



Our Agenda

- 1) Labor Market's Role in Today's Economic Environment
 - 1) How macro data can guide hospitality
- 2) Talent Strategies "B"
- 3) Coastal's Rapid Growth in Apprenticeship
 - What is an apprenticeship and how is it different from other WBL programs
- 4) Growing Talent
 - 1) Building a brand that draws Top Talent

WORKERS WANTED EVERYWHERE



Employment

Add Topic +

JOLTS job openings data fell to a 21month low in February, a sign labor market is cooling



Paul Davidson USA TODAY

Published 10:30 a.m. ET April 4, 2023 Updated 9:02 a.m. ET April 6, 2023

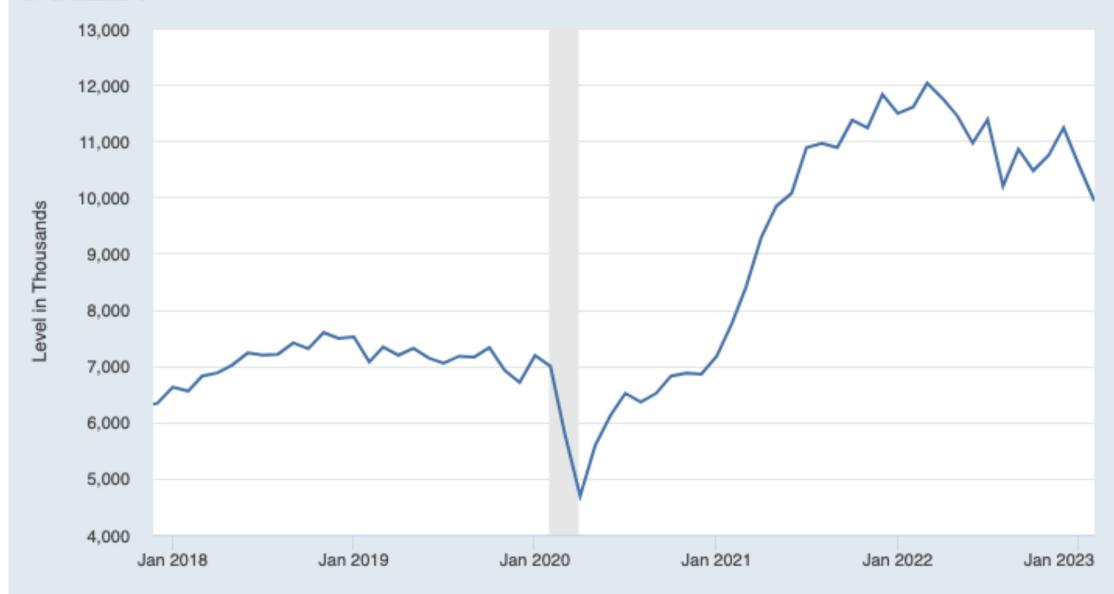






1.7 Available jobs for each unemployed person down from 1.9 in January.





Source: U.S. Bureau of Labor Statistics

It feels like a different WWE



Leisure and Hospitality

Job Openings			Hires			Total Separations		
Feb 2022	Jan 2023	Feb 2023	Feb 2022	Jan 2023	Feb 2023	Feb 2022	Jan 2023	Feb 2023
1,743	1,588	1,501	1,187	1,182	1,180	1,108	1,061	1,107
*All #'s in Thousands								

	2022 Hires	2022 Separations
Arts, Entertainment, and Recreation	2,570	2,465
Accommodation and Food Service	22,427	21,404

^{*} BLS considers "Leisure and Hospitality" and combination of Arts, Entertainment and Recreation, and Accommodation and Food Services

Trade, Transportation, and Utilities (A Sector to Target)

JOB OPENINGS			HIRES			TOTAL SEPARATIONS			
	Feb 2022	Jan 2023	Feb 2023	Feb 2022	Jan 2023	Feb 2023	Feb 2022	Jan 2023	Feb 2023
	1,903	1,837	1,627	1,407	1,335	1,266	1,275	1,300	1,254

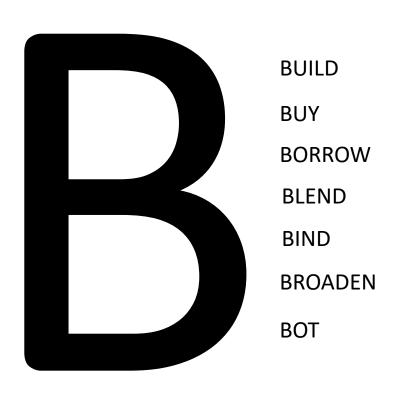
*All #'s in Thousands

Workers Need Jobs!



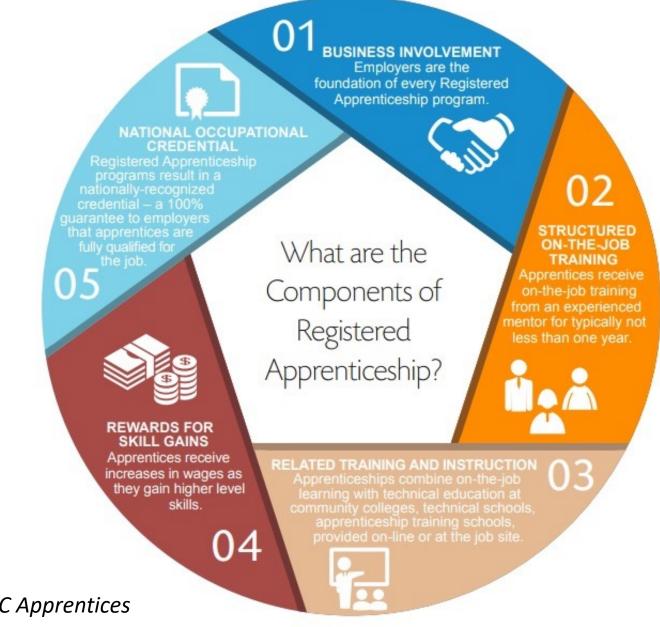
Jobs Need Workers!

How to Survive: Implement "B" Strategies



Building a Solution

Apprenticeship – The Cadillac of Workforce Development



Coastal Alabama has 38% of that States CC Apprentices

Who's Wearing What Hat?

Employer



Sponsor



RTI Provider





POLITICS BUSINESS V FAITH AND CULTURE ABOUT



BUSINESS NEWS SPONSORED

AM/NS Calvert recognized for its workforce training and apprenticeship program

By Dylan Smith February 28, 2022

BUSINESS CHAMBER COASTAL ALABAMA

YOUR BUSINESS BUSINESS DIRECTORY

Coastal AL's Nursing Apprenticeship Model Awarded Governor's Work-Based Learning Seal of Excellence





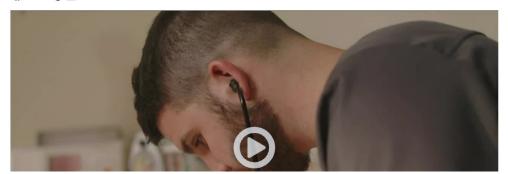
Constant Stay connected to customers and prospects with email and more



Coastal Alabama Community College apprenticeships

Updated: Apr. 4, 2023 at 4:25 AM CDT

() Z Y () II





What We've Learned

Apprenticeship are a lot of work

Apprenticeship works

It takes a round or two to get the flywheel turning!

Occupations need to require a postsecondary credential or degree

Short Term Training = Short Term Tenure

Apprenticeship requires significant investment (from all 3 parties)

How to Survive: Implement a "B" Culture

What Typical Talent is Looking For?

The Basics

Fair Wage Training Respect Safety

Culture

Positive
Healthy
Welcoming
Vibrant

Brand/Reputation

An organization that makes a positive impact.

How to Survive: Implement a "B" Culture

What is TOP TALENT Looking For?

Better Boss

Brighter Future

Bigger Vision

Leadership

Present
Demonstrate Care
Stay Engaged
Lead Well

Personal Growth

Champion Growth
Provide Challenge
Promote Opportunity

Mission, Values, and Impact on Society

Ensure Alignment Foster Connection Celebrate Impact

How to Survive: Prioritize Talent Acquisition and Retention Now.

Could you run a business with no accounting function?

Human Resources

Responsible for managing the workforce and all employee-related matters

Talent Acquisition

Responsible for finding and hiring the best talent for the company!

Stay in Touch!

