

# The Situation

South Dakota faces a critical shortage of many skilled occupations in the healthcare, technical, construction, transportation, computer technology, agriculture, and manufacturing sectors.

The shortage exists due to these factors:

- Lack of hands-on career-oriented courses at the high school level to expose students to these occupations.
- The growth of industry and business in South Dakota.
- The exit of the Baby Boomers from the full-time workforce.
- The erroneous negative perception of certain careers.
- The increasing technical sophistication of many job sectors.

Lake Area Tech offers the technical programs which produce the skilled graduates the workforce needs. Lake Area Tech, future employers, and state government MUST partner together to motivate individuals to gain these skills.



# The Solution

What employers can do to be PROACTIVE in creating/finding skilled employees:



**1. Learn Where You Earn.** Promote career opportunities within your company, encouraging current employees to up-skill through Lake Area Tech's on-line hybrid options, wherever possible, to gain the skill sets your company needs.

**2. Build Dakota/Stretch the Million/Workforce Scholarships.** Offer scholarships to current and future employees to attend programs at Lake Area Tech. Link scholarship acceptance to working for your company during summers, internships, and upon completion of their degree.

**3. It's Not Just the Job!** Millennial's want to live and work close to home. Promote your employment opportunities in your region, developing relationships with high school students, parents, and educators. Include your community assets in your marketing. Your business social environment as well as the larger communities amenities are key to employment choices. Provide a pathway for growth- it shows you care and are invested in your employees.

**4. Develop relationships with current Lake Area Tech students:**

- Speak to classes about your business practices.
- Participate in Lake Area Tech job/career fairs.
- Hire Lake Area Tech students for part-time/summer employment or an internship.
- Scholarship a student in exchange for employment after graduation.
- BRAND your company through equipment donations.
- Actively serve on Lake Area Tech Advisory Boards
- Consider joining the Business Partner Program or Build Dakota Scholarship Stretch the Million through the Lake Area Tech Foundation.
- Partner with Lake Area Tech on grant requests and implementation.

**5. Work closely with Lake Area Tech Corporate Education to develop customized training to up-skill your current employees.**

**6. Analyze how to best present your business image and the skill sets your business needs!**

**7. Offer incentives for current employees to locate individuals who are willing to pursue selected degrees.**

**8. Offer workshops/open houses for K-12 teachers so they can see the work environment and hear about the important opportunities for young people.**



**9. Consider assisting in Dual Credit opportunities to expose students to Career and Technical Education.**

**Together, Lake Area Tech and your business can grow the skilled workforce South Dakota needs!**