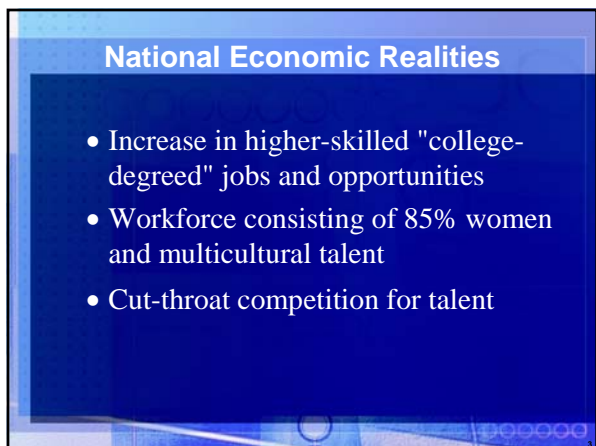


Boomer Forge Ahead: Work Strategies to Span All Generations







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National Economic Realities (2)

- Workforce talent with changed life values and greater wellness expectations (transgenerational work settings)
- Massive "brain drain" and mass retirements at all levels

Core Elements

Developing an Asset Based Community Workforce:

- Articulating your vision and plan for workforce development
- Identifying the skills of your current staff
- Identifying your audience – who is the recipient of your product or service?



Core Elements (3)

Developing an Asset Based Community Workforce:


- Mapping the workforce capacities and assets of individuals in your organization
- Mapping the workforce capacities and assets of your community
- Mobilizing and linking assets for workforce development

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Core Elements en

Developing an Asset Based Community Workforce:

- Leveraging activities, investments and resources
- Linking with local citizens associations -- churches, culture groups, clubs, neighborhood associations
- Linking and using the resources of formal institutions -- businesses, schools, libraries, community colleges, hospitals, parks, other social service agencies



Where is everybody?

Community Vital Statistics Resources:

- Arizona – virtual one stops - <https://www.arizonavirtualonestop.com/>
- Maricopa County Association of Governments - <http://www.mag.maricopa.gov/display.cms>



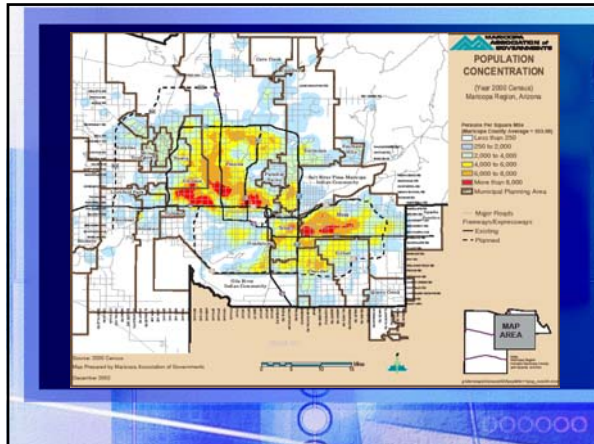
Where is everybody? en

Community Vital Statistics Resources:

- Pima County Association of Governments - <http://www.pagnet.org/>
- Central Association of County Governments - <http://www.caagcentral.org/>
- The largest Hispanic & bilingual jobs and diversity career board in the Americas - <http://www.latpro.com/>



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Arizona Workforce CONNECTION

Employers
Job Seekers
Workforce Professionals
Reports
Locations

Your Link to
Arizona's Workforce Development Network

Arizona Workforce Connection is the state's streamlined workforce development network - bringing together all of Arizona's workforce development partners to provide businesses and Job Seekers with a comprehensive and streamlined services.

The Virtual OneStop is your access point to Job Listings and other specialty services at no cost.

For information about current and historic labor market data please visit the [Arizona Workforce Informer](#).

What Community?

Community Engagement/Integration

Helpful Hints:

- Walk the neighborhood
- Meet the school superintendents
- Meet local community leadership
- Get involved in local community projects
- Make it easy to be recognized as a "local" community player

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What Community? 13

Community Engagement/Integration

Helpful Hints:

- Tell the community what you need
- Engage the community in helping you
- Use the data you've collected to do target marketing & recruiting
- Use the locals to carry your message and market you and your organization
- Link, Link, Link

Plan for Change

- Continually review and update your recruitment methods
- Look for ways to develop non-traditional work incentives
- Engage the local community members in everyday conversation (lots to be learned and shared)

Plan for Change 15

- Market yourself and your organization as a business – branding, face for the place
- Develop a succession plan for all levels of your organization - top down/bottom up

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