

# What is “Asset based Community Workforce Development”?

*Busting Myths, Breaking Barriers: Developing Culture and Linguistic Responsiveness to Reduce Disparity Across Behavioral Health and Health Systems*

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# Your Presenter for Today

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## Key Concepts:

- 1) Building on what communities have...
- 2) Focusing on positives and strengths...

# National Economic Realities

- Increase in higher-skilled "college-degreed" jobs and opportunities
- Workforce consisting of 85% women and multicultural talent
- Cut-throat competition for talent

# National Economic Realities <sup>(2)</sup>

- 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 <sup>(2)</sup>

### 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

## Core Elements <sup>(3)</sup>

### 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? <sup>(2)</sup>

## 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/>

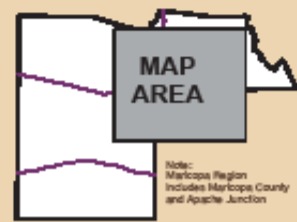


# POPULATION CONCENTRATION

(Year 2000 Census)  
Maricopa Region, Arizona

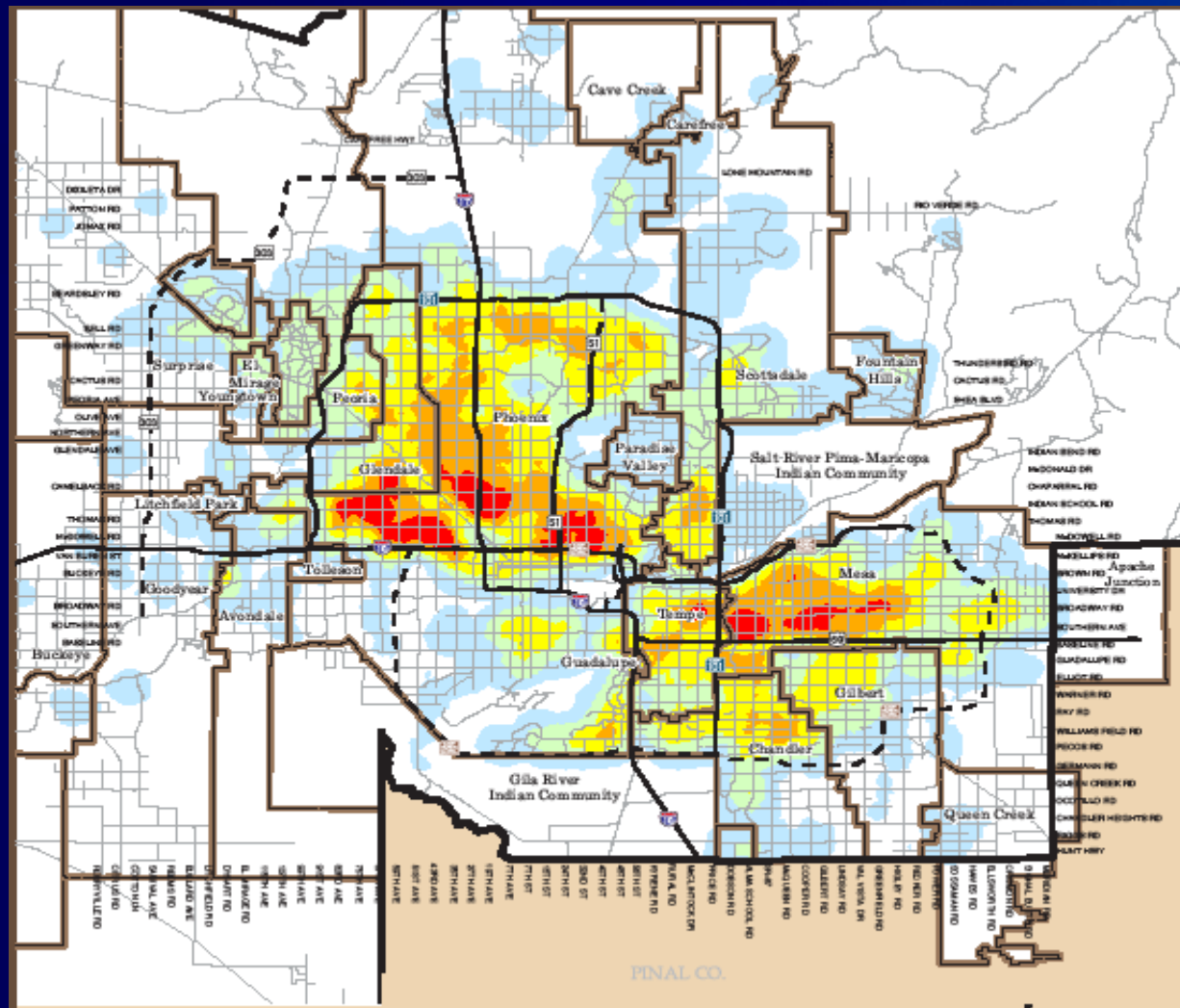
- Persons Per Square Mile  
(Maricopa County Average = 333.08)
- Less than 250
  - 250 to 2,000
  - 2,000 to 4,000
  - 4,000 to 6,000
  - 6,000 to 8,000
  - More than 8,000
- Municipal Planning Area

- Major Roads
- Freeways/Expressways
- Existing
- Planned



Note:  
Maricopa Region  
Includes Maricopa County  
and Apache Junction

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Source: 2000 Census  
Map Prepared by Maricopa Association of Governments  
December 2002





**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

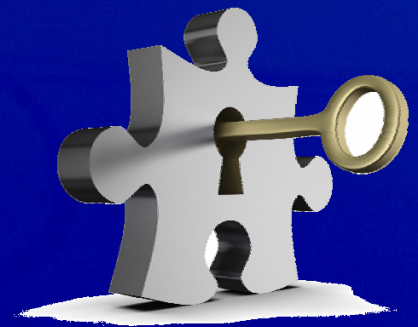
For information about current and historic labor market data please visit the Arizona Workforce Informer.

# 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



# What Community? <sup>(2)</sup>

## *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 <sup>(2)</sup>

- 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

# Wrap up

Any Questions?

