



January 26, 2009

M E M O R A N D U M

TO: District Board of Trustees

FROM: William D. Law, Jr., President

SUBJECT: Re-branding of Economic and Workforce Development

The Economic and Workforce Development division was created to give more visibility to Tallahassee Community College's commitment of offering workforce training and development for both current employers and potential new businesses. The division has had a most diverse set of activities that have fallen under the umbrella of economic and workforce development, including the operation of a Conferences and Events center.

Beginning in Fall, 2007, at the direction of President Law, the mission of the Economic and Workforce Development division has been sharpened to address the training needs of the area workforce. We have identified five areas of training services: Information Technology, Manufacturing, Health Careers, Business and Professional Development, and Applied Technology (Industrial and Trades). We also offer Adult Education services including Adult Basic Education, GED certificates, and English as a Second Language instruction. These programs are to prepare very underprepared students to enter programs that will lead them to jobs and careers.

Increasingly our focus as a division has been on delivering workforce training with the economic development activities being accomplished by others within the college.

To better communicate to our community our mission, it is proposed that the Economic and Workforce Development division be re-branded as the Center for Workforce Development. As we grow our offerings we will work to become the community's source for quick job training for both prospective and current employees and business. Branding our division as the Center for Workforce Development will allow us market our services more effectively to our community partners and continue help us stay on our mission to offer high quality, nimble, efficient training to meet our region's employers' and employees' needs.

STAFF RESOURCE: JOHN CHAPIN

RECOMMENDED ACTION:
Approve request as presented