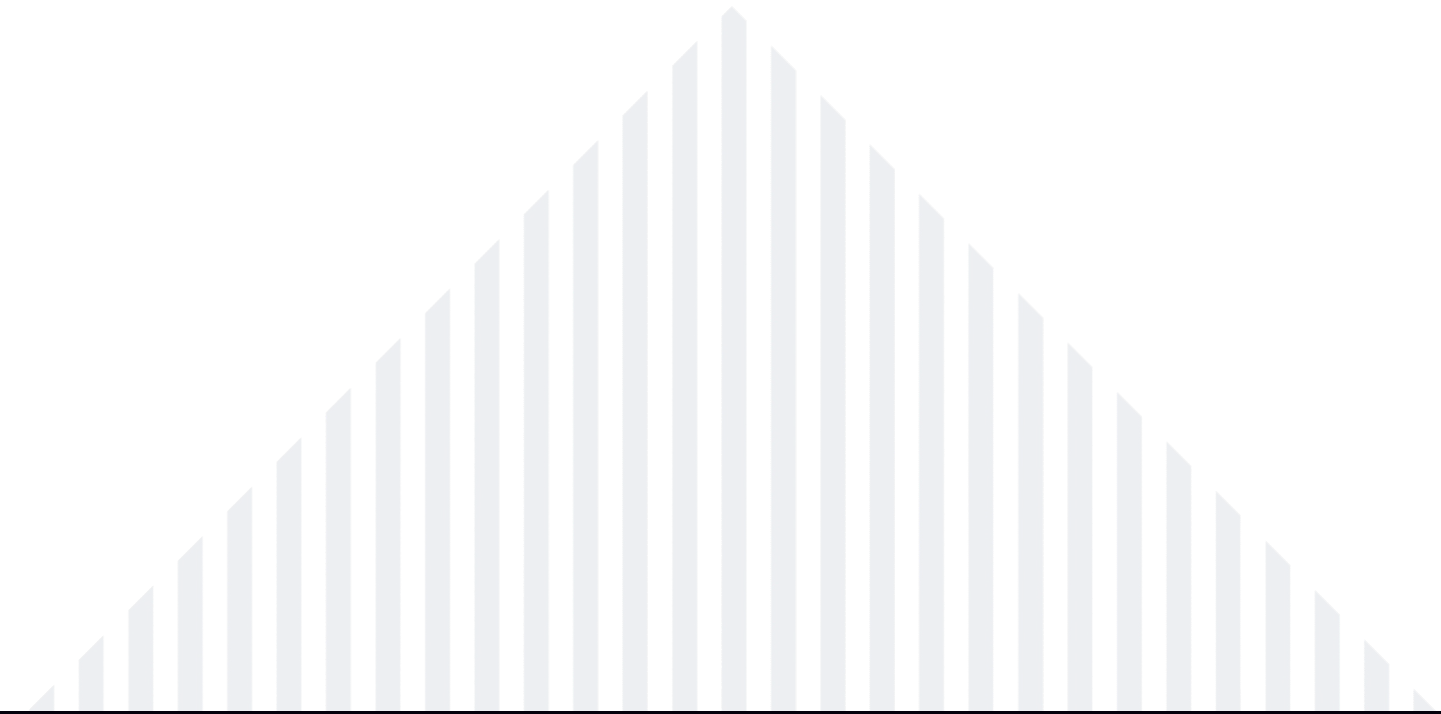
Traditional Job Recruitment



Speculative Job Recruitment

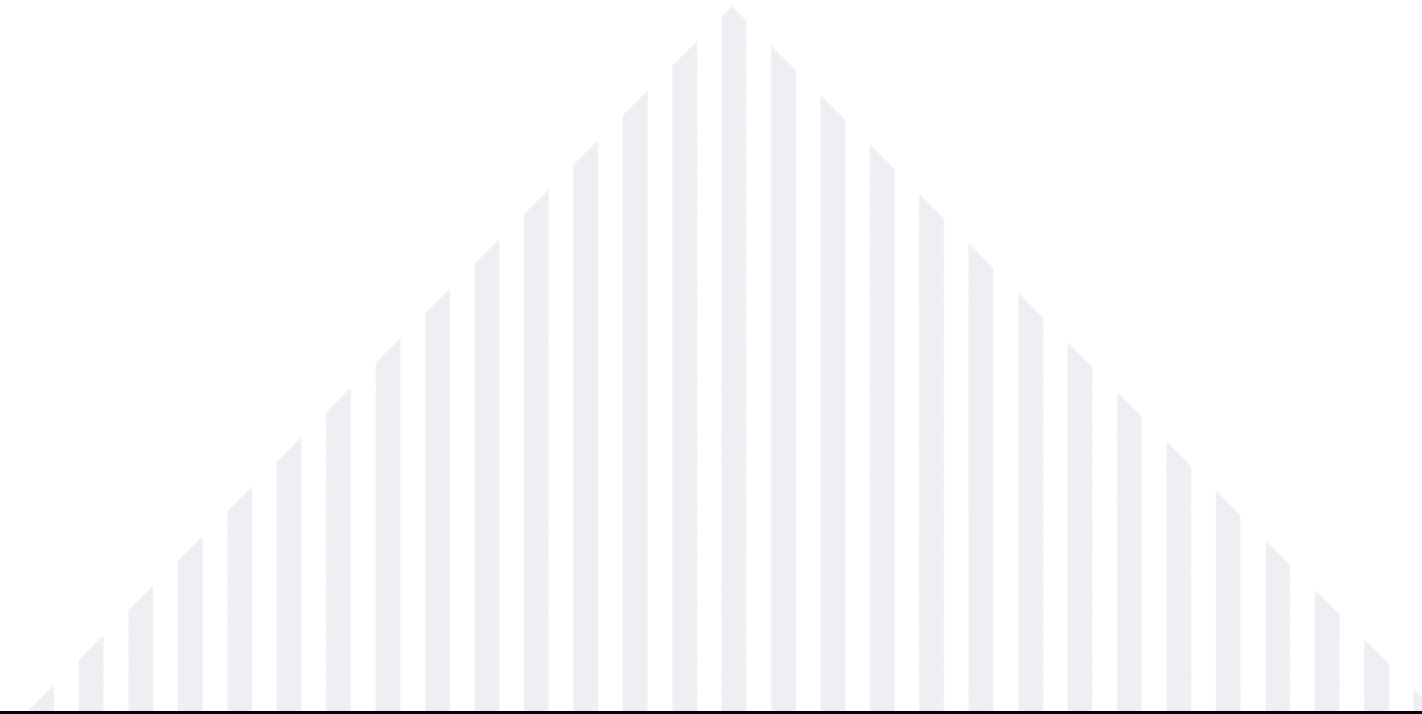


Identifying Current Job Needs





Targeted Marketing for Specific Job Needs





Creating a Pipeline to Support Existing Needs



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Creating a Pipeline to Support & Potential Needs



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Creating a Healthy Business Environment



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Resources & Action Items

Local Workforce Training Centers

- Huge competitive advantage

Regional Workforce Boards (COGS)

- Federal Funds

Texas Workforce Commission

- Upskill Texas
- Skills Development Fund
- Apprenticeship Programs
- Internship Programs
- Hireability & HR Programs

Educational Partners

- High Schools, Community Colleges & Universities
- SBDC's



RESOURCES



- Determine ACTUAL Needs
- Identify Potential Gaps
- Plan for needed training
- Understand the market
- Workforce Survey
- Regional Employer & Employee Survey
- Marketing Packages for Targeted Jobs/Industries
- Determine Potential Incentives
- Study what other cities are doing with similar needs
- Regular communications to discuss potential projects

NEXT STEPS?