

CHARLESTON REGION EDUCATION ALIGNMENT STRATEGY

Why this study?

Strong job growth in the Charleston region is making it increasingly difficult to fill open positions from either the existing workforce or new local graduates. As a result, the region is overly dependent on recruiting workers from out-of-state to fill jobs.

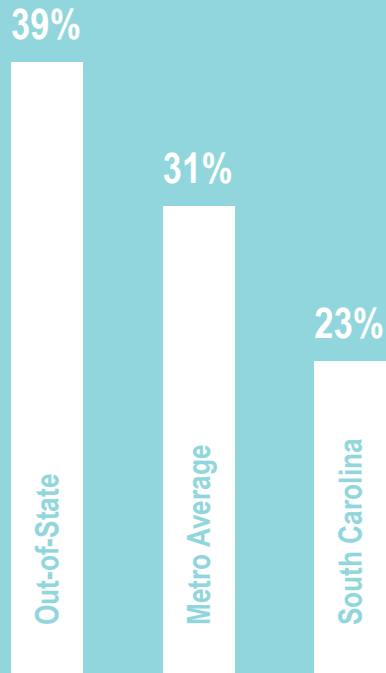
This study:

1. Identifies industries driving employment growth.
2. Determines if existing education programs meet the needs of growing industries.
3. Identifies strategies to expand and upskill the available workforce.

Did you know?

Many of the technical and high-wage jobs that we create get filled by better-educated workers moving in from out-of-state.

COLLEGE EDUCATIONAL ATTAINMENT BY PLACE OF BIRTH, '12

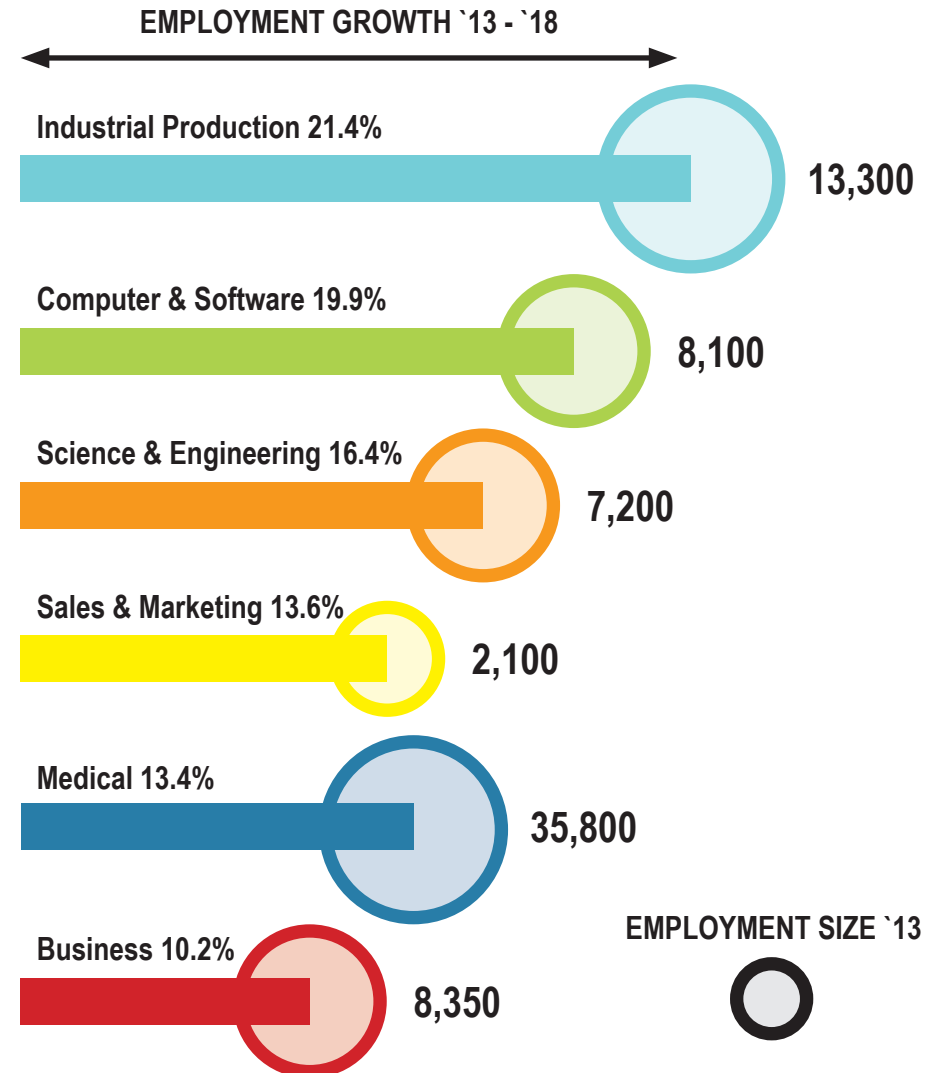


The Future of Our Workforce

In the next five years, our region will create more than 25,000 new jobs - nearly seven times the growth of the previous five years.

Occupation clusters forecasted to have the highest growth rates are (in order):

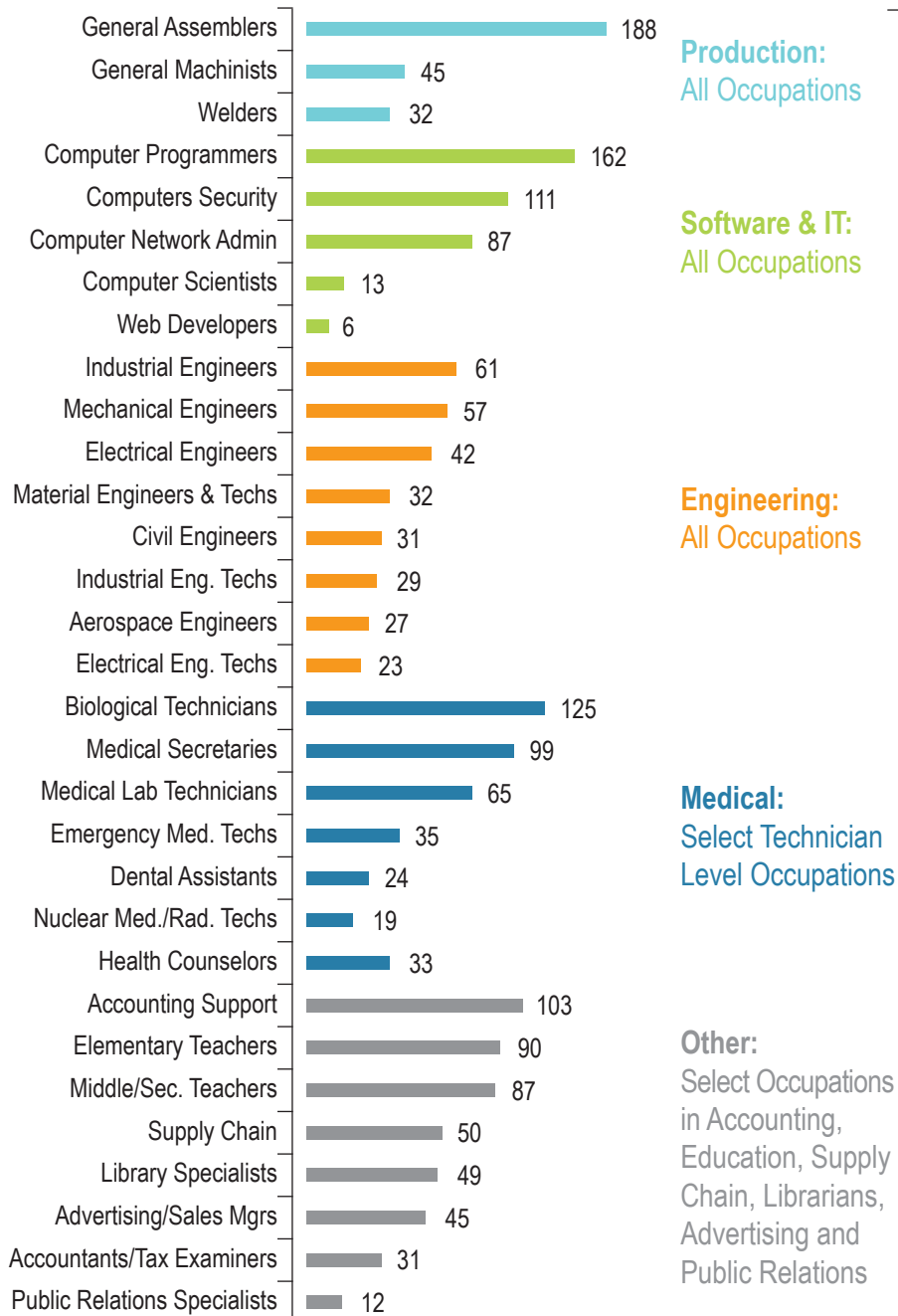
1. Industrial Production
2. Computer & Software
3. Science & Engineering
4. Sales & Marketing
5. Medical
6. Business



What occupations are most at risk?

Workforce shortages can occur when there is an insufficient number of local college graduates or companies find it difficult to recruit workers from outside the region.

Shortages are expected in key fields



of Annual Job Openings above and beyond college graduate output.

The research and findings of this project were produced by the consulting team of Avalanche Consulting and the Council for Adult & Experiential Learning.

Project led by:

Charleston Metro
Chamber of Commerce

Funding support and
participation from:

Charleston
REGIONAL DEVELOPMENT ALLIANCE

CHARLESTON
SOUTHERN
UNIVERSITY

COLLEGE of
CHARLESTON

MUSC
MEDICAL UNIVERSITY
of SOUTH CAROLINA

TRIDENT TECHNICAL COLLEGE

Strategic Recommendations

Content

- Expand existing STEM-related Career Academies, with a focus on Manufacturing and Engineering.
- Create an Information Technology-focused Career Academy in each county.
- Create more contextualized learning experiences through industry partnerships.
- Calibrate certificate programs with the needs of industries.
- Increase entrepreneurial programs in Information Technology and Biomedical at area colleges.

Collaboration

- Create a streamlined, centralized feedback system to provide industry input to multiple educational institutions and organizations.
- Ensure new programs in the region fill a gap in the region, not just at the institution. Encourage collaborations and partnerships among institutions.
- Share Career Academy best practices between school districts.
- Create a Career Academy Guidebook.
- Unify philanthropic education requests from the region.

Communication

- Implement a Career Awareness Campaign.
- Create an Online Competency One-Stop Shop to showcase in-demand skills, how to find training, and which industries are hiring.
- Implement a Regional Talent Attraction Campaign.