

CREATING AND FILLING JOBS FOR OUR RESIDENTS

NOVEMBER 2022

Uniting Our Employment Ecosystem

What if we approached job creation with more intentionality, collaboration and action? HIRE

Charlotte is a strategic employment initiative that aligns Charlotte-Mecklenburg's entire employment ecosystem – employers, economic development organizations, educational institutions, workforce training and development organizations, government and nonprofits – around a central goal to create and fill good jobs that drive economic prosperity for all. By coordinating and connecting efforts, the business recruitment, talent training, job seeker journey, and employee hiring process will be more streamlined, improving the path for upward mobility for our residents. Working together, we will advance a more holistic approach to career development and support.

A local volunteer steering committee, comprised of 25+ major employers in the public and private sectors, talent training and development organizations, and business expansion and recruitment agencies, came together beginning in August 2021 to share, rethink, and develop a collective vision and shared pathways to build sustainable growth and prosperity for our entire community.

Charlotte has created a first-of-its-kind strategic plan for its entire employment ecosystem. It is a collaborative, agile, and results-oriented plan that will accelerate employer growth and upward mobility for all.

Goals

Understand and Serve Employer Needs

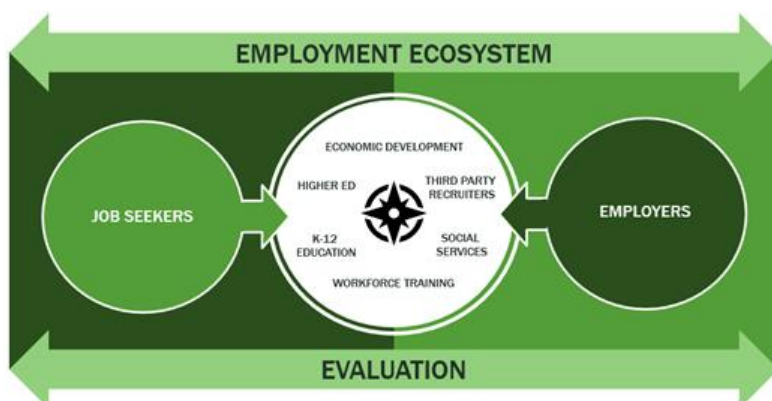
- Employers' most pressing needs are heard, understood & addressed in real-time

Create clear job seeker pathways with more unified support from all

- Job seekers are provided clear career pathways with resources and supports
- Consistent and timely assessment and credentialing for job readiness with focus on essential skills
- Equitable support with wrap-around services for those most in need

Make the workforce ecosystem a seamless, results-oriented network

- Integrated plans connecting workforce development, mobility, housing & redevelopment
- Alignment of business recruitment & workforce pipeline



ECONOMIC DEVELOPMENT



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IMPLEMENTATION RECOMMENDATIONS

Strategic Priorities

- One-stop portal & hub
- Essential Skills – Universal Training and Certification
- Technical Skills – Universal Training and Certification by Industry
- Target Industry Recruitment & Talent Development Action Plans
- Ecosystem network coordination and growth plan

Phase 1 Implementation Priorities (Now – December 2023)

HIRE Charlotte Portal & Hub – This community-facing website will be for employers, job seekers and workforce/educational organizations and feature job openings, career pathways, and access to training and development resources. Pop-up locations and a potential hub will serve as complementary physical locations to meet job seekers where they are and provide face-to-face support.

Targeted Industry Alignment & Marketing – Alignment and promotion of Charlotte's targeted industries for job growth and development.

Industry-Specific Skills Alignment – With a focus on technical skills, create occupational pathways and development opportunities for career growth in the targeted industries.

Next Steps

- Smaller Coalition has been formed to govern Phase 1 of Implementation – City of Charlotte, Mecklenburg County, Charlotte Works, Goodwill, CELC, Queen City Collaborative
- City is leading Ecosystem Network Coordination for the next year; Coalition will create a long-term governance strategy
- Continue to align with existing efforts
- Ongoing stakeholder engagement



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