CREATING PROFESSIONAL DEVELOPMENT STRATEGIES FOR MEMBERS

ICC LEADERSHIP ACADEMY

JENNIFER FAIRWEATHER, JEFFERSON COUNTY HUMAN RESOURCES
THE NEED FOR PROFESSIONAL DEVELOPMENT
The Employment Shortfall

Millions of People


Total

From Unemployment

From Labor Force Participation

Historical  Projected

CONGRESSIONAL BUDGET OFFICE
JANUARY 2017

Source: U.S. Bureau of Labor Statistics
CHALLENGES AROUND TRAINING

OBSTACLES
- Time
- Money
- Buy-in
- Other?

CREATIVE SOLUTIONS
- Shorter trainings, perhaps web based
- Partnering with other organizations
- Show paths to success
- Other?
ADVOCATING FOR INTERNAL TRAINING

• All employers are facing workforce shortage.
• All employers have a need to develop staff.
• Leverage all available internal training.
• Creative Options:
  • Partner with other entities or larger cities/counties.
  • Consider online options for cost savings.
  • Professional Association can develop articles to help advocacy.
  • Other ideas?
POSSIBLE VENDOR PARTNERS

Professional Associations could make contact with these types of organizations and discuss possible discounts for members or other ways to help defray costs!

SGR:
https://www.governmentresource.com/employee_development

Lynda.com

LinkedIn Learning
FREE COLLEGE COURSES

• Technical and Soft Skills, some are linked to certificates.
• Professional Association could help share information with members.

https://www.class-central.com/universities
CERTIFICATE PROGRAMS

Options:

• Internal to your professional organization
• Internal to your own organization
• Partnership with a college or university
• Partnership with an organization(s)/university
## COLLEGE CERTIFICATES

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>CHALLENGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Carries more weight</td>
<td>• Cost</td>
</tr>
<tr>
<td>• Less time than a degree program</td>
<td>• Finding a willing institution</td>
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<tr>
<td>• Leverage college instructors</td>
<td>• Effort to develop program</td>
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<td>• Tailor to your own needs</td>
<td>• Marketing program</td>
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<td>• Thorough content</td>
<td>• Gaining buy-in for industry to use it</td>
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<tr>
<td>• May qualify for tuition reimbursement/student loans</td>
<td>• Time</td>
</tr>
<tr>
<td>• Great leadership training</td>
<td>• Work time or employee time</td>
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<td>• Can lack customer specific training</td>
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CONNECTING WITH SCHOOLS

- Leverage any connections with school contacts
- Invite schools to chapter events
- Host events at schools
- Identify schools with a strong local connection
- Determine “WIIFM” for the school
- Leverage what you can offer
EXAMPLES FROM OTHER ASSOCIATIONS

- Professional association certificates
  - Some require ongoing training
  - Revenue stream
  - Create from existing chapter/association programs
- Certificate programs through vendors
- Certificates through colleges and universities
- Creation of specialized associates degrees
- Increase in webinars
- Buy-in from hiring managers on preferred qualifications

- Ideas for the ICC?
Thank you!