

# LIFTING THE FUTURE

## A Roadmap to Building Tomorrow's Workforce

#1

### IDENTIFY

#### Local Community Partners

- Research reputable community colleges offering technical or workforce development programs.
- Reach out to the workforce development office or relevant department.

#2

### ASSESS

#### Local Workforce Needs

- Collaborate with the college to determine the regional demand for forklift operators and technicians.
- Share data about industry trends and job opportunities to highlight the importance of the partnership.

#3

### DEVELOP

#### Training Programs Together

- Co-create curriculum tailored to industry-specific needs.
- Include hands-on experience opportunities at dealership facilities when able.

#4

### LEVERAGE

#### Industry Credentials

- Incorporate nationally or industry-recognized credentials.
- Ensure the program aligns with workforce standards to add credibility and value for students (pathways).

#5

### PROMOTE

#### Partnership to the Community

- Use joint marketing efforts to attract students (e.g., college catalog, job fairs, community events).
- Highlight success stories, such as graduates securing employment or promotions.

#6

### KAIZEN

#### Continuous Improvement

- Regularly review program outcomes (e.g., number of graduates, job placement rates).
- Use feedback from students, instructors, and dealership staff to improve the program and grow.



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