WHY WORKFORCE DEVELOPMENT MATTERS TO ECONOMIC DEVELOPMENT

To succeed in the U.S. workforce, some post-secondary education is almost always essential: 80 percent of good jobs available today require some education beyond high school.

In today's economy, both businesses and workers are highly mobile.

Companies choose to locate in places that have the skilled workers they need. Communities must work at attracting, retaining and growing a skilled workforce.

In fact, a skilled workforce is the number one reason a business will choose to locate in a community. In a world where every person and every place are in competition, workforce development strategies are a win-win for both firms and regions.

WHAT IS WORKFORCE DEVELOPMENT?

Efforts that prepare people for education and available careers, and connect businesses to skilled workers. For example:

- **Job training and retraining**
- **Vocational education**
- **Basic skills (e.g., literacy, math)**
- **Hard skills (e.g., welding, IT)**
- **Soft skills (e.g., work ethic, attitude)**

A skilled workforce gives people the economic mobility and higher earning power to support themselves and their families, offers businesses the workers they need to compete in the global economy, and provides communities a stronger tax base to maintain and improve their quality of life.

WHO BENEFITS FROM WORKFORCE DEVELOPMENT PROGRAMS?

Employers prosper by meeting their labor force needs with skilled workers

People upgrade their skills and advance in their careers, increasing income and wealth

Communities gain a higher quality workforce, improving their competitiveness as a location for business

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