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### **Lancaster County SC Council & 10-x Group Announce Workforce Analysis Results**

**(Lancaster SC, April 6, 2011)** Representatives from 10-x Group, a marketing, research and public relations firm, specializing in economic and workforce development, announced the results of a study commissioned by Lancaster County SC Council today. The public meeting, which was held at the University of SC at Lancaster, was facilitated by Clemson University Research & Marketing Professor Dr. Charles Duke whom was also a researcher involved in the Study.

Based primarily on qualitative research, the Study, issued in two phases, polled first people from industry and government then jobseekers. The methodology for both phases included focus groups, one-on-one interviews and an online survey for jobseekers. Research was conducted mid-December 2010-March 31, 2011. Dr. Duke reviewed the results and encouraged community leaders to discuss solutions to the challenges as well as a plan of action. Highlights of the Study also pointed to strengths and opportunities for workforce development in the County:

- Strong work ethic, high worker productivity and willingness to work;
  - Pro-business climate: aggressive economic development initiatives;
  - Increase collaboration among public/private organizations;
  - Customize training based on target industries (food processing, manufacturing, headquarters-and segments identified within these industries);
  - Skilled workforce exists for manufacturing, yet more skills needed for higher tech positions;
  - Make basic computer courses available for little or no cost for transitioning workers and the unemployed;
  - Workforce agencies and their resources should be better promoted;
  - There should be more efficient and successful job placement via government agencies;
  - Form an advocacy group to address these results and related, ongoing workforce issues.
- Complete study can be found at: [www.10-xgroup.com/lancasterscworkforce](http://www.10-xgroup.com/lancasterscworkforce)

“This process and resulting research was an audit of Lancaster County’s industry workforce needs, its available workforce-both skilled and unskilled and the organizations (and their systems and resources) responsible for providing skilled employees to fill available jobs,” said Lancaster County Council Chairwoman Kathy Sistare. “It sheds light on gaps as well as areas where the County is doing well in development and workforce training to help us begin the steps for strengthening the workforce.

According to 10-x Group, the results should be examined in context with the economic health of the area. Factors such as unemployment, the transitioning economy and educational attainment need to be constantly assessed by both public and private organizations to ensure the pulse is constantly taken on these highly complex issues and that workforce readiness is in step with economic development efforts to ensure a high quality of life for the area, ensuring its continued growth.

*10-x Group is a Greenville, SC-based eight-year-old, woman-owned full-service marketing/public relations company. The company specializes in successful strategies and tactics in these areas: PR, integrated marketing, industry consulting/analysis, event management, creative, social media and media planning/buying. The group's focus is business-to-business, with emphasis on workforce/economic development, training/human resources and health care segments.*

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