**CEO Forum**

**Friday, June 26, 2009 P.M.**

Attendees:

Les Simpson, Amarillo Globe News Linda Pitner, AISD Board

Paul Matney, Amarillo College Sandy Skelton, TPMHMR

Jim Allison, Amarillo Area Foundation John Teague, Amarillo Chamber

Pat Richmond, Glazier’s Wholesale Ben Bruckner, Bruckner’s Trucking

Gary Moore, Plains Transportation Buzz David, Amarillo EDC

Neal Weaver, WTAMU Gary Molberg, Amarillo Chamber of Commerce

Anette Carlisle, Panhandle 20/20 Smith Ellis, First Bank Southwest

Nathan Tatum, McCoy Myers LeAnn Estep, AISD

Damaris Schlong, AC Shawn Fouts, AC

Danita McAnally, AC Kim Davis, AC

Ron Faulkner, AC

Good to be able to hire from AC and WTAMU

Getting more applicants than ever before due to the economy

The turnover is much less in the last 6-8 months

Applicants are coming from the region—not just Potter and Randall counties

Some applicants are qualified but their social and relationship skills are lacking

Students are using social networking tools and other resources to solve problems- have a large network of people.

Lack of ability to be articulate—especially writing.

Younger generation more willing to collaborate.

Administrative skills in finance and banking are missing, income statements and balance sheets

There seems to be a lack of work ethic in the younger generation

Try to get the students through high school

More students graduating from high school than ever- 25% of kids drop out

Kids leave school for lots of different reasons

Concerns about certain ethnic groups in the community- higher drop out rates- Hispanic

Need to work with Hispanic community leaders to keep students in school—they are our future leaders

New program for students who drop out with 3 credits or less from a degree- come to AC to finish high school and also put them in a college success class—teach them about other trades in our community.

Younger people are not committed to companies long-term

Lacking work ethic—need to get the job finished, taking care of people, providing good service

8 months ago couldn’t find drivers—now the economy has forced more truck drivers into the workforce

Fuel prices have gone down which has allowed more cash flow for smaller trucking companies

4 generations in the workforce

Younger generations switch jobs every 2-4 years.

Not having problems finding qualified drivers

Tech school in Montana is a premier school- need AC to model that school

Missing soft skills- show up dressed unprofessionally, showing up late for work, not learning these skills at home- values, work ethic, etc.

Flex-schedules—younger people are interested

Some industries are customer based and cannot use flex schedules

Some companies looking at 3-12s or 4-10s and alternate work schedules

The expectations of incoming employees are unrealistic- they want money with no experience

Training and keeping programming type individuals is a challenge

3/4ths of our families are at poverty level

Have changed the way employees are paid in order to motivate them to be productive

You must give the younger employee the problem differently—now you don’t tell them how to solve the problem

The biggest problem with new employees are people skills, passing drug test, bad driving record and not knowing how to dress, math skills are weak, interviewing skills are lacking

Looking for employees who committed, have teamwork and people skills

There is a parent gap that is being dumped on the educational system

We have the highest rate of Hispanics enrolled at WTAMU than we ever have

AC- 27% Hispanic WTAMU- 23% Hispanic

Students have no patience—how do we change to accommodate them

Loyalty needs to move 2 ways to get the students to stay with us

We have to learn to adjust to the world that we have created

Creative changes in the workforce can help motivate and retain employees

The Hispanic population is growing—must address how to keep them in school

The Hispanic population may feel family is their first responsibility

If we don’t get a handle on the young people, we’ll have a harder time in the future

The community would like the school district to raise their children

Need to come together as a community to address the problem in the younger people

San Jacinto Elementary- No Excuses University

Junior Achievement- “economics of life”-