



Meriden Visioning Series

*Strategic Track 4: Business Attraction,
Retention, Expansion (BRE) and
Business Creation*





Meriden Visioning Series

- Joe Feest: Welcome and Introductions
- Dale Kroop: Facilitator: REX Development
- Rosanne Ford: President Midstate Chamber
- William Villano: President & CEO: Workforce Alliance
- Ashley Zane: Senior Public Policy Associate
Connecticut Business and Industry Association
- Paul Lavoie: Chief Manufacturing Officer: State of CT
- Mark D. Benigni, Ed.D.: Superintendent of Schools:
City of Meriden



Presentations



- Local Initiatives in BRE
- The Business Marketplace and Regulatory Climate
- Workforce Development Challenges and Opportunities
- Key Manufacturing Cluster Challenges and Opportunities
- Collaboration Among partners: Meeting Business Needs Through Public Education

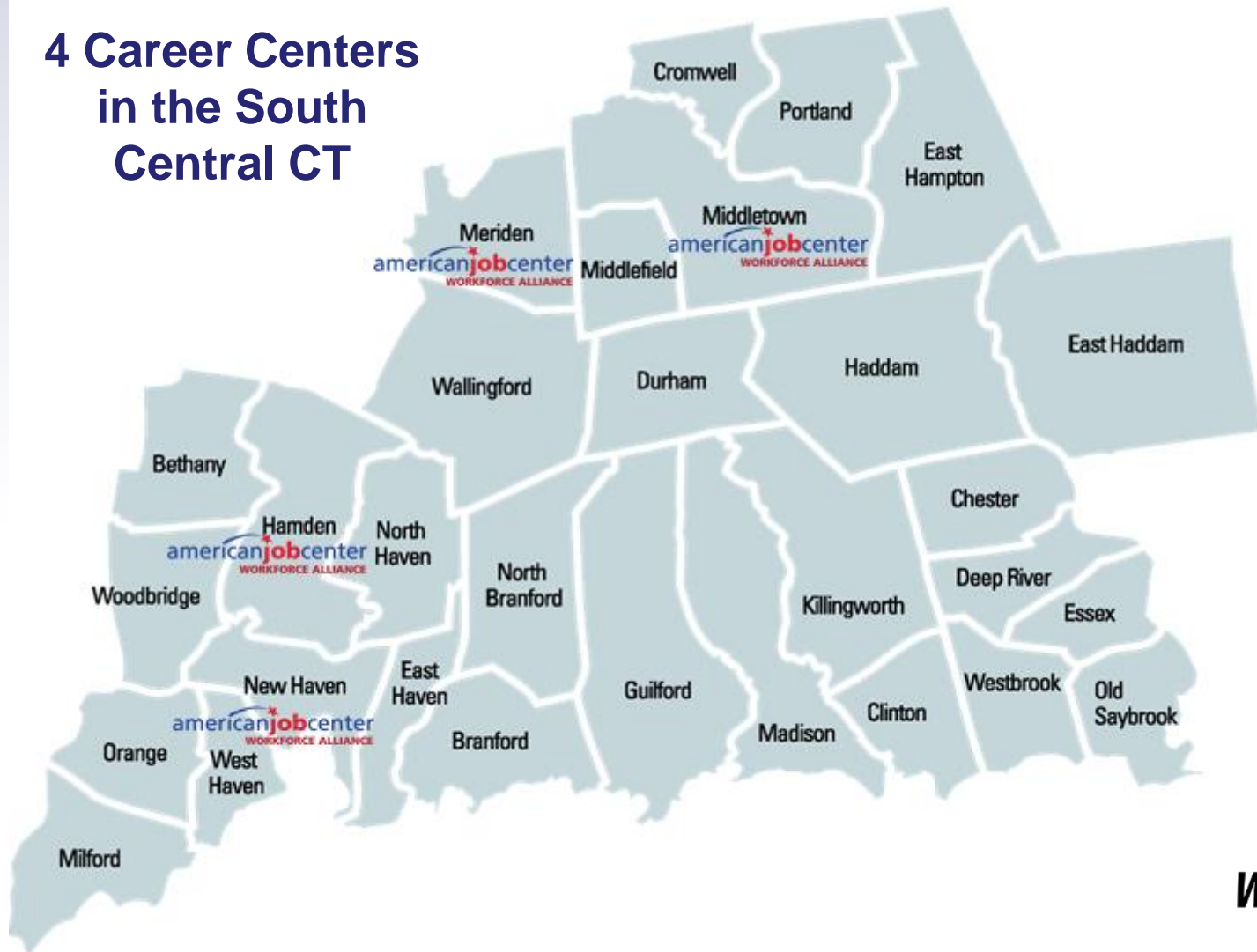


Workforce Alliance

Workforce Alliance is responsible for the design, oversight and accountability of workforce development policies and services in South Central Connecticut. We fund employment and training initiatives that prepare individuals for jobs and assist employers with training needs and employee transition.



4 Career Centers in the South Central CT





Job Seeker Services

- Career Counseling
- Computer Lab and Related Resources
- Employment Related Workshops
- Skill Training
- On-The-Job Training
- Supportive Services
- Work Experience Programs
- Job Placement
- Hiring Events



Business Services



- Recruitment
- Job Referrals
- Hiring Events
- On-The-Job Training
- Customized Training
- Incumbent Worker Training



Occupations in Demand May 2024

14,156 Job Ads in So. Central CT*

Top 5 ads by Industry

Health Care - 3,054
Retail Trade - 1,617
Manufacturing - 1,001
Educational Services - 918
Accommodation &
Food Service - 788

Top 5 ads by Location

New Haven - 3,669
Middletown - 1,390
Wallingford - 1,228
Milford - 1,177
Meriden - 869

* Source: CT Department of Labor



Occupations in Demand May 2024

14,156 Job Ads in So. Central CT*

Top 5 ads by Employer

Yale New Haven Health - 622
Yale University - 467
Hartford HealthCare - 210
Marrakech - 197
Elevance - 187

Top 5 ads by Occupation

Registered Nurse - 915
Retail Salesperson - 611
Home Health Aides - 464
Supers of Retail Workers - 336
Customer Service Reps - 220



Basic Skills Deficiencies*

Fiscal Year	Sample Size	Dislocated Workers	Adults	Jobs First Employment Services
FY 2005-2007	4,382	62.0%	71.9%	89.1%
FY 2008/2009	1,571	68.6%	81.2%	76.8%
FY 2009/2010	1,437	68.7%	78.9%	86.1%
FY 2010/2011	1,972	63.1%	87.0%	82.6%
FY 2012/2013	1,275	44.0%	65.0%	80.8%
FY 2013/2014	1,392	49.0%	67.0%	84.3%
FY 2016/2017	1,480	65.4%	79.2%	93.5%
FY 2017/2018	832	62.2%	69.4%	89.0%
FY 2018/2019	1,055	78.2%	80.5%	93.7%
FY 2019/2020	690	74.7%	75.7%	79.0%
FY 2021/2022	383	66.7%	82.9%	91.3%
FY 2022/2023	369	75.0%	83.8%	94.0%
FY 2023/2024	322	62.5%	84.4%	93.4%
Total Sample	17,120	19 YR Avg = 61.9%	19 YR Avg = 76.1%	19 YR Avg = 85.6%

* Below 9th grade levels in reading, math or both



How Access to Transportation Affects Employment*

84% of American Job Center registrants identify transportation as a barrier to work



10%

Unemployment Rate



35%

Unemployment Rate

*Council of Governments, Workforce Alliance & NAACP Transportation Study



Collaboration With Partners

- Agreements with regional Chambers to help promote our services with local businesses
- Work with area school systems to provide job readiness and work experience for CTs future workforce
- Contract with Higer Ed Institutions to develop and provide certificate training programs in a variety of occupations
- Work with Industry Associations to develop programing and curriculum and to provide oversight and guidance
- Work with Community Organizations to assist with recruitment and the provision of support services



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Workforce
Alliance



Connecticut Business and Industry Association

- CBIA is the state's leading voice for business
- Represent the interests of thousands of businesses across the state
- 95% of CBIA member companies have 100 or fewer employees
- Chris DiPentima, President & CEO

Represented industries include:

- Manufacturing
- Service
- Construction
- Finance
- Insurance
- Real Estate

Ashley Zane

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2023
AMERICA'S TOP STATES FOR BUSINESS

CONNECTICUT



RANK	CATEGORY	GRADE
10	Life, Health & Inclusion	B
13	Technology & Innovation	B+
13	Education	B+
16	Business Friendliness	B-
21	Workforce	C+

RANK	CATEGORY	GRADE
27	Access to Capital	C-
33	Infrastructure	C-
34	Cost of Living	D+
42	Economy	D
43	Cost of Doing Business	D



By the Numbers: Tracking Connecticut's Economy

Follow Connecticut's progress as we work together to improve our business climate, create jobs, and drive economic growth.

12-MONTH
Job Growth
+1.3%
U.S. Rank #35

APRIL 2024
COVID Recovery
102%
U.S. 127%

APRIL 2024
Unemployment
4.4%
U.S. Rank #43

MARCH 2024
Job Openings
90,000
Monthly Change 3.4%

APRIL 2024
Labor Force
1,911,100
Yearly Change 1.2%

APRIL 2024
Labor Participation
64.6%
U.S. Rank #18

2023
Cost of Living
112.8
U.S. Rank #39

2023
GDP
+2.1%
U.S. Rank #31

2023
Personal Income
+5.2%
U.S. Rank #19



Added New Jobs:

1. Health Services
2. Government
3. Financial
4. Manufacturing
5. Construction

Lost Jobs:

1. Leisure and Hospitality
2. Professional Services

- Healthcare funding- COVID19 pandemic relief dollars, bioscience/tech funding
- Regional Sector Partnerships created by OWS
- Federal infrastructure funding
- State priorities including housing and brownfield redevelopment
- Automation and AI
- Inflation



- **Workforce needs**
 - Efforts being done to improve and create stackable credentials
 - Student loan tax credit
 - Creating workforce housing
 - Work from home
- **Increased Regulations**
 - Permitting processes- local zoning and state agencies
 - Labor mandates
- **Increased Costs**
 - Indexed minimum wage
 - High tax state- 5th Highest Tax Burden
 - Energy costs

Connecticut's general reputation remains a concern



- Top 10 state for educational attainment and our K-12 system
 - Productive partnerships between businesses and universities
- Positive net migration into the state- 57,000 residents due to migration from other states.
- Top 10 in R&D activities according to the U.S. Bureau of Economic Analysis report
 - R&D-related employment grew 24% in 2021 to 39,800.
- Quality of Life- Recruitment and Retention Tool
- Investment in Resiliency and Infrastructure
- Opportunities for individuals that have been historically overlooked



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