

2022 Workforce Development Objectives



Prepared by Alicia Frieze | Workforce Development Director

Job Board & Resources

We are increasing the volatility and use of our job board. We have created a weekly job seeker newsletter that seekers sign up to receive new job notifications and education or development opportunities.

Objectives

- Increase labor pool and limit brain drain.

Outputs

- Average of 60-80 jobs published per week.
- Average of 500 – 700 job post views per week.
- Average of 100 subscribed job seekers.

1

Workforce Lunch and Learns

Held monthly, attendees are provided workforce updates from the CB Chamber, collaborate with fellow chamber members as they discuss their HR programs and issues, and hear from a guest speaker that will focus on key HR topics.

Objectives

- Reduce aggregate turnover
- Increase “brain-gain”

Outputs

- 12 lunch and learns per year, one per month.
- Average of 20 attendees for each event.

New and Emerging Leaders – Professional Development Workshops

This series of courses outlines the role of an ethical manager in the workplace. It develops the skills to motivate, empower, and grow employees in a culture of respect. Participants learn to manage in a way that recognizes WHAT you do is as important as HOW you do it. Reputation counts – yours and your organization's and this training ensures both remain positive into the future.

Objective

- Reduce aggregated turnover
- Increase “brain-gain”.
- Empower the next generations of leaders in the community.

Outputs

- 2 workshops per year, with each workshop consisting of four sessions.
- 30 participants per workshop.

2022 Workforce Development Objectives

Prepared by Alicia Frieze | Workforce Development Director

Next Level Leadership – Professional Development Workshops

This workshop consists of two half-day workshops that teach participants the Five Levels of Leadership. It also provides leaders an opportunity to create an actual leadership development plan for their organization.

Objectives

- Reduce aggregated turnover.
- Increase “brain-gain”.
- Train excellent leaders in the community.

Outputs

- 2 workshops per year, with each workshop consisting of two sessions.
- 30 participants per workshop.

DE&I & The Workforce Workshops

Professional development workshops focused around why DEIJA is important and how to infuse it into your workforce. These offerings will be continuative, developing/leading into the next stage.

Objectives

- Reduce aggregated turnover.
- Increase labor pool.
- Foster diversity, equity, inclusion, justice, and acceptance in the workplace and community.

Outputs

- 2 workshops per year, with each workshop consisting of two to four sessions.
- 30 participants per workshop.

Unbelievable Workplaces – CB

UNbelievable Workplaces is a program designed to help businesses track employee satisfaction. They can use this program to obtain insight from their associates, create a culture that their team will want to work in, and share their status to get recognized for the culture they've created.

Objectives

- Reduce aggregated turnover.
- Recognize the premier workplaces in the community on an annual basis.

Outputs

- 30 awarded businesses.
- 100 attendees for the UNbelievable Workplaces Celebration

2022 Workforce Development Objectives

Prepared by Alicia Frieze | Workforce Development Director

GrowCB

GrowCB is a conduit and platform for youth-business partnerships. The program will allow businesses to provide work-based experiences directly to area students. The purpose is to help young people appreciate the importance of quality education and how it relates to opportunities in the real world. Students will also explore the local workforce while continuing to focus on their education. The program will require a mutual commitment from the chamber, businesses, students, and area schools, who will work together to provide career awareness, exploration, and experience opportunities.

3

Objectives

- Increase the labor pool.
- Identify and target future workforce and facilitate employment opportunities at local employers.

Outputs

- 200 student impressions.
- 100 business partners.
- 650 invested business hours.
- 100 registered youth employers.

CB Career Acceleration

This program is focused on residents that are currently under/unemployed that are looking to start a career in targeted sectors.

The CB Career Acceleration provides opportunities for participants to receive assistance throughout their education and training until they enter the workforce. The program will provide support for each participant's path to remove barriers they may be experiencing.

After Education to Employment graduation at IWCC, participants will attend a wrap-up orientation. During the orientation they will receive help developing a resume, a LinkedIn profile, and receive a one-year subscription to LinkedIn Learning. Individuals that participate in CB Career Acceleration will also be put in direct contact with hiring businesses in their completed education fields.

Objectives

- Increase "brain-gain".
- Increase labor pool in targeted industries.

Outputs

- Two cohorts of the tech program in partnership with AIM, IWCC, and Centro Latino.
 - 12 graduated participants per cohort.
 - 24 graduates' total.
- 40 participants that are graduating from E2E program.
 - 50% of participants to find valuable employment after completion.

2022 Workforce Development Objectives

Prepared by Alicia Frieze | Workforce Development Director

YouScience

YouScience is an aptitude-based career guidance tool being used by the Chamber to help local talent identify a career that best suits their skills and talents.

In addition, it helps map talent directly to local education opportunities and employers.

Objectives

- Increase “brain-gain”.
- Advocate for apprenticeship and internship programs.
- Increase the labor pool.

Outputs

- 50 Under or Unemployed residents take YouScience
 - 15% of completers enlist in continued ed classes or Education to Employment.
 - 15% start a new career with a local employer through the opportunities portal
- Career Ed Vantage students enrolled in YouScience and complete the mapping tool.
- 50 HiSet students take YouScience
 - 15% of completers enlist in continued ed classes or Education to Employment.
 - 15% to start a new career with a local employer through the opportunities portal.

Future Programs

We will start developing programs to address the following areas.

Relocations

- Create a recruitment toolkit for HR managers and Realtors.
- Relocation marketing plan to include geofencing.

Highschool Retention

- Create marketing to show students workforce opportunities post-graduation.

Mini-Job Fairs

- Industry specific job fairs to assist local employers in areas of need.

High School Hiring Fair

- Create a hiring fair where students will be able to schedule interview times with local businesses. Each high school will have time to transport job seeking students to the fair location.

Women Return to Workforce/Mentorship

- Create a program that provides mentorship for women who have left the workforce to receive the support and network to confidentiality return to the workforce.