



Takeaways from the Community Partner Professional and Business Services Townhall on 7/19/17.

How to Read: the red text are the **Gaps / Needs Improvements** identified by the businesses, the green text are the **Possible Solutions / Recommendations** identified by the community partners. Black text are the general comments that apply to the section.

## 1. What all is composed of Professional and Business services?

- a. The focus was on banks, insurance, and financial institutions.
  - 1. Huge focus on vocational training if you look at the notes.
  - 2. Banks said to have less emphasis on four-year pathways and, instead, have K-12 focus more life skills and tech skills.
    - a. A lot of the skills they are looking for are reliability, trainability and show up on time or at all. That's for tellers, entry-level, and across the board. Banks have the means to upskill people.

## 2. Retain/recruit young generation.

- a. Millennials will choose a place with quality of life.
  - i. This plays a role in Lynnwood, Darlington, etc. cities.
  - ii. Ask how do Millennial's view Snohomish? Since this isn't Seattle or San Francisco.
- b. Millennials want to work with an organization where they feel a connection.
- c. To have fun communities.
  - i. There are fun things to do in Snohomish County if you search around.
- d. Not to be just another "fish in the pond".
- e. There are a lot of people being pushed out of Seattle.
  - i. Young professionals are creating opportunities for themselves.
    - 1. Like Young professionals of Edmonds.
  - ii. So what can businesses do for young professionals? If you reach out to the cultural side of what they are looking for, you can retain them longer.
  - iii. Create a work culture that drives them to aspire to take on more initiatives and take on more responsibilities, then you can retain them better.
  - iv. They are leaving jobs, because they want job security.



- v. All of these things intersect with each other and each business needs to find a way to meet in the middle.
  - 1. Culture has to be at the top of the list for millennials.
- f. Snohomish has a lack of community hubs.
- g. There are no community events in Lynnwood.
- h. It is true that the system is always hearing that millennials don't want to stay in a job a long time. They want to job hop.
- i. When a business says that half of their workforce is retiring soon, the culture is going to be very different for millennials.
- j. Culture may be a concern, but businesses see that they job hop for money and not a lot of it.
- k. The business has a notion that each generation is a certain way and expect workers to behave in a particular way.
- l. Parents of older generations even thought that their kids were lazy.
- m. People now can go on to Facebook and see posts of people doing really cool jobs. They see these opportunities as new opportunities and say, "Why not me?"
- n. One person was going to be an electrician, then he got a job with ANEW. He could have made more, but he knew he could further develop himself with this company because of their culture.
- o. Why do we think the employers feel there's a challenge to recruit workers?
  - i. Once a worker has the skills they can change jobs.
    - 1. If they can't move up in that culture, they move on.
    - 2. That's not distinct to the generation or the sector. It's everywhere.
  - ii. MTV effect: kids growing up watching MTV saw something new every few minutes.
    - 1. MTV has everything now and has expanded on to much more than music.
    - 2. It is now feeding info to people at rapid speeds with the idea that people want info and new jobs at rapidly increasing speeds.
      - a. That's why they are bouncing from job to job. They crave a new experience.
      - b. Businesses should approach workers with that mentality. How can they evolve with their employees at the same speed?
- p. Many positions and jobs are topped out and after a few years will reach the peak. People cannot lose heart about this.
  - i. It's about learning new technology and getting good opportunities for learning and developing.



- q. If millennials are given choices to further learn and move around the company, it could be a huge thing for retaining people.
- r. Businesses can recruit by offering something unique and with different options.
  - i. It's about retention. It's about recruiting and getting somebody in the door.
    - 1. Banks, once you are in the system, you are in the system. If they don't fulfill the worker, then it's time for them to leave.
- s. Boise Idaho wants to be the most livable city in the US.
  - i. In partnerships with Young Professionals, Chamber of Commerce, and the city, they keep producing so many activities and things for all the different demographics to utilize.
    - 1. Boise does not have the highest earning potential. They create a culture and work with businesses to offer events. They ask the Parks and University to step in and provide opportunities for everybody to do something.
- t. Millennials are looking for growth, transferable skills, and career pathways.
  - i. Employers can communicate success stories.
  - ii. Job shadowing.
  - iii. Transferable skills, growth opportunity in careers.
  - iv. Offering stability.
  - v. Job training.
- u. The employers are not aware of what schools are doing.
- v. Social Media connect with Everett public.
- w. Youthwork.org.
- x. Bring youth together to ask them why these jobs are not appealing to them.
  - i. Create an opportunity for the employer to connect with colleges and schools.
  - ii. Ask youth why they don't often listen.
  - iii. Hold regular "Interview and focus groups."
  - iv. Invite all levels of engagement high school, college students, and client research
- y. Employers could volunteer to be on advisory boards and mock interviews.
- z. Human Capital Management is making a difference.
- aa. Connecting students to business programs that build an understanding in work and employability classes, e.g. FBLA and DECA.
- bb. Transferable skills, like in the Youth Build Program.
- cc. Job shadowing opportunities.
  - i. For example in payroll or H/R.
- dd. Growth opportunities. Feel engaged. Enjoy work.
  - i. Old model – Boomer generation.



1. Careers offer stability. There is no stability; they want to see growth. Enhancement, "Human Capital Management"
  - ii. Millennial generation wants to work for a company based on their values and also with advancement opportunities.
- ee. K-12 has to give students a broad perspective.
  - i. Business transferable skills classes.
- ff. Provide another avenue to share different career pathways instead of H/R only.
- gg. Technology/Security/Accounting fields area going to change. There needs to be a shift of perspective.
- hh. Modeling of success, EduPloyment program. Getting employers involved with soft skills. Making it simpler for employers to tap into a program and researcher. K-12 training career pathways.
  - ii. One partner has two adult children and two young children. The oldest son is working in the old field. He is now 27 and is burnt out.
- jj. Connecting students with Auto Tech Programs.
- kk. The city of Lynnwood tries to host the career night.
- ll. Social, cultural change, change the level of requirements. The program he represents is to overcome the stigma. The employer wants a certain type of person but they are excluding individuals with disabilities.
- mm. "Creative School" is a book that address's the whole human being and that school testing is a huge money maker.
- nn. Higher levels of the millennial generation use the library.

### **3. Vocational training: non-college tracks.**

- a. Who is responsible to pay for education? Is it the individual who must go into debt? Is it the state? Is it the employer to help pay for the training or to have it done in house?
  - i. Are businesses possibly over-asking because they want to make sure other people are footing that bill? So they don't have to pay the bill in house?
- b. There isn't an investment from industry into K-12 and the two or four-year plus degree programs.
  - i. There aren't many scholarship programs or attempts to bring that into schools.
  - ii. But they are concerned about the wages they have to pay.
  - iii. If businesses aren't engaged in training, then they don't have skin in the game.
- c. It's the big foundations or wealthy people (e.g. Paul Allen) who provide the scholarships.



- d. If business requires certain training or education requirements, then ask how they can help pay for it.
  - i. In banking, different companies belong to certain groups that can funnel funding to back into the school system. It then helps create something for training through the businesses.
- e. Most young people are not engaged with their community.
  - i. Does a bank support workers being active in the community, or play a role outside of the office?
    - 1. Is that something that, in a Teller's position, would be satisfactory?
- f. K-12 used to have clubs that led to professional service careers, such as, Jr. Achievement, DECA and all of those clubs. But they do not seem to be as prevalent anymore.
- g. There are fewer and fewer programs like those.
  - i. People are focused on four-year schools.
    - 1. But getting the money for that isn't easy so putting in the effort for clubs to focus on getting scholarships may be worthwhile.
- h. Youth aren't participating as much in the labor force. But they are participating in sports and side clubs to better their chances of getting into college.
- i. The state should change the labor rules for young workers and employers.
  - i. If the worker is not 18, businesses can't hire them to do the work they would need to do in order to skill up. It is also difficult to hire minors within a mentor internship to build them up for a career. It limits their opportunities.
- j. We ask businesses to support Young Professionals and get engaged with the community. But is the city putting in an effort to talk to kids about the government?
  - i. Two ways to go about that so they can meet in the middle.
    - 1. Edmonds Young Professionals is working to create more civic engagement opportunities.
    - 2. Young professionals work with the mayor and help inform and give feedback on issues in the city.
- k. Pre-apprenticeship programs into the construction trades are available through ANEW.
  - i. There a lot of contractors who partner with them.
  - ii. To do the training.
  - iii. Created a pre-apprenticeship collaborative.
  - iv. Teaches different aspects of the field.
  - v. They did a focus on women for many years, but they are now focusing more enrolling males and expanding geographically.



- I. They have an apprenticeship event in the Tacoma area.
    - i. They bring bulldozers and contractors to show that apprenticeships can be fun.
      - 1. They are doing more outreach and actively recruiting at high schools. They are putting together a training program called Rise UP for contractors that teach them about harassment issues and other areas.
      - 2. A lot of older generations are leaving.
        - a. They are trying to make sure the new workforce isn't as male dominated.
          - i. A culture that anybody can fit in.
      - ii. Training within vocational education was a focal point within schools to prepare students for work. But during a transition in the late '80s and 90's, schools became a building block to move students towards the four-year universities. This academic focus has almost eliminated any focus on training.
    - m. Edmonds is working on a new model called "Guided Pathways". It's about creating a pathway where the student doesn't have to do all their work in the classroom but can work during school hours and receive credits.
      - i. It creates pathways in a direction that is best suited for the student. This helps ensure that workforce development programs are still a highlighted aspect of the colleges.
      - ii. Not everybody wants to go to school for multiple years.
      - iii. This is a state-wide push.
    - n. Edmonds used to have auto mechanic program but now it's only at Shoreline.
    - o. SCORE – Business mentors, entrepreneurship/Small Business Associations.
- 4. They said there may be a need for diversity training and bilingual employees.**
- a. When it comes to diversity, do businesses want diversity training just to check a box?
  - b. How do they define diversity?
  - c. What is the motive behind the diversity training?
  - d. Do you want it for cultural competency?
  - e. If it's for enhancing communication and soft skills, then that's okay. But what is the motive?
  - f. There is strong diversity in the county, but the employment system doesn't show that.



- g. There is diversity of the workforce and also soft skills diversity training. It explains how to have dignity and respect for one another. City of Lynnwood is going through that right now.
- h. If you look at finance and real estate or boards, it's pretty much all white men.
- i. Leadership has to reflect what they are wanting.
- j. Bilingual and diversity training.

## 5. Other

- a. Unemployment rate is low.
- b. Department of Vocational Rehabilitation is servicing people with disabilities. It can be hard sell to hire people with disabilities even though 80% of a disability is hidden from sight.
- c. The City of Lynnwood is focusing on entrepreneurships.
- d. More and more community colleges are offering 4-year degrees and Applied Bachelors.
- e. Bellingham has two different community colleges.
  - i. One is a professional 4-year.
- f. One is more professional technology focused.
- g. Used to be that colleges wouldn't accept courses from other colleges.
  - i. But now more and more federal grants require collaboration and working together with the colleges and other partners.

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*For any additional question on this document please contact:*

*Erin Monroe  
CEO  
Workforce Snohomish*

*425-921-3442  
[erin.monroe@workforcesnohomish.org](mailto:erin.monroe@workforcesnohomish.org)*