



## Helping community colleges get more workers ready – *faster* – for the skilled jobs of the economic recovery

We're at a critical moment in American economic history. Ask any business leader struggling to hire the workers they need and they'll tell you: American companies need highly skilled workers ready to do sophisticated jobs. For workers, a high school diploma is no longer enough. Most low-skill jobs have moved overseas, probably forever. In the 21st century economy, American workers need advanced skills to earn a middle-class living.

America's community colleges have long offered everyone the chance to earn the certificate or college degree they need to get ready for a skilled career. Yet far too many students enroll only to end up dropping out. While maintaining their commitment to broad access to education and training, community colleges are becoming far more nimble, efficient and focused on turning that access into success. We're working with them to improve assessment of students' capabilities when they arrive, then help students gain exactly the additional skills and knowledge they need to get qualified for the career they seek. We help colleges teach students organization, workplace skills, and professionalism alongside the practical math and communication skills they'll need in their careers. Developmental Education Initiative colleges are scaling up these proven new methods to meet the demand for skilled workers in their communities.

### TOP FIVE JOB CATEGORIES FOR WHICH U.S. EMPLOYERS CAN'T FIND ENOUGH QUALIFIED WORKERS:

- 1 Skilled trades
- 2 Sales representatives
- 3 Nurses
- 4 Technicians (primarily production/operations, engineering or maintenance)
- 5 Drivers

—“Supply/Demand, 2010 Talent Shortage Survey,” Manpower, Inc.

### WORKERS WITH A COMMUNITY COLLEGE CREDENTIAL:

- Have the skills and knowledge companies need most.
- Are more motivated, reliable, and dependable.
- Earn higher salaries and are worth it because they're more effective, need less on-the-job training, and stay longer in their positions than other workers.
- Become contributing members of society, supporting their families without government assistance, contributing more tax revenue, and spending more money in the local economy.
- Improve the quality of the workforce, which supercharges corporate, regional, and national competitiveness and attracts more quality employers, which helps form and build regional clusters of technology and expertise.



## THE 21ST-CENTURY ECONOMY DEMANDS SKILLED WORKERS

“Employers have gotten more specific about the combination of skill sets that they are looking for, not only seeking technical capabilities in a job match, but holding out for the person that possesses the additional qualities above and beyond that will help drive their organization forward. This conundrum is upsetting to the ubiquitous job seeker, who will need to take more responsibility for his/her skills development in order to find ways to remain relevant to the market.”

— **Jeffrey A. Joerres, Manpower Inc. Chairman and CEO**

“One of the most common concerns that I hear from leaders in the life sciences industry is the need for skilled workers, such as lab technicians and individuals with training in biomanufacturing ... These jobs require great skill, but not a bachelor's or more advanced degree.”

— **Dr. Susan Windham-Bannister, President & CEO of the Massachusetts Life Sciences Center.**

“Hundreds of thousands of low-skill jobs in manufacturing, farming, fishing, and forestry have been permanently destroyed because the recession has further prompted employers to either automate those positions or ship them offshore to take advantage of cheap labor. Overall, we project 637,000 jobs in the manufacturing and natural resources industries will meet such fates by 2018. ... The jobs that replace them will be very different kinds of jobs, requiring very different kinds of workers—and very different kinds of preparation. ... [T]he economy is demanding more and more workers with postsecondary education, and employers are willing to pay more for them.”

— **Help Wanted: Projections of Jobs and Education Requirements through 2018 by Anthony P. Carnevale, Nicole Smith, and Jeff Strohl, Georgetown University Center on Education and the Workforce.**

“There's too much focus on the unemployment number and not enough real strategy on where this economy needs to go. Education is a huge issue. If you're going to stay competitive in the world, it's got to be about education, education, education. It's skilled people who are actually going to drive the jobs.”

— **Neville Isdell, former CEO and chairman of Coca-Cola, to CNBC, October 2010**

“Businesses need highly trained workers just as much as workers need good, family-supporting jobs.”

— **James Imhoff, CEO of First Weber Group and Greater Madison (Wis.) Chamber of Commerce Board Vice-Chair**



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Expanding Opportunity, Advancing Equity