

# Job Readiness

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**Definition:** In this dynamic and competitive economic environment, workforce development systems can help our region and community improve economic growth, reduce poverty and achieve sustainable development. In order to compete on a national and international stage it is critical that we continue the workforce development in our area, by doing so, we can help improve the quality of life for our residents and create a world class environment. These strategies can reduce high levels of youth unemployment; more effectively cope with the devastating economic impacts of poverty, and restore productive economies in our region. This group will focus on developing strategies which can assist improving job readiness and ultimately careers of our citizens.

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## SWOT Analysis:

### Strengths

- 22 colleges and universities
- Support for entrepreneurs
- Strong work ethic in the region
- Quality of life
- Business willingness to work with groups

### Weaknesses

- Learning to embrace change
- Engaging parents to be involved in career development
- Involving business more as a partner with schools
- Communicating “jobs available” to job seekers

### Opportunities

- Get fully engaged with k-12 on careers
- Engage more with business/ employers
- Increase education level
- Remove BOCES as a stigma
- Develop new training opportunities that lead to employment/career

### Threats

- Biggest threat is the government –
- State taxes and mandates
- Convincing companies to locate to WNY despite the weather
- Focus on engagement as oppose to isolation – make it more transparent.

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## **Interesting Ideas:**

Soft skills training for k-12

Increasing number of science/math teachers

## **Missing Stakeholders:**

- Schools – teachers/principals from urban/suburban/ rural
- Small manufacturers

## **Overlapping Themes:**

- Improve collaboration between education/business
- Promoting “jobs/careers available” to jobseekers/students/parents

## **Workgroup Strategy:**

Continue to develop realistic strategies