

Why Workforce

By: Cindy Anderson, P.E. - Executive Director TEAM Santa Rosa

Let's talk about job creation. Last month, I reemphasized how TEAM Santa Rosa works with companies around the nation to bring well paying sustainable jobs to our area. TEAM's most important role is job creation. For us to be successful in this effort, we work closely with existing industry, local workforce boards, and both secondary and post secondary educational institutions to maximize any and all opportunities for collaborations that create the skilled workforce companies desire. When we examine job creation, we have to carefully consider the existing labor force. In order for an industry to expand or locate to Santa Rosa County, one of the most significant factors in their decision making is workforce. They are faced with many questions like, does the area have the skilled workforce their company requires? If not, is there training available to their employees? Can they qualify for workforce incentives for training that will entice them to grow here or move here?

So, where are the answers to these and many similar questions asked by growing industries? The answers are within community partnerships. TEAM is working with Workforce Escarosa, the Pensacola Chamber, the University of West Florida, Pensacola Junior College and school districts of Santa Rosa and Escambia Counties to prepare our workforce to compete for the high-skill, high-wage jobs we seek everyday to create for our citizens.

Did you know that Santa Rosa and Escambia Counties comprise a Community Leadership Level partnership as designated by the Ford Motor Company Fund? We are one of only a small handful of other communities in the nation that can tout this acclaim. Our local schools combined offer more than 70 career academies aimed at preparing youth to either enter the workforce or pursue post secondary education upon graduating high school. In this partnership, we work closely with local industry to help bridge gaps in workforce training and education so that our youth can not only fill the needs of industry, but also become prepared for their chosen careers.

We know that Santa Rosa County is a wonderful place to live and raise a family. We know that industry has every reason to locate here because we have business-friendly government, industrial space and economic development mechanisms in place that make the experience seamless. But, if we don't have the workforce to support their needs, the deal can't happen.

TEAM is working to create synergies between business and education. As community partners we are synthesizing business and education to create the best place in the nation to live and work.