

DEVELOP



GOAL: Develop local talent prepared for the 21st century workforce.

STRATEGY: Integrate in-demand skills throughout the education pipeline.

EXAMPLE PROJECTS:

Create soft skills programs in middle schools and high schools, teaching skills such as communication, teamwork, adaptability creativity, and emotional intelligence.

Continue progress towards creating a college and career academy at Muskogee County School District.

Expand programs that teach technical skills throughout the education pipeline. Build upon outcomes from the K12 Industry Conference that was hosted at Columbus State University. Identify opportunities to integrate modern technology stacks at local colleges and universities.

Replicate and expand programs that create more hands-on learning opportunities for students, such as the successful internships and apprenticeship programs currently in place.

STRATEGY: Increase awareness of career opportunities in the region.

EXAMPLE PROJECTS:

Educate parents and career counselors about career opportunities in the region such as manufacturing. Develop online or print materials that communicate the skills, growth, and earning potential of this sector.

Continue externships for educators to learn firsthand about the career opportunities in the region. Expand the successful industry bus tour program to reach more employers and educators in the region.

Host field trips and career days for students to learn more about employers in the region at a young age.

Company/Organization: _____ Name: _____



RE-ENGAGE

GOAL: *Re-engage citizens not currently participating in the labor force.*

STRATEGY: Connect citizens with services that help reduce barriers to entering the workforce.

PROJECT IDEAS	RANK

STRATEGY: Connect citizens to education, training, and job opportunities.

PROJECT IDEAS	RANK

What will be critical for success?

RE-ENGAGE



GOAL: *Re-engage citizens not currently participating in the labor force.*

STRATEGY: Connect citizens with services that help reduce barriers to entering the workforce.

EXAMPLE PROJECTS:

Partner with regional non-profits and organizations that provide access to support services such as child care, health care, and transportation. Conduct an inventory of resources to determine existing services, gaps in offerings, or successful programs that can be expanded upon.

Build awareness of and access to support services by developing educational materials about programs, financial aid, and other resources that can be shared among service providers and the populations they serve.

STRATEGY: Connect citizens to education, training, and job opportunities.

EXAMPLE PROJECTS:

Consider establishing fast-track certificate programs at regional colleges that would help adult learners quickly gain in-demand skills.

Ensure non-profits, faith-based organizations, community centers, and other support organizations are armed with information about training, financial aid, and job opportunities in the region.

Continue collaboration with the Georgia Center for Opportunity's Hiring Well, Doing Good event to engage private and nonprofit sectors in a discussion around the underemployed in the State of Georgia.

Re-examine hiring practices that may prevent workers from applying due to disability or criminal record.

RETAIN



GOAL: Retain top talent in the region.

STRATEGY: Engage students and young professionals in the region.

EXAMPLE PROJECTS:

Establish an ambassador program that helps newcomers connect with the community. This group could also support trailing spouses by providing job search support and introductions with local employers.

Connect employers with local college students via job fairs, internship programs, and mentor programs to build awareness of job opportunities in the region.

Coordinate activities with college students and young professionals that help them experience the region's lifestyle amenities, such as a white water rafting excursion, happy hour networking events downtown, or group volunteer events.

Encourage employers to support community involvement, volunteerism, and leadership development among employees. For example, employers can pay for membership dues or sponsor company-wide volunteer days.

STRATEGY: Assist transitioning veterans with gaining employment in the region.

EXAMPLE PROJECTS:

Continue the Solider for Life Transition Assistance Program and its successful Employer Connection events.

Host a region-wide veteran job fair that connects exiting service members with career opportunities.

Partner with Fort Benning to educate employers about the pool of exiting service members that boast in-demand soft skills and technical skills. Distribute this information via the Chamber's workforce-related communications channels, such as its website, e-newsletters, and press releases.

Company/Organization: _____ Name: _____



ATTRACT

GOAL: Attract top talent to the region.

STRATEGY: Promote the region as a desirable destination to live and work.

PROJECT IDEAS	RANK

STRATEGY: Create targeted campaigns to recruit talent in key markets.

PROJECT IDEAS	RANK

What will be critical for success?

ATTRACT



GOAL: Attract top talent to the region.

STRATEGY: Promote the region as a desirable destination to live and work.

EXAMPLE PROJECTS:

Develop and share talent attraction marketing materials with regional employers to integrate into their own recruitment efforts. This can include suggested tour itineraries and talking points when hosting prospective employees, online resources, and printed materials.

Generate positive earned media about Greater Columbus. Consider partnering with regional tourism organizations on PR campaigns that promote the region as a place to visit, live, and work.

Invest in an online platform that shares information about career opportunities and lifestyle amenities in the region. Consider including a regional job portal.

Promote regional career opportunities and lifestyle amenities across social media platforms. Consider implementing an internal social media campaign that encourages citizens to share what they love about living and working in the Columbus region.

STRATEGY: Create targeted campaigns to recruit talent in key markets.

EXAMPLE PROJECTS:

Identify geographies producing in-demand talent to direct talent attraction campaigns. Consider crafting targeted social media campaigns or hosting job fairs in target geographies in partnership with local employers.

Develop a talent attraction campaign geared toward alumni who attended school in Greater Columbus and left to start their career. Promote assets such as affordability and family-friendly amenities.