



GWIB

The “Call to Action” Content Analysis



Objective

To identify the disconnect in talent, skills and education to fill available job openings within your specific industry or geographic area and trends you see to find the best talent today or in the future.

Questions

- ❑ What trends are you seeing in the market to find the best talent today or in the future?
- ❑ What are the biggest challenges in regards to the gaps in the workforce development and education?

Evaluation



Content Analysis

- ❑ Code 1
(Workforce Development)
- ❑ Code 2
(Education)
- ❑ Code 3
(Industry Specific)
- ❑ Code 4
(Anomaly)



Code 1

- ❑ Gaps in workforce development
- ❑ Many employers are not aware of the existence of the One-Stops or what they do
- ❑ Today's employers are having difficulty finding workers with the right skills
- ❑ Disconnect between workforce development and real jobs (Business community)
- ❑ Clients do not expect to get a job following contact with One-Stop job market or training

Continued- Code 1

- ❑ The biggest challenge is that we hear employers talking about the lack of essential work skills and not-quite-there skill sets., lack of experience in the field
- ❑ Skills gaps, Business needs versus the skills possessed by the workforce- keeping up before skill needs change
- ❑ Employers need to look beyond their own regions, and sometimes out of state to fill certain high skilled and high tech jobs
- ❑ Job seekers and the business community are isolated from the real recruitment
- ❑ Job boards, LinkedIn, training providers, recruiters, referrals, employee referrals, financial incentives and certifications with degrees

Code 2

- ❑ Education gaps
- ❑ Undereducated population with 100 thousand persons over the age of 18 without a high school diploma or GED
- ❑ Training should start in high school or younger in order to teach how to research “majors” and careers
- ❑ Alignment of education / degrees to incorporate certifications required by industry
- ❑ Promotion of certificate programs for hard skills and soft skills training
- ❑ Lack of training providers; statewide but more especially in the rural areas

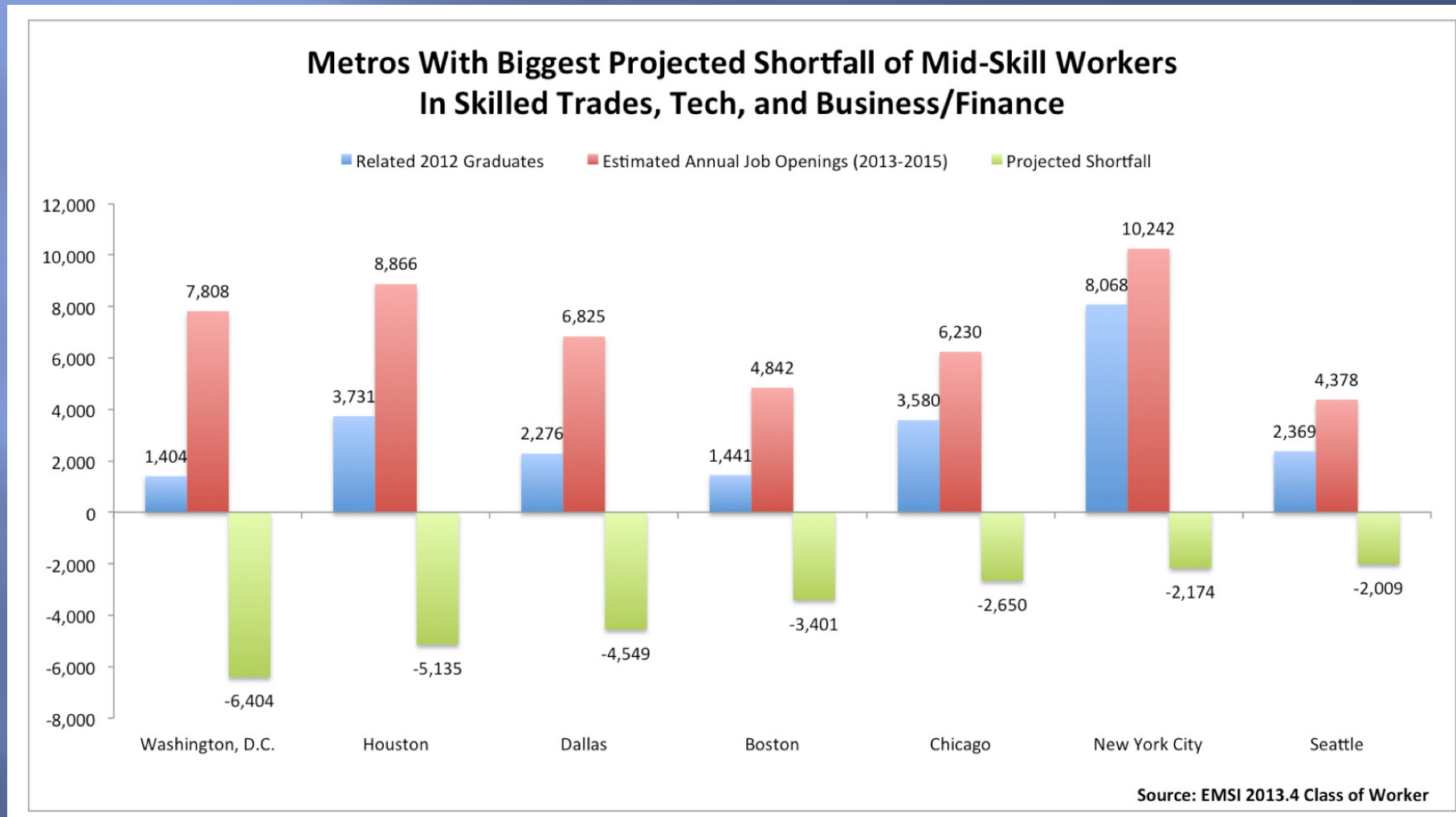
Code 3

- ❑ Industry specific
- ❑ Manufacturing declining for service positions
- ❑ Distribution facilities increasing
- ❑ Union declining for non-union positions
- ❑ Basic manufacturing requirements declining in favor of advanced manufacturing skills

Code 4

- ❑ Anomaly
- ❑ Youth are not necessarily the biggest funding sector under current programs
- ❑ Restraints of certain programs check boxes were prohibitive to serving the larger contingency of jobs seekers as a whole

Projected Shortfall of Mid-Skill Worker Chart





Comments

Francis “Hall” Chaney, III, Chair GWIB

<http://www.chaneyenterprises.com/>

Mike DiGiacomo, Executive Director GWIB

michael.digiacomomaryland.gov

Diane Pabich, Deputy Director, GWIB

diane.pabichmaryland.gov

Web: www.gwib.maryland.gov

