

SUMMIT

Pursuing People's Potential.
Reaching Georgia's Potential.

2013

Complete
College
Georgia

Concurrent Session B

The Changing Economy:

Thinking Strategically About Regional Needs

Kathryn Hornsby

Assistant Commissioner

Technical College System of Georgia





Governor's Office of Workforce Development

Two Martin Luther King Jr. Drive
1408 West Tower
Atlanta, Georgia 30334

Complete College Georgia Summit 2013

Education and Workforce Development:
Working together to keep Georgia thriving.

Tricia Pridemore, Executive Director
The Governor's Office of Workforce Development



Governor Nathan Deal

TECHNICAL COLLEGE
TCSG
SYSTEM OF GEORGIA

Executive Director Tricia Pridemore



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Workforce Development in Georgia

- Data Driven Decisions
- Skilled Labor Gap-Go Build Georgia
- Veterans Employment Programs
- Importance of Higher Education for Workforce Development
- Workforce Investment Act-Regional look at Workforce Development



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Data Driven Decisions

- Workforce Development in Georgia uses the same data driven decision making process to build and maintain a strong labor force for our state.
- The first step is to assess where gaps lie and where opportunities are available.
- The second step is to implement appropriate programs to fill those workforce gaps.
- This process helps Georgia to build a pipeline of skilled workers now and for generations to come.



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Competitiveness Initiative

- The Georgia Competitiveness Initiative—a partnership between public and private sectors—was created by Governor Nathan Deal to enhance the state's economic development strategy.
- More than 4,000 Georgians—from all twelve economic development regions and representing large and small businesses, rural and urban communities, and the many industries that call the state home—participated in the input process, providing valuable insight and ideas.

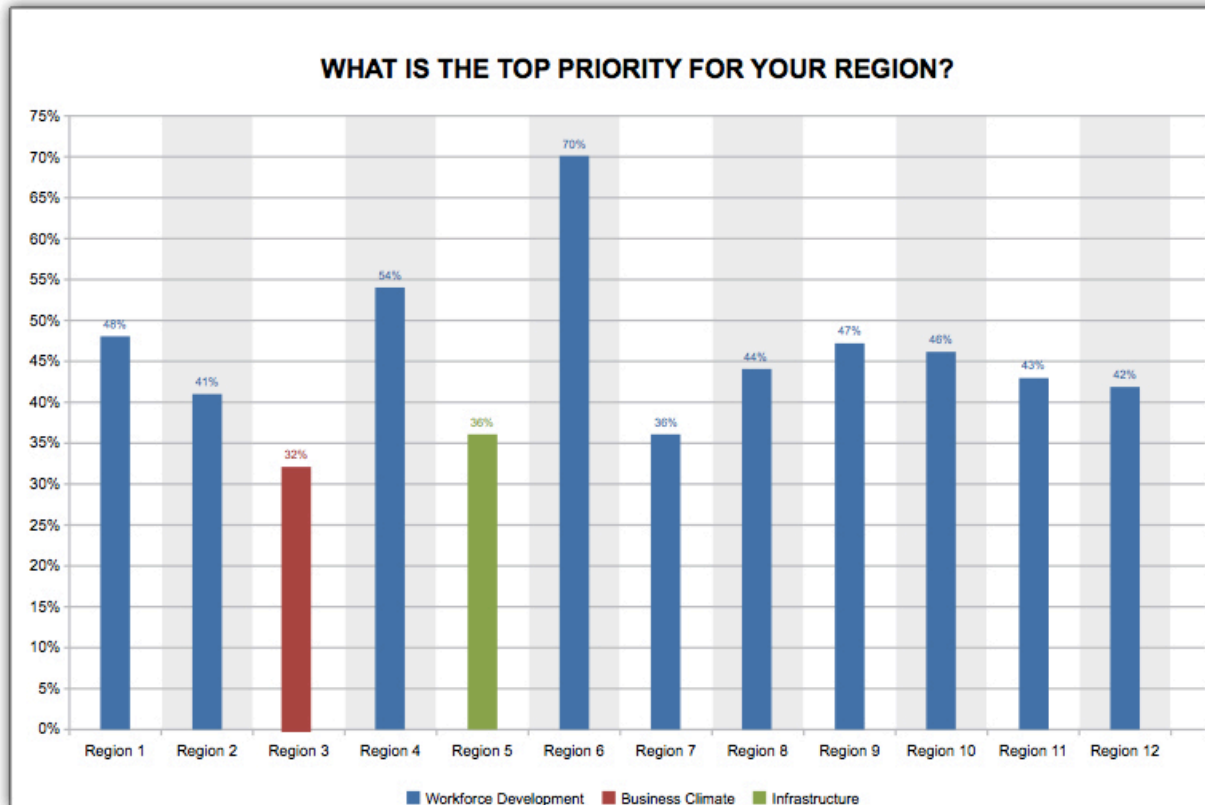




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Competitiveness Initiative





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Go Build Georgia

- Go Build aims to provide better opportunities for craft tradesmen, more highly skilled employees for businesses and enhanced economic development for Georgia and the nation.
- There are five industries of focus involved in the program: manufacturing, industrial construction, transportation, energy, and telecommunications. It is within these industries that Georgia is seeing career opportunities.





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America's Skilled Labor Challenges

Available Workforce

- 185,000 new skilled tradesmen are needed every year.
- 49% of the skilled trade workforce is a Baby Boomer – people aged 47-65.
- 1 in 4: for every four (4) trades people who retire, the industry is producing one replacement.
- The average skilled construction salary pays 27% more than the Georgia citizen's average salary.

Negative Perception

- 66.8% of 18-26 year olds have very little to no interest in a career in the skilled trades.
- 77.8% of parents think their child entering into the skilled craft labor trades will have a negative impact on their child's safety and health
- 44% of parents think it will have a negative impact on their child's financial goals.



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Georgia's Job Projections for the Skilled Trades

Estimated 16,500 skilled craft trade career opportunities to become available over the next year.

82,000 jobs projected to open by 2016.

By 2016, skilled trade job openings projected:

- 12,778 Truck Drivers, heavy and tractor trailer
- 4,906 Construction Laborers
- 2,824 Electricians
- 2,050 Welders, cutters, solderers, and brazers
- **2,613** Construction Managers





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Top Skilled Trade-Related Occupations in Georgia

SOC Code	Description	2012 Jobs	2017 Jobs	Openings	Turnover	2011 Median Hourly Wage
53-3032	Truck drivers, heavy and tractor-trailer	67,444	73,796	12,632	19%	\$16.91
49-9042	Maintenance and repair workers, general	48,143	51,947	7,549	16%	\$15.48
47-2061	Construction laborers	38,748	41,576	4,489	12%	\$12.45
47-2031	Carpenters	35,535	37,314	4,381	12%	\$14.70
11-9021	Construction managers	24,680	26,199	2,613	11%	\$19.57
47-1011	First-line supervisors/managers of construction trades and extraction workers	21,854	23,091	3,592	16%	\$20.81
47-2111	Electricians	17,209	17,130	2,738	16%	\$17.64
49-1011	First-line supervisors/managers of mechanics, installers, and repairers	16,935	17,581	2,966	18%	\$25.78
47-2141	Painters, construction and maintenance	15,427	16,102	2,169	14%	\$13.54
47-2152	Plumbers, pipefitters, and steamfitters	11,990	12,131	1,644	14%	\$17.32



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Go Build Georgia High School Teams Project

- **168 high schools** made commitments to join this effort
- Teams are comprised of educators, counselors, and business leaders spanning across five key high-growth industry sectors including **manufacturing, industrial construction, energy, telecommunications and transportation industries** with the goal of promoting career paths in the skilled trades.





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Georgia Jobs for Veterans

An estimated 60,000 to 80,000 new veterans are expected to enter Georgia's workforce through 2016.

- On November 8th Governor Deal and the Governor's Office of Workforce Development hosted a Georgia Jobs for Veterans Breakfast
- Following the breakfast, GOWD in partnership with GDOL held the Georgia Jobs for Veterans Career Expo geared towards hiring our heroes
- Had over 5,000 participants walk through the expo to visit the 300 Georgia companies looking to hire



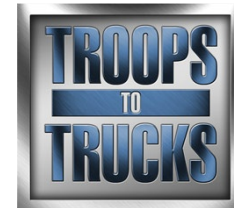


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Troops to Trucks

- The Governor's Office of Workforce Development has formed a partnership with the Georgia Department of Driver Services
- GOWD will partner with the Department of Driver Services to certify military installations as third-party testers and form partnerships with the transportation industry to get service members into the projected 12,778 truck driving jobs that will be available within the next three years.
- *Troops to Trucks* will make it easier for military personnel to obtain a Georgia commercial driver's license (CDL) and ease the transition into civilian employment.





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Operation: Workforce

- Operation: Workforce is a web-portal that serves as an online one-stop for veteran employment resources and services in Georgia.
- Links resources from multiple different state agencies and private organizations that serve veterans and includes dynamic content that is comprehensive, intuitive, and appealing to veterans and Georgia employers alike.
- A military crosswalk is also hosted on this website that allows veterans to translate their military occupational classifications into civilian occupations that best align with their skill set and training

OPERATION: WORKFORCE
★★★★★ SUPPORTING GEORGIA'S VETERANS



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Changes to HOPE Grants

- Current law requires a GPA of 3.0 to obtain the HOPE Grant for technical schools. The change to a 2.0 GPA will require legislative action for implementation.
- Allowing greater access to technical college education is important for Georgia to keep building a skilled workforce



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Importance of Higher Education

- What is the value of a degree, diploma or certificate today?
- Why is it important to align education with workforce development?
- How does Complete College Georgia aid workforce development?

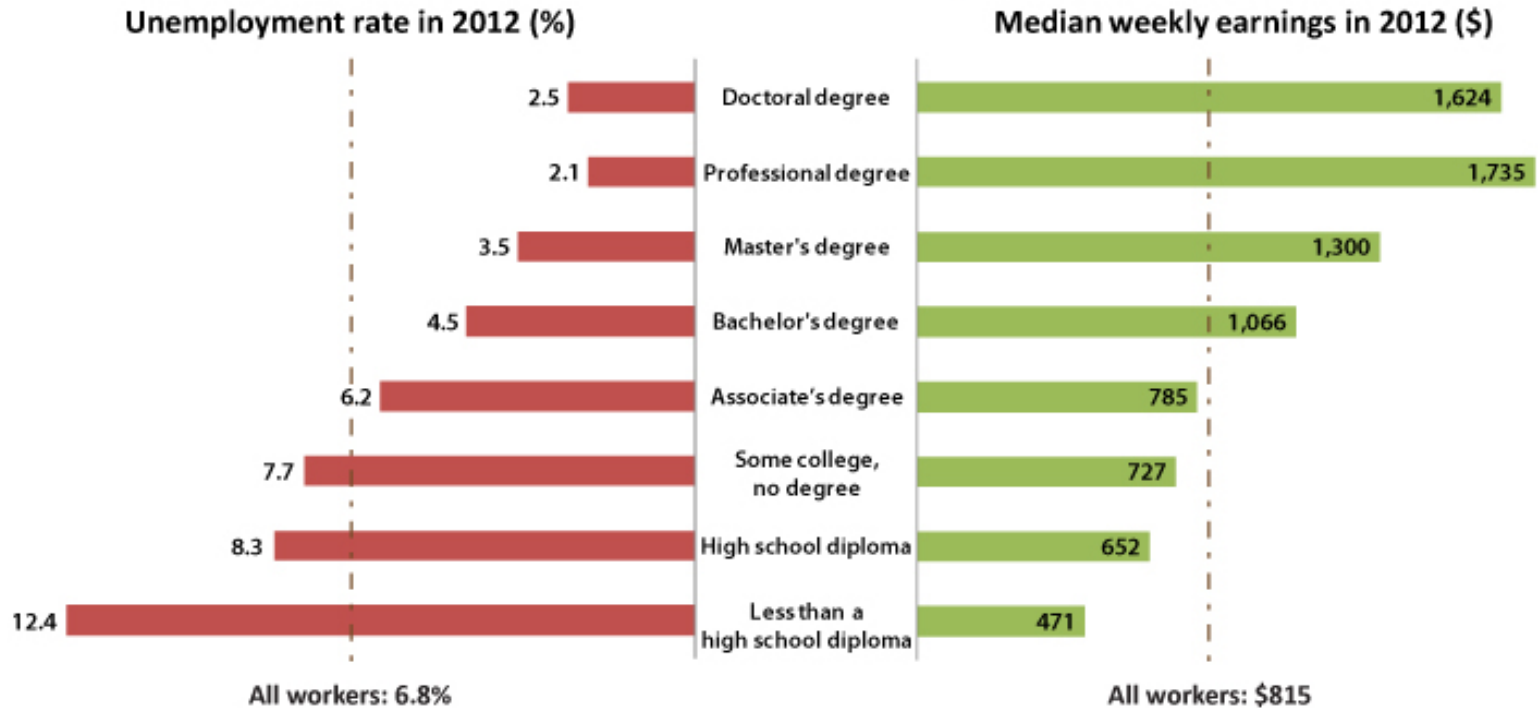


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Importance of Higher Education

Education Pays



Source: Bureau of Labor Statistics, Current Population Survey



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Education: Workforce Development: Economic Development

- When we have our students seeking higher education that gives them the skills to enter our workforce, we are attracting business to locate in our state and strengthening our economy.
- It is a new way of thinking and Georgia is on the forefront. Everyone has the same goal of making Georgia the number one place to do business.

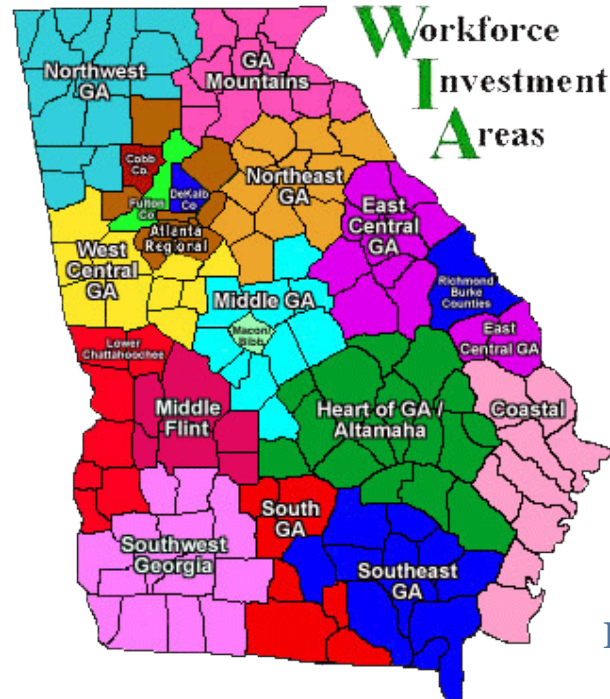


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Regional Workforce Needs:

The federal Workforce Investment Act (WIA) was signed into law in August 1998, and went into effect in Georgia in July 2000. The Governor designated the Governor's Office of Workforce Development (GOWD) as the state agency responsible for implementation of WIA in December 2011. As of July 1, 2012 GOWD oversees WIA.



ARTICULATION AGREEMENT CASE STUDY:

CREATING AN EFFECTIVE PARTNERSHIP FOR STUDENT PROGRESSION IN LOGISTICS MANAGEMENT



SAVANNAH
TECHNICAL COLLEGE

*Ken Boyd, VP for Academic Affairs
Savannah Technical College*

*Jean Bartels, VP for Academic Affairs and Provost
Georgia Southern University*



**GEORGIA
SOUTHERN**
UNIVERSITY

PROGRAM VISION

STARTING POINT

- *In 2010, Anthony Carnevale of Georgetown University's Center on Education and the Workforce released a study that showed by 2018, the nation will need 22 million new postsecondary degrees. However, as a nation, we will fall short of that number by at least 3 million.*

Carnevale, A., Smith, N., & Strohl, J. Help Wanted: Projections of Jobs and Education Requirements through 2018. Washington, DC: Georgetown University, Center on Education and the Workforce. 2010.

PROGRAM VISION

ACADEMIC AND BUSINESS PARTNERSHIP

- *Postsecondary education and training has become a necessity for all young Georgians. By 2020, 60 percent of jobs in Georgia will require a postsecondary degree or certification, but only 42 percent of young adults in the state have either today.*

Complete College America. Time Is the Enemy. Washington, DC: 2011.

INITIAL GROUNDWORK

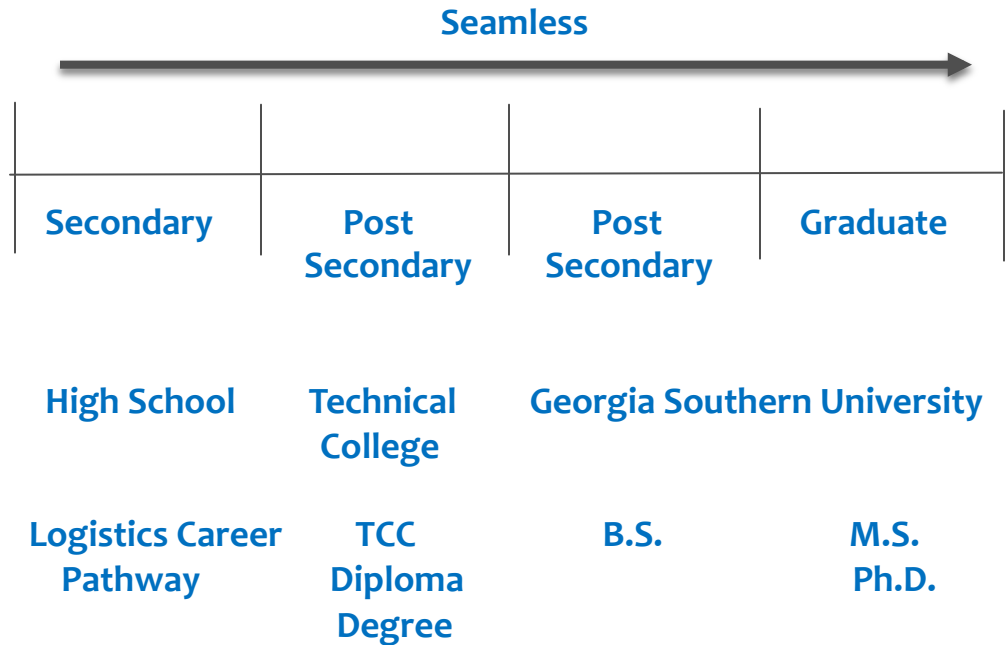
- **Communication initiated at the Provosts' level**
- **Discussion of interest in potential program articulation**
 - **Study of regional workforce and economic development need**
 - **Study of any potential system(s) duplication**

INITIAL GROUNDWORK

- **Award of Georgia Work Ready Regional Grant**
 - **Logistics Theme**
 - **Industry Meetings**
- **Involvement of Secondary School Systems**
 - **Development of Career Pathway**
 - **Training of Teachers**
- **Involvement of Logistics Industry**
 - **Georgia Ports Authority**
 - **Logistics Innovation Center**
 - **Development Authorities**
 - **Logistics Businesses**

PROGRAM VISION

ACADEMIC HIGHWAY TO LOGISTICS CAREER



COMMISSION FOR A NEW GEORGIA (2005)

- Logistics and transportation identified as one of five key industry clusters for future economic growth in Georgia
- Georgia sited as 4th largest logistics hub in US
- Anchored by world's largest airport, outstanding road infrastructure and expanding port facilities and operations
- Increasing availability of education and training, especially in Southeast Region

GEORGIA LOGISTICS REPORT (2010)

- Georgia's logistics providers generated direct sales of \$16 billion, growing at an annual rate of 5% per year
- 81% of establishments in the logistics provider sector employ 1-9 workers, many are small businesses
- Georgia Ports Authority (GPA)
 - Garden City Terminal
 - 4th Largest Container Port in the USA
 - Two Class I Rail providers serve location
 - Interstate access for 100+ trucking companies
 - Port of Brunswick
 - 6th Largest Automobile Port in the USA
 - Colonel's Island Terminal—RORO Facility (nation's largest auto facilities)
 - Colonel's Island Terminal-Agri-Bulk Facility (largest agri-bulk operation in US South Atlantic)
 - Mayor's Point Terminal (forest and solid wood products)
 - Marine Port Terminals (specializing in break-bulk and bulk commodities)

LOGISTICS MARKET SNAPSHOT (2013)

- Container volume on railroads represented 87% of total intermodal volume, rose 1% from prior year
- Georgia added 3.4 million square feet of warehouse construction (twice as much as Tennessee which is #2 in the country)
- Transportation indices rose 7.5—9.3% in December
- US shipping import volume increased 1.5% from prior year

PRE-AGREEMENT COLLABORATION

- Verification of appropriate accreditations and permissions for degree transfer
- Review of each program and curriculum by program heads and faculty
- Discussion and negotiation of articulation agreement

AGREEMENT ELEMENTS

Agreement in Principle

- **Program articulation designed to minimize loss of credit and course duplication**
- **Both parties enter agreement as equal cooperating partners**
- **Both parties maintain integrity of their separate programs and remain true to their institutional missions**

AGREEMENT ELEMENTS

Agreement on Communication

- **Common, coordinated publication and announcements concerning affiliation and changes in relationship**
- **Both parties disseminate information to interested and qualified students**
- **Both parties advise and counsel prospective students**

AGREEMENT ELEMENTS

Agreement on Accreditation

- **Contingent on both parties maintaining all applicable program and institutional accreditations, including both SACS-COC and appropriate professional bodies**

Agreement on Program Specifics

AGREEMENT ELEMENTS

- **Courses taken at Savannah Technical College resulting in the completion of SACS-COC Associate of Science in Logistics Management**
- **Course equivalencies for transfer between Savannah Technical College and Georgia Southern University**
- **Courses to be taken at Georgia Southern University to complete the Bachelor of Business Administration: Logistics and Intermodal Transportation**
- **Student performance criteria (course grades, overall GPA)**

AGREEMENT ELEMENTS

Agreement on Transfer Admission Requirements

- **Students must complete the Savannah Technical College Associate of Science in Logistics Management with a 2.0 cumulative GPA in order to be accepted into Georgia Southern University's Bachelor of Business Administration: Logistics and Intermodal Transportation Program**

Agreement on Maintenance and Review

AGREEMENT ELEMENTS

- One administrative or faculty primary contact from each institution to serve as primary point of contact and agent to agreement
 - Speak for institution
 - Communicate detail and modifications to faculty, advisors, and interested others
- Review every 3 years
- Terminate with 2 year notice
- Students who begin prior to termination will have 3 years to complete Savannah Technical College portion and be admitted to Georgia Southern University

FUTURE INITIATIVES

- **Promotion of Programs**
- **Connect Graduates to Industry**
- **Assess Additional Opportunities**

QUESTIONS?

Reflection

Nicole Smith

Senior Economist

Georgetown Center on Education and the Workforce





Q + A

