

April 3, 2007

Issue: Camden County's Workforce

Based on the Economic Diversification Study conducted by Georgia Tech, the Workforce Development Assessment (WFD) was developed. From the WFD Assessment the 13 key recommendations were reviewed and the committee chose the six most critical areas to focus their efforts. Members were tasked with selecting three recommendations from the six that need the earliest attention of the taskforce.

Challenges

The three recommendations previously chosen were very broad and for the past year the committee struggled to make progress. The committee met and brainstormed on what each felt were important tasks to complete. With over 15 items to choose from the committee ranked the top three items and began a work plan to work from. These items are:

1. Launch Career Outreach/ PR Campaign
2. Engaging Business Community
3. Soft Skills Training (i.e. work ethics)

Planned Benefits

- Community involvement for the Career Outreach/PR Campaign is essential. Campaign consists of information provided to community through TV, newspaper, radio and website
- Provide a mentoring program for the youth
- The Workforce Development Committee will work in conjunction with the Small Business Development (Entrepreneur Friendly) Committee because each committee is dependent on the success of the other

Action: The initiatives need to be incorporated into the county & cities' comprehensive plan currently in the development phase conducted by the Regional Development Center to ensure each municipality is involved in creating and building a stronger workforce for Camden County.