Nashville State Community College

LOCKHEED MARTIN

JFF

"Win-Win: How Employers & Community Colleges Are Meeting their Mutual Goals"

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Win-Win: How Employers & Community Colleges Are Meeting their Mutual Goals

Jobs for the Future (JFF)'s Talent of Tomorrow Program:

- Helps implement workforce training programs
- Prioritizes candidates' skills and experience over four-year degrees
- Encourages partnerships with community college CTE programs
- Builds more robust and reliable talent pipelines
- Helps diversify an employer's workforce
- Deploys industry-responsive training programs for new hires

Win-Win: How Employers & Community Colleges Are Meeting their Mutual Goals

Jobs for the Future (JFF)'s Talent of Tomorrow Program:

- Funded by ECMC Foundation, JFF designed a pilot for HR professionals to join a fellowship for 1 year.
- Fellows representing multiple industries and businesses nominate talent development practitioners
- Cohort model of 15 to go thru "Learn" phase and "Do" phase
- See CTE in action- site visit to exemplary community college

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Win-Win: How JFF's Talent of Tomorrow Program Helps Fellows and Employers

Jobs for the Future (JFF)'s Talent of Tomorrow Program:

- Evolving the Talent Acquisition and Talent Development Mindset

- Helps to Activate a "Build" Talent Strategy

- Build a network of likeminded employers cross-sector

- Network and learn from community and technical college practitioners

My journey because of the Talent of Tomorrow Fellowship:

- Lockheed Martin
  - Community and Technical College COP
  - Enterprise Technology Workforce Manager
  - Technical Assistant to the Vice President of Business Transformation; DevSecOps Centers of Excellence Skills Lead

- Ph.D. Candidate at North Carolina State University in Workforce Development
  - Studying community college business models and workforce development
  - Nexus Award for Industry / Education Research
  - Forthcoming publications on the critical place of community colleges in supporting private industry

NC STATE UNIVERSITY

What employers are looking for with community colleges?

Forthcoming research paper:

From Potential to Professional: Uncovering Why Business Leaders Turn to Community Colleges for Talent Development

Six key themes in community college-industry partnerships were identified in the data, including:
- College personnel and characteristics
- Addressing talent pipeline needs
- Workforce development programs
- Resources and space
- Location and geography
- Shared financial responsibilities

The Facts: Community Colleges…

- Draw students from the regional community, providing access to affordable education

- Educate / train the most diverse populations among higher education institutions

- Integrate workforce development as a key component of their mission

- Provide employers with programs/solutions that give employees the skills needed to grow and remain competitive

- Can respond to community needs
  - Can design & build flexible, creative CE or customized workforce training programs

The Challenges: Community Colleges…

- Face retention and completion rate challenges

- Face public misconceptions / stigmas

- Face hiring challenges, namely: Posted job needs in many professions require a 4-year degree requirement, even for an entry level role

HOW DO WE INFLUENCE BUSINESSES ABOUT THE GREAT STUDENTS / PROGRAMS AT CC's…

Challenges Present Opportunities to Grow
CHALLENGE

Take 5 with your table:

- **List & discuss some challenges that you currently face at your institution**

Ideas for Overcoming the Challenges

- Build relationships in the community
  - Community Partners (Chambers, Professional Orgs, Tech Councils, Not-for-Profits, etc.)
- Build relationships with area businesses
- Evangelize the programs and talent
- Demonstrate the product / output from the college through work-based learning programs
- Success is one student and one company at a time
- The demand for talent in multiple verticals is at a high, particularly for qualified IT talent
  - Colleges must take advantage of this with programs to meet the needs

Share / Discuss at your Table

- **Are you doing any of these strategies or operational activities to overcome your challenges?**

- **What ideas or "AHA's" do you have for your org and/or community?**

Demand is High, Supply is Low

- *"Looking outside the traditional box for new workers will accelerate as a trend. That means emphasizing diversity, equity and inclusion (DEI) efforts and recruitment, **dropping the longstanding four-year college degree requirement** for many positions, and focusing on upskilling and on-the-job training and certification for existing employees."*

Source: https://connect.comptia.org/content/research/it-industry-trends-analysis; CompTIA IT Industry Outlook 2023

Where / how do you Start with Employers & Partners?

- Making calls / knocking on doors / having coffee
- Attending Chamber and Professional org events
- Ensuring Employers Know We are Source (who?)
- Providing a value statement to employers (why?)
- Building a partnership & viable WBL program (what?)
- Educating / communicating within employer (how?)
- Presenting qualified talent to partners (how?)

NETWORK, NETWORK, NETWORK

BE PATIENT TO BUILD RELATIONSHIPS

Closing Thoughts

- As we have heard, starting a partnership and/or program with employers can be challenging
  - Each industry is different...healthcare, manufacturing, and IT as examples
- When you find that one company who sees the college as a...
  - Source / pipeline for talent
  - Partner to help our community
  - Partner to help individuals
- ...then you are on the road to a success
- Continue pushing forward, one individual at a time
- **Keep a solutions-oriented mind set!**