

Southern Arizona

SMALL BUSINESS

Workforce Retention

Digital Toolkit

How might we provide resources for the workforce ecosystem to empower small business to implement “cost effective” retention strategies to address today's workforce challenges *and* those of the future?

OUR WHY

The Prosperity of Southern Arizona depends on the stability and vitality of all area businesses big and small. Expanding and strengthening economic activity throughout the region helps ensure healthier community

-Southeastern Arizona Economic Development Group

THE CHALLENGE

A shrinking workforce that is increasingly seeking job quality

Small business are without the capacity to easily implement strategies to increase job quality to ultimately drive retention, productivity and profits

OUR RECOMMENDATIONS

Design and produce a free access Retention Digital Toolkit to be hosted on websites of Workforce Development Partners, including Chambers of Commerce and other Small Business and Community Groups. The toolkit can be customized for each local community.

Build curriculum and deliver training on the toolkit and related practices to be delivered to small business leaders across the region.

CATALYTIC ACTIONS

90 days or less:

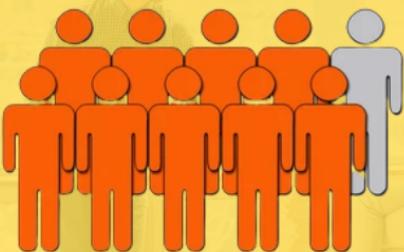
1. Obtain letters of commitment from local workforce development partners.
2. Consolidate current research.
3. Launch the creation of the digital toolkit through an internship or capstone project

90 days or more:

1. Digital tool kit launch- September 2024.
2. Sierra Vista IDA will oversee ongoing creation of tool kit and distribution.

90% or more survey respondents believe it is important that their workplace:

- Has a culture that reflects the current mission
- Lets them know they make a difference in achieving goals
- Provides a supportive environment for it's employees
- Fosters diversity and inclusion
- Is motivating
- Recognizes their work performance
- Has a strong training program





Southern Arizona Small Business Workforce Retention Digital Toolkit LETTER OF COMMITMENT

I am writing this letter to express our organization's commitment to support workforce development throughout Southern Arizona by hosting and distributing a workforce retention digital toolkit. We believe that supporting this initiative will contribute significantly to the growth and sustainability of our community.

Workforce development is a critical component of economic progress, and we recognize the importance of providing individuals with the necessary skills and resources to thrive in today's ever-changing job market. By hosting and distributing this digital toolkit, we aim to offer accessible and relevant training materials that can empower individual small business owners to enhance their skills and stay competitive in their respective fields.

Furthermore, we are committed to maintaining and updating this toolkit to support the needs of local entrepreneurs. By doing so we aim to empower the workforce ecosystem and support leadership development, employee management, planning, financial management, marketing strategies, and technology integration. Our goal is to foster the success of small businesses, stimulate economic growth, and create a resilient and thriving local business community.

To fulfill these commitments, our organization will allocate resources, upkeep of the digital toolkit, staff expertise, and logistical assistance. We are eager to collaborate with SAWLA and other stakeholders to ensure the success of these initiatives. We believe that by working together, we can make a positive impact on the lives of individuals seeking to enhance their skills and on the small businesses striving to succeed.

Thank you for considering our commitment to these important initiatives. We are excited about the potential positive outcomes for our community, and we are eager to embark on this collaborative journey with SAWLA.

Sincerely