



TOMORROW'S WORKFORCE: STRATEGIES FOR APPALACHIA'S FUTURE

READING THE TEA LEAVES:
DIVINING THE NEEDS OF THE
WORKFORCE



COMMUNITY COLLEGES AND WORKFORCE DEVELOPMENT

- TWO APPROACHES:
 1. Traditional Degree Programs
 2. Customized Training
 1. Credit
 2. Non-Credit





Traditional Degree Programs

- Examples:
 - Associate Degree (takes 4-5 semesters)
 - Nursing, Police Science, Accounting, etc
 - Certificate/Diploma (takes 2-3 semesters)
 - Practical Nursing, Med. Office Coding, Air Conditioning and Refrigeration
 - Career Studies (takes 1 semester)
 - Graphic Design, Machinery Maintenance, Nursing Assistant



Traditional Degree Programs

- Pre-Employment Training Programs (generally)
- Required for entry-level positions
- Curriculum:
 - Broad technical content
 - Liberal arts/general education content



Traditional Degree Programs

- Respond to longer term, sustainable manpower needs
- But
 - Require a longer approval process to establish (faculty, board, state).
 - Require a greater level of resources (full-time faculty, labs, equipment).



Traditional Degree Programs

- Trends
 - Enrollments are generally declining in occupational technical areas (increasing in transfer programs)
 - Exceptions
 - Nursing and Allied Health programs
 - Information Technology



Traditional Degree Programs

- DIVINING THE NEEDS
 - Contacts with existing businesses and industries
 - Contacts with new businesses and industries
 - Regional and state trends



CUSTOMIZED TRAINING

- Incumbent worker training (generally)
 - formalized pre-employment program
- Specific skill or knowledge improvement
- Curriculum
 - Content specific to employer needs
 - May not include general education content



CUSTOMIZED TRAINING -CREDIT COURSES-

- Advantages
 - Content significant but less than that of degree program
 - Credit transcript is a desired credential
 - Cost (subsidized by state support)
 - Benefits college is state support is credit enrollment driven



CUSTOMIZED TRAINING -CREDIT COURSES-

- But credit courses
 - Have time constraints
 - 1 credit requires a minimum of 15 contact hours
 - Have content restraints
 - State or institution course catalog
 - Have significant development time (new)
 - May require faculty, board, and state approval



CUSTOMIZED TRAINING -NON-CREDIT COURSES-

- Advantages
 - Content less than that of degree course
 - Can be customized to specific need
 - Transcript credential not required
 - CEU's may be appropriate alternate credential
 - Industry certification may be preferred



CUSTOMIZED TRAINING -NON-CREDIT COURSES-

- Advantages
 - Flexible Scheduling
 - One day or half-day sessions
 - Minimize employee time away from work
 - Very responsive to quick delivery
 - Development of content does not require external approval



CUSTOMIZED TRAINING

- TRENDS IN TRAINING FOR BUSINESS/INDUSTRY
 - Shift in emphasis to industry certification of skills
 - Flexible training schedules
 - Customized to specific needs
 - Fast turn around for delivery



CUSTOMIZED TRAINING

- Trends
 - Increase in requests for pre-licensure and licensure maintenance training
 - Increased emphasis on Work Keys and the Career Readiness Certificate
 - Web based methods for content delivery



CUSTOMIZED TRAINING

- DIVINING THE NEEDS
 - Business and Industry Advisory Councils
 - Systematic relationship building with key business and industry individuals responsible for training.
 - Other workforce agencies (Employment Commissions, WIB's)



CUSTOMIZED TRAINING

- DIVINING THE NEEDS
 - Taking an active role in region's economic development efforts
 - Participate in recruitment efforts of new business and industry
 - Take an active and formal role in entrepreneurship efforts



CUSTOMIZED TRAINING

- DIVINING THE NEEDS
 - Being recognized in the region as an excellent, responsive deliverer of workforce training
 - The first to be called for workforce development needs.

