



Connecting the Community with Global Cleveland

External & Stakeholder Relations & Advocacy
Committee

December 3, 2024

*Connecting
the
Community*

TALENT SHORTAGES & SOLUTIONS

WHERE
ARE THE
WORKERS?

~~WHERE~~
ARE THE
WORKERS?

Greater Cleveland Regional Transit Authority

*Connecting
the
Community*

COLLABORATIVE FRAMEWORK

Objective: To attract a diverse range of candidates from the immigrant and newcomer population. Establish a sustainable long-term partnership aimed at identifying, addressing, and optimizing workforce challenges and opportunities.

Scope: The partnership will involve collaboration between key stakeholders, including employers, educational institutions, government agencies, and community organizations, to create a dynamic and responsive approach to workforce needs.

DEIB: GCRTA and Global Cleveland are both dedicated to fostering inclusivity, equity, and accessibility within the community, making this partnership a perfect fit for collaboration.



Greater Cleveland Regional Transit Authority

*Connecting
the
Community*

PROGRAM & DESIGN

Define Program Roles

- **Human Resources Division**
- **Employer Workshops**
- **Department Referrals**

Establish Benchmarks

- **Job Readiness & Participation**
- **Fare Program Enrollment**
- **Global Cleveland Event Engagement**
- **Feedback via Surveys**

Evaluate & Formalize Best Practices

- **Improve Job Readiness**
- **Improve Access to Jobs, Education, and Healthcare**
- **Increase Public Transit Awareness**

*Connecting
the
Community*

EMPLOYER BENEFITS

Access to Immigrant Population	Hiring and Integration	Workplace Diversity and Inclusion	Corporate Social Responsibility	Networking and Partnerships	Economic Growth and Innovation
<ul style="list-style-type: none"> • Access skilled professionals from diverse backgrounds to address hiring shortages. 	<ul style="list-style-type: none"> • Recruiting international talent via job fairs, networking events, and educational partnerships. 	<ul style="list-style-type: none"> • Enhance diversity and inclusion by integrating international perspectives in ERGs. 	<ul style="list-style-type: none"> • Strengthen community ties and GCRTA employer brand. 	<ul style="list-style-type: none"> • Participate in networking events, connect with other businesses, community leaders, and international professionals. 	<ul style="list-style-type: none"> • Leverage international knowledge and connections to drive business growth.



ANNUAL INVESTMENT \$4,500

Job Marketing

- Newcomer Ceremonial Services
- Global Rising “Peer Matching” Program
- Access to STEM Students
- Global Cleveland’s Social Media Network (65,000+ reach)

Workplace Advancement

- Consultation with HR/C-Suite Executives
- DEI Educational Sessions
- Visa Hiring Practices
- Access to Bi-Annual Data Reports



Greater Cleveland Regional Transit Authority

*Connecting
the
Community*

PARTICIPATING EMPLOYERS



Where you turn.



Greater Cleveland Regional Transit Authority

Connecting
the
Community

PARTICIPATING EMPLOYERS | RESOURCE AGENCIES



Greater Cleveland Regional Transit Authority

*Connecting
the
Community*

QUESTIONS & THANK YOU



Greater Cleveland Regional Transit Authority

*Connecting
the
Community*