

## THE ACE UP YOUR SLEEVE

A WORKFORCE DEVELOPMENT SESSION FROM A  
SITE LOCATORS' PERSPECTIVE

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## DEFINITION

- If you have an ace up your sleeve, you have something that will give you an advantage that other people don't know about.

--Idiom Dictionary

## WHY YOU NEED A WORKFORCE ACE IN YOUR DECK

- 44% of resumes are submitted by unqualified applicants
- 47% of hiring managers cited that as their most common hiring challenge
- 61% said they would negotiate a higher salary if they got the right person for the job
- Hiring the right talent and training new staff is very expensive

## WHY YOU NEED A WORKFORCE ACE IN YOUR DECK

- BUT... While the job market remains ultra competitive, *more than half* of the managers surveyed said they plan to hire full-time employees in the next year.

## WHY THE DECK IS STACKED FOR WORKFORCE SOLUTIONS

SITE SELECTION MAGAZINE SURVEY:

RANK SITE-SELECTION CRITERIA IN ORDER OF IMPORTANCE

1. EXISTING WORK-FORCE SKILLS
2. EASE OF PERMITTING & REGULATORY PROCEDURES
3. THE STATE & LOCAL TAX SCHEME
4. LAND & BUILDING PRICES AND SUPPLY
5. AVAILABILITY OF INCENTIVES
6. TRANSPORTATION INFRASTRUCTURE
7. STATE & LOCAL ECONOMIC DEVELOPMENT STRATEGIES
8. FLEXIBILITY OF INCENTIVES PROGRAMS
9. ACCESS TO HIGHER EDUCATION RESOURCES; AND
10. UNION ACTIVITY

## WHY YOU NEED A WORKFORCE ACE IN YOUR DECK

“Providing targeted workforce training potentially is the most valuable and productive incentive they can put on the table.”

--Business Facilities Magazine

## WHY DON'T WE UNDERSTAND THE WORKFORCE SYSTEM AND WHAT THEY HAVE TO OFFER?

- Appears to be a closed, complex system at the federal, state and local levels
- Workforce partners may come to the table with a solution, so economic developers don't have to get their hands dirty
- Economic development people are busy with so many other moving parts of the proposal

## WHAT CARDS CAN YOU PLAY TO WIN PROJECTS?

- Quick overview of the Workforce System:
  - Federal
  - State
  - Local

## WHAT CARDS CAN YOU PLAY TO WIN PROJECTS?

- Utilize your partners by understanding how much they can stretch to help your project
- Play up the strength of Oklahoma's system
  - Structure is more integrated than in other states
  - Good programs are already in place, but find out how other states are making it easier to utilize

## WHAT CARDS CAN YOU PLAY TO WIN PROJECTS?

- Analyze your competition

Results for Business Facilities' Workforce Training Leaders ranking:

1. LOUISIANA
2. GEORGIA
3. NEW MEXICO
4. FLORIDA
5. NORTH CAROLINA

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## CASE STUDIES

- Hospital Corporation of America (HCA)
  - HCACares Scholarship Program
  - ArmyPays Partnership
  - Federal Training Grant for Nursing: Florida and Texas

## CASE STUDIES

- Citigroup
  - Hiring for customer service centers
  - Rapid Response: Layoff assistance

## CASE STUDIES

- ☒ Hilton Hotels
  - ☒ Statewide customized training grant for multiple properties

## CASE STUDIES

- ➔ American Airlines
  - ➔ Tulsa Maintenance Base Lean Manufacturing Training
- ➔ ExpressJet
  - ➔ Mechanic Training

## THE ACE UP YOUR SLEEVE...

- ♠ Use creative workforce solutions as your true advantage
- ◆ Understand the greatest workforce issues for prospect or existing employer

## THE ACE UP YOUR SLEEVE...

- ♣ Partner with your workforce provider to identify potential incentives well ahead of a prospect visit
- ♥ Ask for and then implement the creative solution

## TIME FLIES WHEN YOU ARE HAVING FUN!

