

# **Reforming Workforce to Invite new Industry into Rural Areas**

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Arkansas District 45



# Are you an Athenian?



# Aaron Pilkington

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- 5<sup>th</sup> Generation Arkansas, 3<sup>rd</sup> Generation Healthcare Administrator
- 4<sup>th</sup> Term Member of the House of Rep. Sits on Public Health, Aging Children and Youth, & Joint Energy, - Not Econ Dev Committee
- Vice President of Strategic Comms for ARcare
- Delta Regional Leadership Institute Graduate

# Understanding Clarksville & Arkansas



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## Our Rocky Soil

- Workforce Under-educated
- Infrastructure Issue
- Over regulated
- Cheap Land
- Cheap Power
- Disconnected Social Services



# **NO ONE IS COMING TO SAVE YOU**

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Take the risk

## Key Strategies for Workforce Reform

### 1. Invest in Education and Vocational Training:

1. Strengthen partnerships between local schools, community colleges, and industries.-CATS!
2. Increase focus on STEM (Science, Technology, Engineering, Math) education in rural schools.
3. Offer incentives for companies to provide on-the-job training.- Build our own workforce

### 2. Develop Sector-Specific Training Programs:

1. Focus on growing industries like renewable energy- First Solar City, Emerging Industry- DATA Centers, and Quality of Life industry- Healthcare
2. Collaborate with industry leaders to design curriculum and apprenticeships.

### 3. Improve Digital and Physical Infrastructure:

1. Expand broadband access in rural areas.
2. Rebuilding and improving Areas that could become community hubs





# Fertilize the Soil via De- regulation

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# De-Regulate Workforce along with Facilities

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“A Bathroom that changed Arkansas”

“Fist Fights of Shampoo”

“No one Ods on Birth Control”





# Let's talk about Pain



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Survey existing and new businesses to find the biggest pain points that effected their ability to do business

- Airport
- Quality 3<sup>rd</sup> Party services
- Workforce availability

Survey New citizens on why they choose AR/ Clarksville but more importantly why they left

- Cost of Living
- Lack of Childcare
- Housing
- Nature

# We have the spark! But now what?

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How do we grow on recent successes?

- Create Community that is inviting
- Work with local partners to incentive purchasing homes closer to town
- Entertainment Districts

Market your Community towards other and your community

- Create a sense of change!
- Praise Constantly
- Find Local Leaders to Lead
- Send your people out to spread the gospel.

# Are you an Athenian?



# Thank you

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