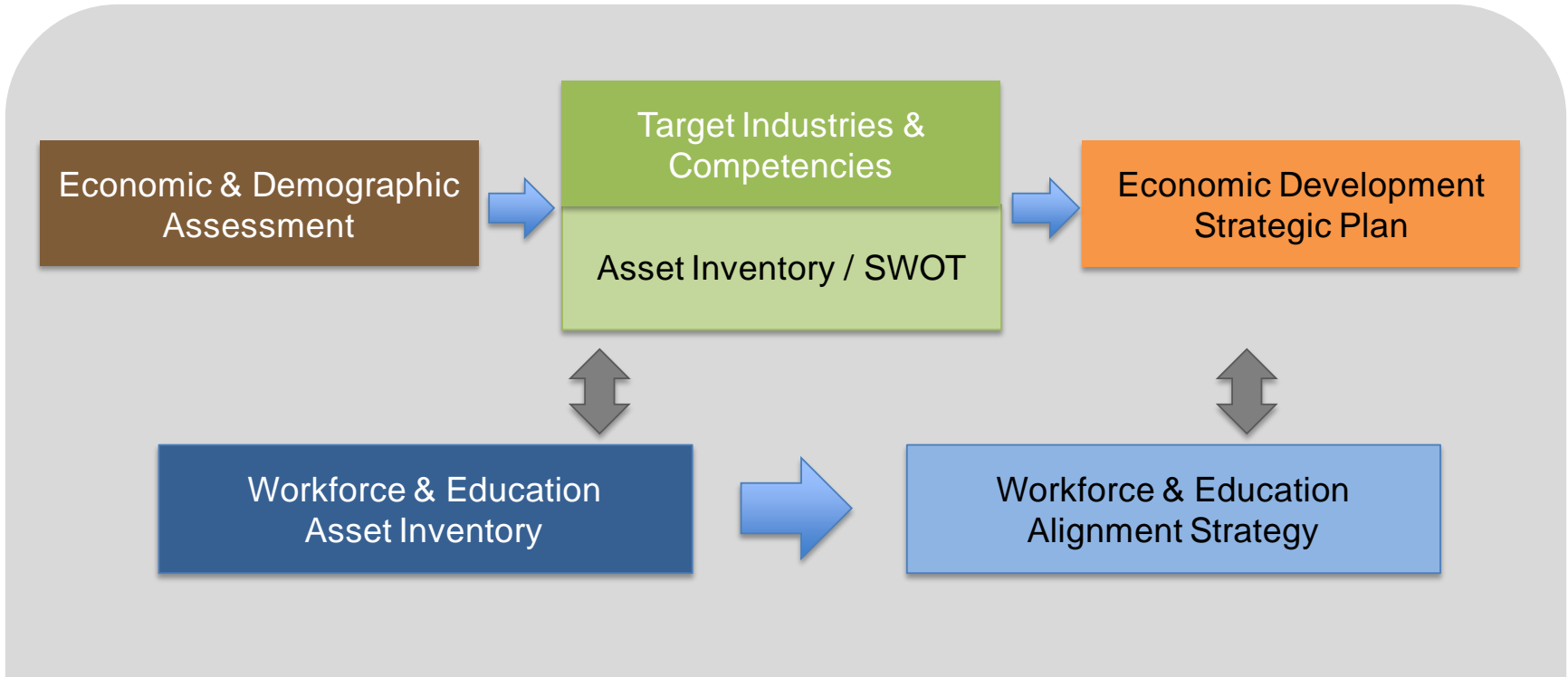


# **Bridging Workforce Gaps in Our Region: Collaborative Initiatives & Innovative Tools**

**David Hollars**  
Centralina Workforce  
Development Board



# Process Diagram



**Workforce is viewed as foundational to our process and the economy.**

# Our Goal:

**Prepare the Region's Workforce and Students with the skills, competencies and knowledge that align with target industry needs.**

# Our Gap Analysis Compared Workforce Supply to Industry Demand

## Occupations with Shortages in Supply

Computer / Software  
Logistics / Transportation  
Engineering – Nat. Resources & Industrial  
Hospitality & Personal Services  
Legal

## Occupations at Risk of Shortages

Medical – Doctors, Nurses, Aides, Technicians  
Mechanics

## Occupations in Balance with Demand

Financial and Business  
Back Office / Administrative Support  
Education

# Workforce & Economic Development Challenges

- *Employers with emerging high-skill jobs they can't fill*
- *High student debt with low employment prospects*
- *80% of workers without 4-yr degree*
- *High socio-economic disparities & low upward social mobility*

**In sum, systemic disconnects in our talent pipeline**

# Big Questions from Multiple Audiences:

**GOV'T  
OFFICIALS**

✓ Are students getting the skills needed by our local employers?

**STUDENTS**

✓ What careers are a good fit for me?  
Will I have to move to find a job?

**PARENTS**

✓ Will my child's career choice provide enough to live on? To pay off student loans?

**CAREER  
COUNSELORS**

✓ Will graduates be able to find jobs and be successful?

# Collaborative Initiatives & Innovative Tools

## The Need

**Effective promotion of new career options that**

- *Don't require a four-year degree*
- *Have strong pay and growth prospects*
- *Can provide pathways out of poverty*

**Effective collaboration between educational systems, workforce development and economic development**

# Collaborative Initiatives & Innovative Tools

## Working Together to Solve Problems

- *NCWorks Career Centers & Allied Health Regional Partnership*
- *Jobs, Workforce, Education Alignment Strategy & People-Skills-Prosperity Initiative*
- *Charlotte Regional Collaborative for a Global Economy*
- *Manufacturing Ecosystem Development Strategy & NC Manufacturing Institute*
- **Centralina Career Headlight**



# Collaborative Initiatives & Innovative Tools



## An Introduction

# Implementation

Your one-stop resource for finding a career in the region.

Centralina **Career Headlight**



Search Careers

GO

# Collaborative Initiatives & Innovative Tools



# Collaborative Initiatives & Innovative Tools

## What is Career Headlight?

- *Web-based tool*
- *Interests Assessment*
- *Matches High Demand Careers in our Region*
- *Local Job Forecasts*
- *Matches to Local Education Programs*



LOGOUT

INTERESTS

EXPLORE

COMPARE

TOP 20

EDUCATION

SCWORKS / NCWORKS

Welcome to

# CENTRALINA CAREER HEADLIGHT

Powered by



HEADLIGHT DATA

## Powerful Visualizations

Learn about careers that are available in the Centralina region, pay well, and are a good fit for you and your life goals.

See career information in visual, interactive, and easy-to-understand dashboards.



SIGN UP



# Key Results

- **Helping students understand the economy and guiding them toward occupations that are in demand**
- **Greater awareness of diverse availability of degree programs by institution and location**
- **Quickly assessing students' interests and skills profile**
- **Showing the cost-benefit of career choices**
- **Showing career pathways and transitioning opportunities**

# Collaborative Initiatives & Innovative Tools

## What's Next for Career Headlight?

- ***Expand outreach to integrate it in our region's***
  - *NCWorks Career Centers*
  - *Community Colleges*
  - *Middle and High Schools*
  - *Public Libraries*
- ***Connect it to social media***

# Collaborative Initiatives & Innovative Tools

## What's Next for Career Headlight?

- ***Regular regional data updates***
  - ***Occupation demand***
  - ***Education & training offerings***
- ***Keep up with cutting-edge functionality***
- ***Add new resources:***
  - ***Industry profiles***
  - ***Job board connections***



# Comments and Questions?

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