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# Workforce Development: Beginning and Building Your Program

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Brad Gates & David Key



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**What is the greatest challenge facing your city or region as it relates to workforce?**

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# Identify the Challenge

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Is your focus business growth or retention?

What is the key challenge for employers?

What work is already being done by your city government and/or education partners?

How can your Chamber add momentum to the work already being done or do you need to create a new solution?

# Tempe Chamber of Commerce

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## David Key,

Director of Business Development  
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- Tempe, Arizona
- 560 members
- Manufacturing, Healthcare, Hospitality



**1. Focus:** Retention

**2. Key challenge for employers:**  
Hiring & retaining great talent

**3. Partners:** City is attracting new businesses; education partners are expanding their degree offerings.

**4. New or enhanced solution?**  
New solution to upskilling & building pipelines - microcredentials



**RIO SALADO COLLEGE**  
A MARICOPA COMMUNITY COLLEGE



**TEMPE CHAMBER**  
— of COMMERCE —

**amazon**



**RIO SALADO, TEMPE  
CHAMBER PARTNER  
TO PROVIDE  
WORKFORCE SKILLS**



# Tempe Workforce Skills Accelerator

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- Based on employer need
- Addresses hard and soft skills
- Credits can be rolled into degree programs
- Accessibility
  - Online classes with rolling enrollment
  - Scholarships

**1. Small Business Management** (10-12 credits, 6 months)

**2. Data Analytics** (18-24 credits, 12 months)

**3. Quality Customer Services** (17 credits, <1 Year)

# Local Resources

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- **Community Colleges, Trade Schools & Universities**
- **Workforce Development Boards**
- **Local Government, EDCs, Other Chambers**
- **Local & National Data – Ex. Lightcast**

# Areas of Opportunity

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- Internship, apprenticeship & shadowing programs
  - Skills training (Ex. credential programs)
  - Coalition building (local & regional)
  - Grant programs & financial assistance

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***"A strong economy begins with a strong,  
well-educated workforce."***

**-Bill Owens**

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