



1

The slide is titled "Agenda" in a large, bold, black font. To the left of the title is a large, grey, upward-pointing arrow. To the right of the title is a list of agenda items. At the bottom of the slide is a green horizontal bar with a white silhouette of the Charlotte skyline. The agenda items are:

- Revisiting Our Shared Purpose
- Overarching Goal + Desired Outcomes
- Strategic Employment Framework Manifesto
- Bringing Framework to Life
- Building the Right Team
- Next Steps – Framework Development

2

CREATE a framework that defines how all partners within our employment ecosystem can work together to drive **INCLUSIVE** growth for our residents and businesses.



3

A New Way of Thinking About Jobs

Overarching Goal – Inspire and support Charlotte’s inclusive growth by connecting and channeling resources to create career opportunities for all.

Desired Outcomes:

- Build consensus around what defines “good jobs.”
- Establish connections between City’s strategic initiatives, employers to job seekers, educational partners to employers, civic work in community and relationships to show value in integrating these forces.
- Determine Charlotte’s current ability to create and fill jobs and identify any significant opportunity gaps that must be addressed.
- Discover forces shaping future of Charlotte’s employment ecosystem.
- Identify optimal future state and clear pathway to move Charlotte’s employment ecosystem toward this purpose.

4

Creating Career Opportunities for All

Charlotte is a city built on commerce. We are intentional in creating strong careers in Charlotte because we know they are essential for achieving economic prosperity for our residents and businesses.

We believe that Charlotte-Mecklenburg has complementary resources within our robust employment ecosystem – municipalities, economic development organizations, workforce development, educational institutions, civic organizations and our business community – to accomplish this universal hiring goal.

And, above all, we believe that when we all work together, we can make Charlotte the model for an exceptional employment ecosystem – provided we develop and implement a shared framework to elevate our efforts, prioritize partnership and seize our collective strengths to Charlotte's advantage.

With a shared focus on creating career opportunities for all, we can ensure that Charlotte thrives for decades to come.

5



6

Focusing on the Why

Overarching Goal:

Inspire and support Charlotte's inclusive growth by connecting and channeling resources to create career opportunities for all.

Guiding Principles:

- Inspire + Support
- Create + Fill Good Jobs
- Connect + Challenge
- Inclusive Growth



7



STEERING
COMMITTEE



PROJECT
PARTNERS



PROJECT
ADVISORS



PROJECT
SUPPORT TEAM

Building the Right Team

8

Working Smarter Together



9

What Does a Successful Framework Look Like?

- Helps us better identify and leverage connections among employment ecosystem partners.
- Ensures Charlotte is proactive in aligning future business recruitment, retention and expansion efforts with its long-range talent development pipeline.
- Unites entire employment ecosystem around a shared vision of what we want Charlotte to become and how we can make it happen.
- Meets metrics that will be established during the framework development process to monitor progress.



10

Next Steps on Key Work – Preliminary Timeline

Q2 2021
Organize
Project + Build
Infrastructure

Q3 2021
Mine Existing
Relevant
Resources
Establish +
Inspire Work
Streams

Q3+Q4 2021
Work Streams
Conduct
Respective
Tasks

Q4 2021
Integrate Work
Streams into
Draft Approach

Q1 2022
Finalize
Framework +
Pathways

Q2 2022 +
Beyond
Collaborate on
Implementation

11



HIRE
CHARLOTTE

Let's work together to create career opportunities for all – today and in the future.

ARE YOU ALL IN ON JOBS?

 CITY of CHARLOTTE

12