

LAUNCHING CAREERS THROUGH LEADERSHIP



**THE FUTURE SUCCESS OF OUR ECONOMY
RESTS IN THE HANDS OF TODAY'S STUDENTS**

IGNITE

INSPIRE

LAUNCH



BUILDING A SOLID FOUNDATION FOR THE FUTURE SUCCESS OF OUR ECONOMY

Since 2011 the Bowling Green Area Chamber Foundation has been creating meaningful connections to the world of work to position all students in our community to lead their own future career path.

As the fastest growing city in the state, a qualified pipeline of talent is the key to sustaining the success of Bowling Green and Warren County.

The powerful partnership between our two school districts and our business partners provide students the opportunity to leverage career options important to our high demand sectors and to the continued growth and success of our community.

In 2011 (BGACF) led a capital campaign that raised \$1.4 million in private funding to make our community the first in the nation to put Franklin-Covey's principles of *7 Habits of Highly Effective People* in all public schools in both school districts K through 12. This is customized as a model of leadership that empowers students with the skills they need to thrive in the 21st century. Since its implementation it has been a point of differentiation that sets the foundation to increase the quality of the workforce and to grow our community's future.

Building on this momentum, the BGACF has supported its chamber by developing a collaborative community approach named *South Central Kentucky Learning About Unique and New Careers Here (SCK LAUNCH)*. This is an overarching talent development strategy that begins at the earliest opportunity in kindergarten and carries to graduation. It prepares students by providing opportunities to explore and identify their interests and integrate those with relevant work and real-world experiences. Ultimately, *SCK LAUNCH* empowers all students to leverage their options upon graduation.

 **EVERY STUDENT
WILL GRADUATE WITH
CAREER-RELATED
EXPERIENCE**




IGNITE

The Chamber serves as the support structure for *SCK LAUNCH* which is a partnership between the BGACF, Bowling Green Independent School District, Warren County Public Schools, Warren County Area Technology Center and local business partners. Our support drives toward a common agenda, shared measurement, continuous communication and mutually reinforcing activities. **The Collective Impact** approach inspires the powerful education and business partnership necessary to create the talent pipeline for high-demand sectors to grow our economy.



THE COMMUNITY'S COLLECTIVE IMPACT

THE COMMUNITY'S COLLECTIVE IMPACT EFFORTS INSPIRE A POWERFUL EDUCATION AND BUSINESS PARTNERSHIP



BOWLING GREEN AREA
CHAMBER OF COMMERCE
+
BOWLING GREEN INDEPENDENT SCHOOLS + WARREN COUNTY PUBLIC SCHOOLS + LOCAL BUSINESS PARTNERS

INSPIRE

THE COMMUNITY'S OPPORTUNITY TO GROW

Building a better-equipped workforce is essential to fulfilling the economic needs of our community and to stimulate economic development. In 2013, a study revealed the following labor force statistics which pose specific challenges for our partners and member businesses.

- **The demand for qualified workforce will more than triple in the next 10 years**
- **88% of employers in our region report limited access to skilled workers as being a barrier to expansion**
- **74% of area employers are concerned about maintaining a skilled and motivated workforce.**

Currently there are 6,000 open positions in Southern Central Kentucky and this number continues to grow with the aging and retirement of our baby-boomer population.

SOUTH CENTRAL KENTUCKY OPEN JOBS REPORT

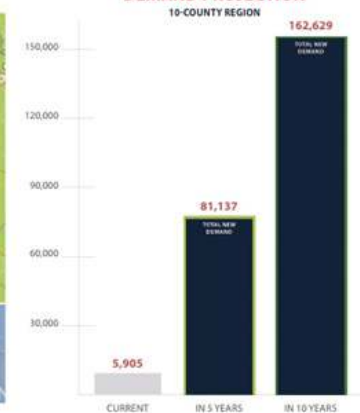
Source: BLS/ECI Data as of 2013Q4 unless noted otherwise. **Exported on:** Thursday, April 18, 2013

10-COUNTY REGION

CURRENTLY 5,905 OPENINGS



OPEN POSITIONS DEMAND PROJECTION



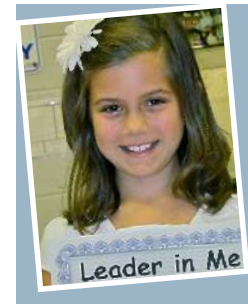
LAUNCH

THE COMMUNITY'S FUTURE EXPERIENCE

In addition to the numbers and facts, the BGACF is committed to ensuring a talent pipeline for continued growth of community success and sustainable economic impact.

SCK LAUNCH supports school efforts to provide work-based learning opportunities that engage student career aspirations, and teaches leadership skills through the *7 Habits of Highly Effective People*. This begins in Kindergarten and continues to develop through middle and high school. This creates a human capital advantage.

Gallup's research indicates that a student who has a meaningful work-related experience before graduation is more likely to persist in the real-world. The goal of SCK LAUNCH is that 100% of students will graduate with career-related experience which will be directly applied to the local workforce opportunities, thus perpetually filling our funnel for qualified and available applicants.





HOW YOU CAN HELP

In order to realize the full potential of the *SCK LAUNCH* initiative, we are seeking \$2.5 million of philanthropic support from our community.

This initiative will include:

- **Training to enhance and empower leadership and to create relevant connections for students**
- **The establishment of career focused models within our high schools to provide access to relevant materials and equipment which mirror the modern workplace**
- **Events and activities which connect students directly to our high demand sector businesses to launch their future careers**
- **Marketing efforts which will create awareness of these opportunities for students, their families and the community at-large**



SCK Launch **ignites** our community to **inspire** its students to **launch** their careers.



SCK LAUNCH

OVERVIEW

13 LIGHTHOUSE
SCHOOLS

651 STUDENTS HAVE
ATTENDED CAREER
SHADOWING

7,192

TOTAL IMPACT FOR SCK LAUNCH EXPERIENCE

221 EDUCATORS HAVE BEEN INVOLVED IN CAREER
EXTERNSHIPS OR CAREER SHADOWING