

# CREATING PROFESSIONAL DEVELOPMENT STRATEGIES FOR MEMBERS

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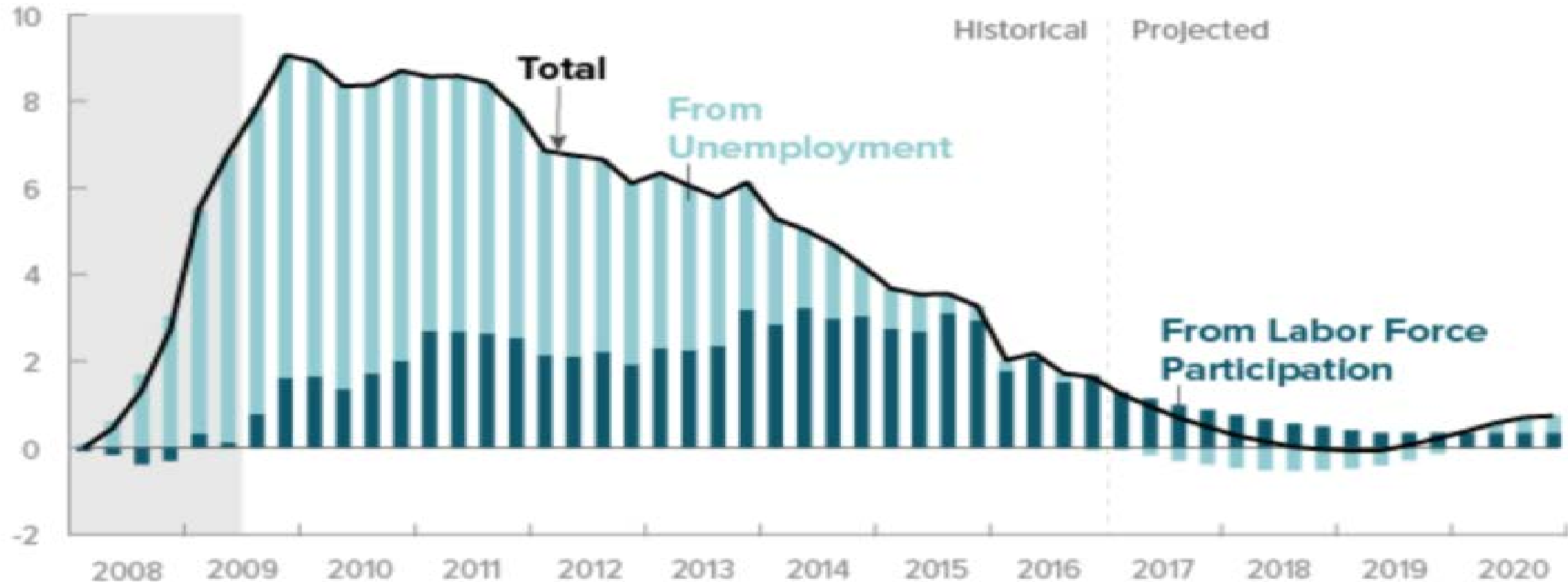
ICC LEADERSHIP ACADEMY

JENNIFER FAIRWEATHER, JEFFERSON COUNTY HUMAN RESOURCES



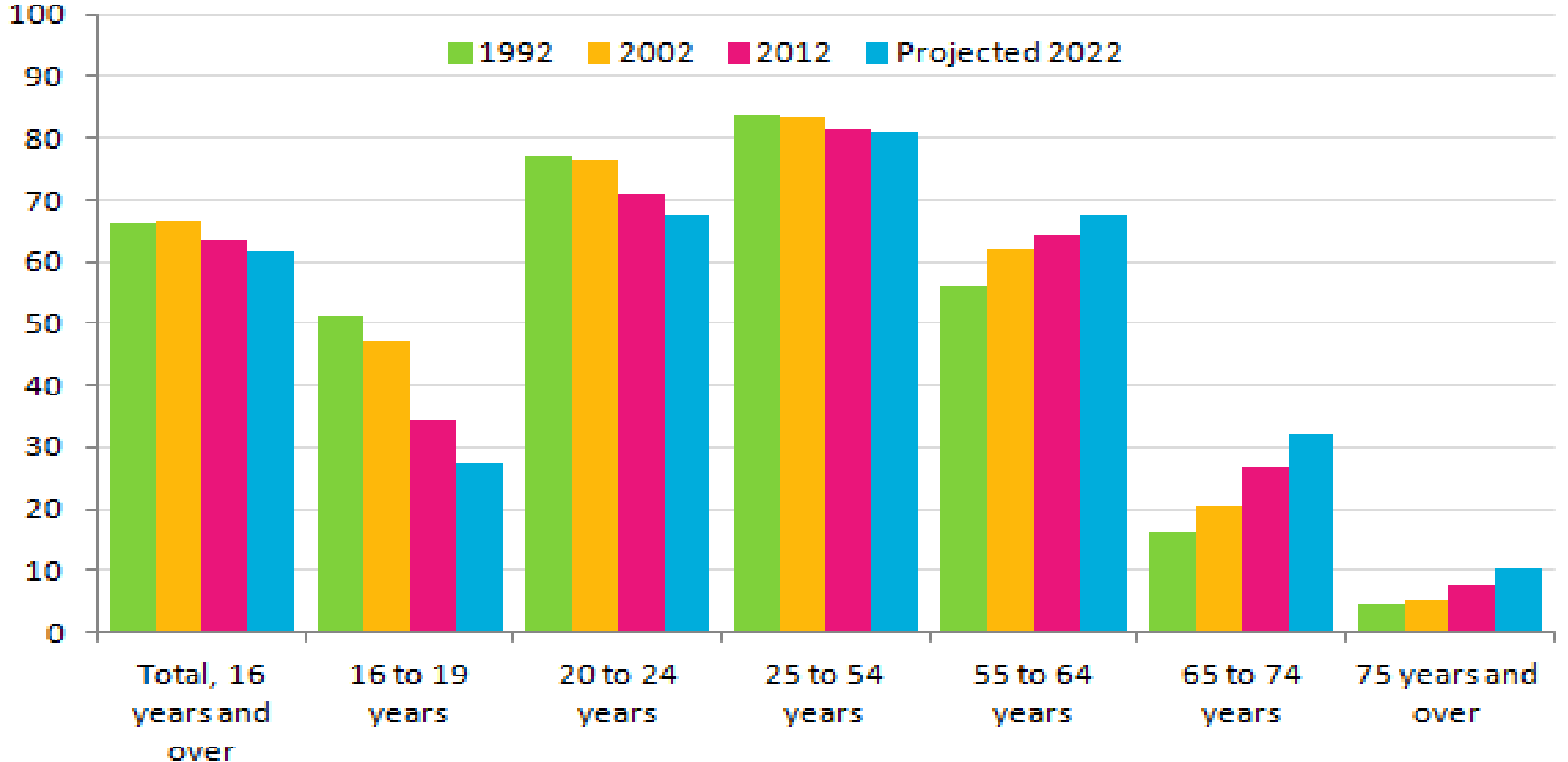
# The Employment Shortfall

Millions of People



# Labor force participation rates in 1992, 2002, 2012, and projected 2022, by age

Percent



Source: U.S. Bureau of Labor Statistics

# CHALLENGES AROUND TRAINING

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## 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

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- 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

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*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](https://www.governmentresource.com/employee_development)

*Lynda.com*

*LinkedIn Learning*



# FREE COLLEGE COURSES

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- 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

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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

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## BENEFITS

- Carries more weight
- Less time than a degree program
- Leverage college instructors
- Tailor to your own needs
- Thorough content
- May qualify for tuition reimbursement/student loans
- Great leadership training

## CHALLENGES

- Cost
- Finding a willing institution
- Effort to develop program
- Marketing program
- Gaining buy-in for industry to use it
- Time
- Work time or employee time
- Can lack customer specific training

# CONNECTING WITH SCHOOLS

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- 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

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- 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!