

Business Connection



www.pleasanton.org

Catalyst • Convener • Champion

September 2023

Workforce Development and CTE

Over the last two years, the Chamber has heard from many businesses about how hard it is to find employees. Employers describe having very few applicants, and among those they receive not enough qualified applicants. These are jobs that run the gamut from entry level to management and cross all industries, working for companies in all stages from start-up to the most established.

For the most part, employers recruit employees as they always have. They upload the job offer to

the internet and wait for job seekers to respond. While this can work, 2023 has seen unemployment drop to levels not seen in over 50 years.



James Cooper
President/CEO
Pleasanton Chamber

This means there are far fewer job seekers and not enough good candidates, leading many businesses to struggle to find employees. And while a company cannot control broad employment levels, one thing they can do to help overcome a lack of candidates is local workforce development.

The Pleasanton Chamber and the Pleasanton Unified School District (PUSD) are partnering to start a

Career and Technical Education (CTE) program that seeks to bring local businesses and local students together. This effort will familiarize the older student participants with local businesses – what they do, how they do it, and, most importantly, what skills are needed to become part of it – while giving businesses a chance to impart specific skills and education that will better help students prepare for their career.

When a company participates in CTE, they develop a local talent pipeline that enhances the community's perception as a socially responsible, locally engaged and innovative employer. They tap into a younger demographic that can

inspire innovation from the program participants' ideas and energy. And the organization also creates new awareness of their organization, both as a possible employer and a business to do transactions with. These are just some of the reasons to consider being part of the program.

The Chamber will soon send out a CTE program survey. If you are interested in investing some time and energy into growing your community's future workforce, please complete the survey and let us know how. One thing we know for sure is that this program will have a positive, and even profound, effect on those who sign up. We hope you will be part of it!