



# Introduction to the Business Relations Group

*U.S. Department of Labor  
Employment and Training Administration*



***Creating a demand-driven  
system to ensure  
No Worker is Left Behind***



# Goals for a Demand-Driven System

- Business and Industry find the public workforce system to be relevant in meeting their workforce needs
- By understanding the needs of business and industry, the public workforce system is effectively investing \$12 Billion



# Goals for a Demand-Driven System

- Workers have access to good jobs with good pay and career pathways
- Businesses successfully grow and build a strong economy that fosters more good jobs



# STRATEGIES

- Provide leadership to the public workforce system to become more demand-driven
- Outreach to business and industry
- Learning and knowledge-sharing



# STRATEGIES

- Brokering the connection between business and the public workforce system
- Building the capacity of the Workforce system to be demand driven
- Collaboration for innovation



# Partnerships for **JOBS**

*Serving America's workers by effectively meeting the needs of business.*



HCA



**MANPOWER**



Sixteen Current and Continuing  
National Business Partners



# Partnerships for **JOBS**

*Serving America's workers by effectively meeting the needs of business.*

Brokering the  
connection  
of large, national-in-  
scope businesses  
to public workforce  
system.



# Partnerships for **JOBS**

*Serving America's workers by effectively meeting the needs of business.*

## **Benefits to Business**

- ★ Reduced recruitment/hiring costs
- ★ The right people with the right skills at the right time
- ★ Increased retention
- ★ Improved diversity
- ★ Support during downsizing/rightsizing
- ★ Good corporate citizenship





# Partnerships for **JOBS**

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## Partnership Strategies

- ★ National roll-out events
- ★ Targeted local markets
- ★ Web site
- ★ Educating HR staff on workforce system
- ★ Local models for replication
- ★ The list is growing



# Partnerships for **JOBS**

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## Organizing to Support the Partnerships

- ★ State Business Coordinators
- ★ Regional Business Liaisons
- ★ ETA National Office Liaisons
- ★ Operating Protocol



# Partnerships for **JOBS**

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## **Measuring Success – Our Biggest Challenge**

- ★ Businesses value the partnership
- ★ The right people with the right skills
- ★ Tracking the hiring process & retention
- ★ Continuous improvement



# High-Growth Job Training Initiative

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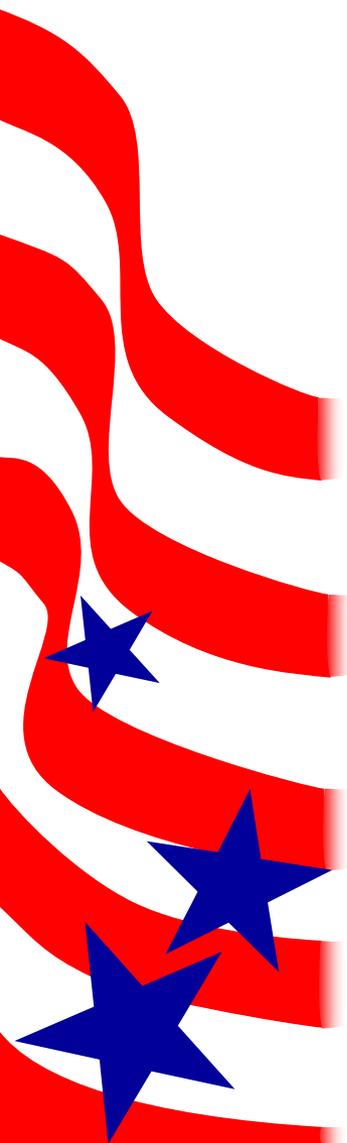
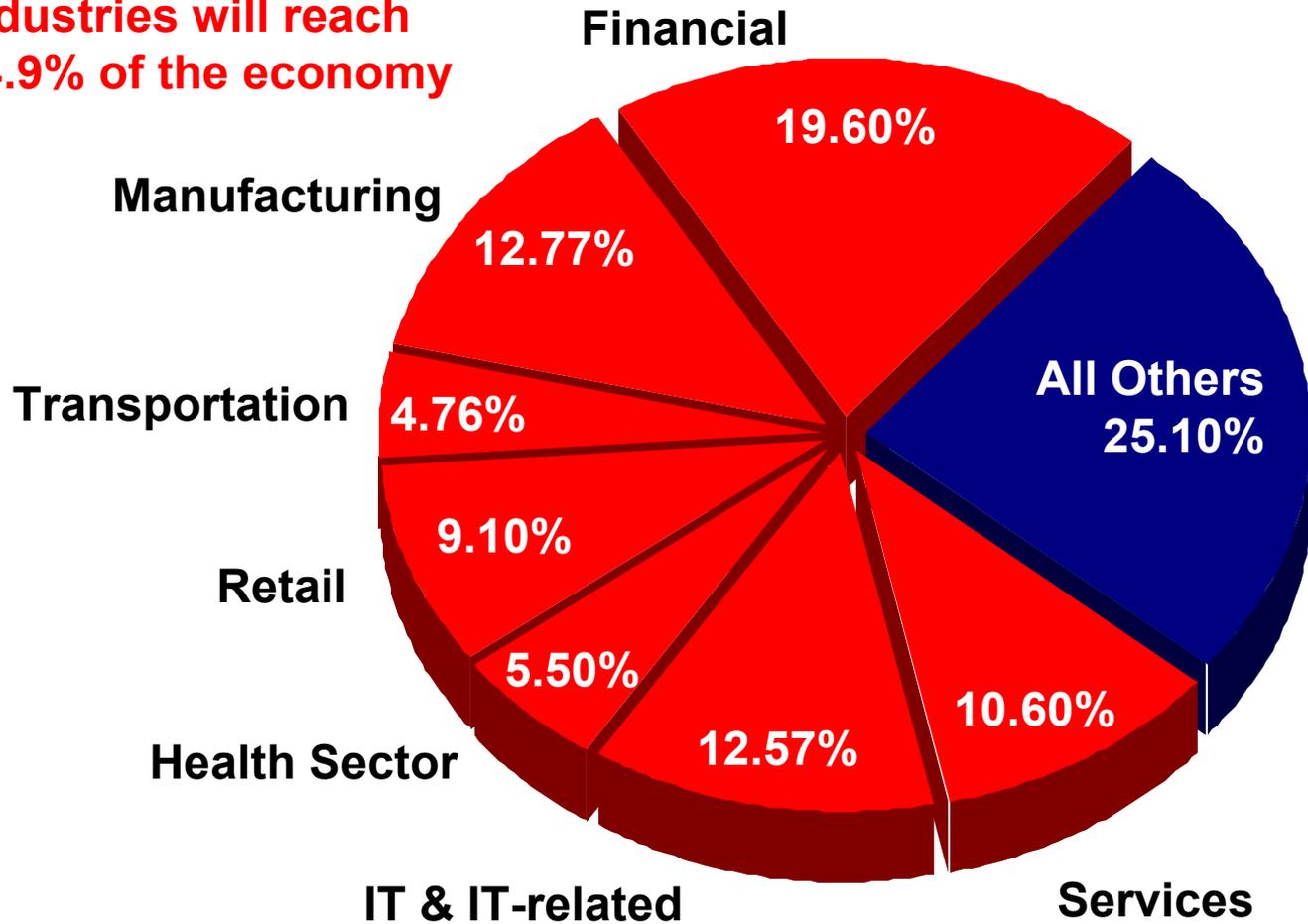
# Targeted Industries

- **Services Industry**
  - ★ Automotive Services Sector
  - ★ Health Care Services Sector
  - ★ IT & IT Business-related Services Sector
  - ★ Geospatial Sector
- **Manufacturing Industry**
  - ★ Biotechnology
- **Retail Trade Industry**
  - ★ Food and Eating Places
- **Financial Industry**
- **Transportation Industry**



# Percentage of Gross Domestic Product

Targeting these industries will reach 74.9% of the economy





# High-Growth Definition

“High-growth industries and sectors” include:

- *High-growth in new jobs*

or

- *High rate of change in their workforces*



High-Growth Job Training Initiative seeks to build collaborations among:

- Employers;
- Industry Leaders;
- Business Associations;
- Educators;
- Trainers; and
- Community and Technical Colleges

To create a demand-driven system.



# The High-Growth Job Training Initiative Seeks to:

- Develop a strategic, systemic process to research and identify the workforce gaps
- Develop training initiatives and strategies to address the needs of business



# The High-Growth Job Training Initiative Seeks to:

- Foster a greater alliance between the business, the public workforce system, and community and technical college system
- Build capacity of the system to respond to needs of the labor market for skilled workers

**KEY:**

- Red: Indicates the Three Phases of the High-Growth Job Training Initiative
- Orange: Steps common for all industries
- Yellow: Indicates the steps within the Three Phases
- Green: Communications\*
- Blue: Capacity Building\*

\* Separate detailed graphics are available.

**PHASES KEY**

Phase One: Information Gathering

Phase Two: Research & Analysis

Phase Three: Implementation





We look forward to working  
together to build a strong  
and productive workforce  
for the 21<sup>st</sup> Century



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