



WORKFORCE DEVELOPMENT AND EDUCATION FUND

Investment in the new Workforce Development and Education Fund supports the Charlotte Regional Business Alliance's efforts to bring together employers, educational institutions and workforce development organizations. It connects Alliance and community members while championing our region's tremendous education and workforce resources to enhance economic opportunity for all in the Charlotte region.

The Alliance's workforce development and education strategy of convening, connecting and championing is accomplished through two primary programs: the Workforce Development and Education Committee and the Career Connection initiative.

WORKFORCE DEVELOPMENT AND EDUCATION COMMITTEE

The Workforce Development and Education Committee is a quarterly meeting that convenes key stakeholders from industry clusters with high-growth careers to help close talent gaps and foster greater collaboration and partnerships between employers, educational institutions and workforce partners. Focus Industries and Sectors Include:

- Health Care
- Energy and Utilities
- More...
- Information Technology
- Advanced Manufacturing
- Retail and Hospitality

ENHANCED WORKFORCE DEVELOPMENT AND EDUCATION ENGAGEMENT

Sponsors have an opportunity to participate in one or more workforce development and engagement opportunities depending on investment level, including hosting high school or college students at your employer site; meeting with an Alliance talent and workforce leader to discuss strategic opportunities to partner with local education and workforce organizations; and/or to become a virtual mentor on our new, digital platform.

INTRODUCING: DIGITAL WORKFORCE DEVELOPMENT AND EDUCATION PLATFORM

In partnership with Accenture and Charlotte Works, we are launching an innovative digital platform that will empower students and job-seekers to more effectively connect with career pathways, educational and training resources and ultimately employment that leads to economic mobility and opportunity. Additionally, employers will have enhanced access to untapped, diverse talent for in-demand job openings.

2019-2020 Platinum sponsors will be granted sponsorship status on the new online/mobile site as an incentive to support the continued development and marketing of the platform.



PROGRAM LEADERSHIP

Dr. Phil Dubois, Chancellor, UNC Charlotte – Talent Development Chair

David Head, Managing Director, Grant Thornton – 501c3 Chair

Rod Garvin, VP Talent and Workforce Development, Charlotte Regional Business Alliance



SPONSORSHIP BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTING
Sponsors will be featured on the homepage of the Charlotte Regional Business Alliance's new, innovative digital platform	●				
Opportunity to provide sponsored educational content for the digital platform	●				
Sponsors will have the opportunity to host high school or college students for one (1) employer site visit.	●				
Opportunity to host high school or college students for one (1) employer site visit.	●	●			
Alliance staff consultation in identifying strategic opportunities to partner with education and workforce partners.	●	●			
Sponsor recognition on email communications	Logo	Logo	Logo	Name	Name
Sponsor recognition on Workforce Development and Education webpage	Logo	Logo	Logo	Name	Name
Sponsor recognition in Workforce Development and Education digital presentation	Logo	Logo	Logo	Name	Name
Complimentary participation in Workforce Development and Education Committee	●	●	●	●	●
Opportunity for employees to serve as mentors to students and job-seekers via digital platform.	●	●	●	●	●
Opportunity for employees to serve as mentors to students and job-seekers via Alliance's new innovative digital platform (scheduled to launch in 2019)	●	●	●	●	●

INVESTMENT: \$20,000 \$10,000 \$7,500 \$5,000 \$2,500