



Economy & Workforce Working Group: Meeting 8

Monday, September 30, 2013
11:30 am – 1:30 pm

Knoxville Chamber

Where Are We?

- Addressing Middle Skills Shortages in Medical Equipment and Specialty Foods
- Yes!
- Recreation and Tourism Trail
- Soft Skills

East TN Accelerator Hub Networks

Centers

- Knoxville Entrepreneurial Center
- Advanced Manufacturing and Prototyping Center
- Tech 20/20,
- Campbell County accelerator
- LaunchTN
- ETRAC

Additional Resources

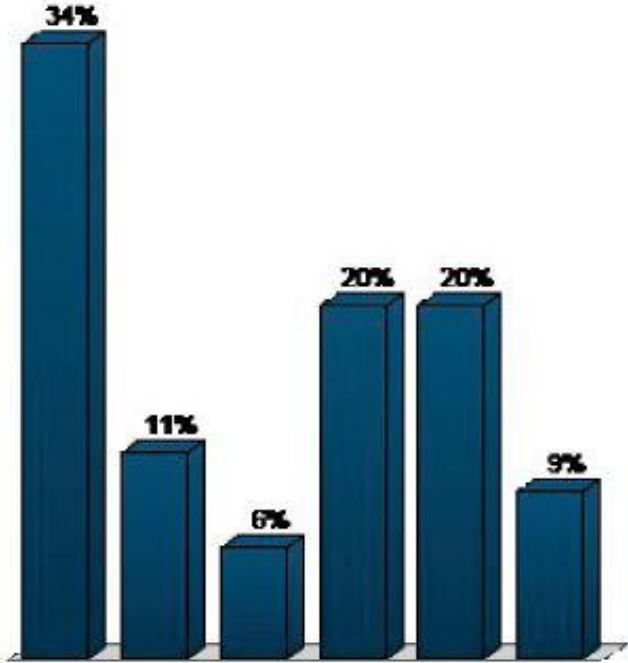
- TSBDC
- Entrepreneurs of Knoxville
- Teknovation
- Anderson Center for Entrepreneurship & Innovation
- Out of the Garage Blog
- Knoxville Business Journal

Where are we?

EDUCATION ROUNDTABLE PRIORITIES

Career Pathways

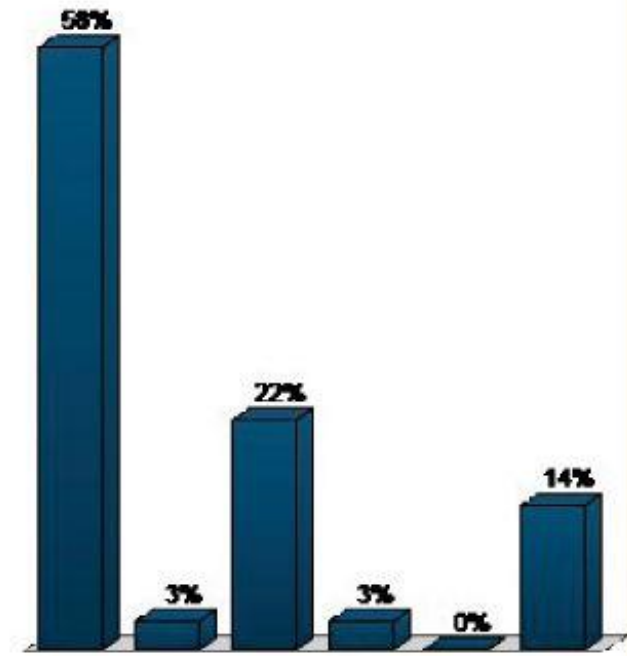
	Responses	
	Percent	Count
Advanced Manufacturing	34.02%	33
Corporate Services	11.34%	11
Creative Media Services	6.19%	6
Energy	19.59%	19
Medical	19.59%	19
Transportation	9.28%	9
Totals	100%	97



EDUCATION ROUNDTABLE PRIORITIES

Soft Skills

	Responses	
	Percent	Count
Strong work ethic and positive attitude	58.33%	21
Communication and leadership	2.78%	1
Problem solving and critical thinking	22.22%	8
Ability to accept and learn from criticism	2.78%	1
Time management and working on a deadline	0%	0
Flexibility/adaptability	13.89%	5
Totals	100%	36



EDUCATION ROUNDTABLE PRIORITIES

- **Better define / direct** students earlier on career options
- Employers **get engaged** with educational institutions to define specific needs
- **Embrace** college and career readiness skills
(**Common Core** State Standards – CCSS)
- **Align** our education systems with our workforce needs Develop strategic plan for community involving business, education, and leaders



Where are we?

Key Strategic Elements

GOAL

To **grow and attract** new business that will build a foundation for regional prosperity, **we must invest** in human and physical capital to compete on a global stage

OBJECTIVES

- Attract and Retain Talent
- **Educate and Train Local Talent**
- Provide Adequate Infrastructure
- **Take Advantage of our Economic Assets**
- Collaborate Throughout the Region

Regional Prosperity

ATTRACT & RETRAIN TALENT

- **Identify and create** 3 pathways based on the current and future regional labor market
- **Craft** curricula for the selected pathways
- **Redefine** career planning to focus on career awareness, career exploration, and career exposure

EDUCATE & TRAIN LOCAL TALENT

- **Educate** students, parents, and displaced workers to career and job opportunities
- **Develop** better understanding of tax incentives amongst elected officials

**DRAFT
STRATEGIES**

Regional Prosperity

TAKE
ADVANTAGE
OF OUR
ASSETS

- **Develop** an internal (regional) branding program
- **Develop better understanding** of tax incentives amongst elected officials
- **Support** tourism and arts as an economic development strategies (especially for our rural communities)

COLLABORATE
THROUGHOUT
THE REGION

- **Continue** to foster partnerships between local economic development agencies, TVA, Utility Districts, ECD, and others.
- **Coordinate** regional recruitment efforts

DRAFT
STRATEGIES

DISCUSSION

Have we captured what we need to?

Who are the champions?

Finally, are you satisfied that the work of this group is complete? If not, what should our next steps be?

MARK YOUR CALENDERS:

- October 7th** – draft strategies expected
- October 19th** - **Joint Working Group meeting**
9 am – 11 am
East TN History Center
- October 25th** – **Tell the Story of Our Region**
5:30 pm
The Square Room, Downtown Knoxville
- November 8th** - **Equity in East TN: Why Health Equity Matters**
8:30 am – 3:00 pm
Beck Center
- November 19th** – **ETCompetes! 2.0**
8:30 am – 11:30 am
The Standard, Jackson Avenue, Knoxville

THANK YOU!

**What's
Next?**