

Sector Partnerships: What, Why, How

August 19, 2015

WIOA Kickoff

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Heard this lately?

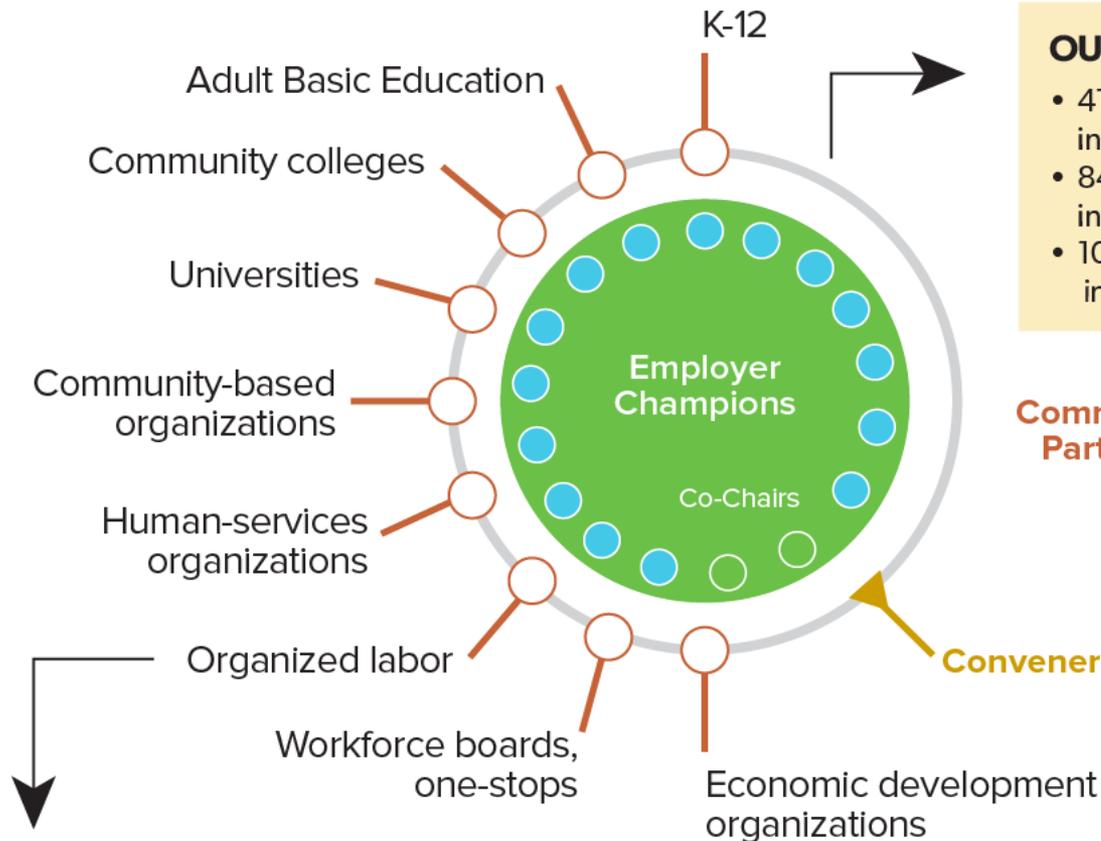
- Job-driven, Industry-driven, Demand-driven
- More, better, stronger employer partnerships
- Industry-driven courses and credentials
- Industry driven career pathways



WHAT ARE WE TALKING ABOUT?

At the regional labor market level, a **partnership** of employers within one industry sector or cluster that work closely with **government, education and training, economic development, labor and community organizations** to focus on the workforce and other competitiveness needs of their industry. These **regional partnerships** may or may not have support from the state and/or federal level.

EMPLOYER-DRIVEN, COMMUNITY-SUPPORTED SECTOR PARTNERSHIPS



OUTCOMES FOR EMPLOYERS

- 41% of employers report reductions in turnover
- 84% of employers report significant increases in productivity
- 100% of employers report participation in Partnership was valuable

OUTCOMES FOR WORKERS

- 48% worker participants exited poverty
- 18% higher earnings
- More likely to work in jobs with benefits

Today's Industry Partnerships:

- Are industry driven
- Are regional
- Are convened by a credible third party
- Act as a coordinating body across multiple education, workforce development, economic development and other programs
- Create highly customized responses to a target industry's needs, and therefore highly accurate responses
- They are about more than workforce training
- Treat employers as partners, not just customers
- Are NOT a grant program, a short term project, a passing fad; they are a long term partnership

They are different from:

- Our State Workforce Innovation Board
- A Chamber of Commerce
- An industry association
- A Community College Advisory Board
- A career pathway employer group

Industry: What's the Goal?

- ***Industry Leadership*** in developing the agenda, the priorities and the strategies for action.
- ***Industry Partnership*** demonstrated in a willingness to collaborate together (company-to-company), and with support partners.
- ***Industry Commitment*** in implementing action areas, including time, in-kind and financial commitments as required to realize goals.

WHAT CAN RESULT FROM A SECTOR PARTNERSHIP?

WORKFORCE SOLUTIONS

Education & Training

- Definition and resolution of key human capital issues
- Short term training (skills, licences, etc.)
- Consortia training
- Incumbent worker training (skills, safety, management, other)
- Long term training and education programs (including career pathways)
- Entry-level skills development
- Work Readiness programs (basic, soft)
- Work experience/internships (esp. Youth)
- Apprenticeships

Non-Training

- Work reorganization (org charts, advancement, hiring planning, etc)
- Improved HR practices
- 3rd party screening/assessment

- Hire local campaigns (industry driven)
- Resolved retention issues
- Aligning job descriptions with actual KSAs
- Career awareness campaigns (esp. Youth)

ECONOMIC DEVELOPMENT SOLUTIONS

- Company to company networking
- Shared marketing and branding of region and industry
- Supply chain mapping – local suppliers
- Shared costs related to transportation of materials and products
- High skilled worker recruitment/Spouse support programs
- Shared community improvement efforts
- Industry associations (if they don't exist)

... and more.

NORTHERN COLORADO MANUFACTURING PARTNERSHIP

More than 50 northern Colorado manufacturing companies and 20 public partners established the Manufacturing Partnership in 2013 to address common issues in the industry

Mission statement: “Partners working passionately to ensure Northern Colorado Manufacturers and our Communities thrive.”



PRIORITIES INCLUDE:

Networking and local supply chain issues

Changing the perception of the industry and encouraging youth to pursue manufacturing

Developing vocational/technical skills as a career pathway for youth and adults in transition

PHOENIX HEALTH CARE SECTOR PARTNERSHIP

Over 150 members from health care businesses along with educational institutions and community partners

Launched by City of Phoenix in 2013 with leadership from Mayor Greg Stanton; sustained convening support provided by Greater Phoenix Chamber of Commerce



AREAS OF FOCUS INCLUDE:

Growing health care workforce

Promoting wellness and quality of life

Strengthening health care innovation and care coordination

Promoting medical tourism

LANE COUNTY TECH COLLABORATIVE

PLEASE JOIN US FOR LUNCH
AS WE MEET TO SHARE OUR RESULTS

Lane County Tech Collaborative

June 17, 2015

11:30-1:30 p.m.

Downtown Athletic Club, Ballroom

999 Willamette St.

Eugene, OR 97401

Register: www.laneworkforce.org/event-registration by Friday 6/12/15

Results on the following topics will be shared:

Downtown Image & Safety • Bandwidth in Lane County •

Branding and Marketing • Air Travel • Quality of K-12 Education •

Business Driven Curriculum

SOLUTIONS. SYNERGY. IMPACT.

32 Active Company members

Early Wins: Non-stop flight
to/from San Jose + High Speed
Internet Downtown

Top Areas of Focus: Quality k-
12 curriculum + Business
Driven Post-Secondary



WHAT WORKS WELL (AND NOT SO WELL)



Clusters of companies
Employers as partners
Industry-driven
Regionally-based
Existing industry strength or emerging specialty
Industry competitiveness/growth
Opportunity-focused
Employer priorities first
Champion-driven
Coalitions of the willing
People and relationships
A disciplined, replicable process



Individual firms
Employers as customers
System- or institution-driven
Statewide top-down or too local
Wishful thinking
Workforce only
Problem-driven
Target populations first
Representation-oriented
The futile search for consensus
Organizations and jurisdictions
A mysterious, unique occurrence

What's our response?

EDUCATION, WORKFORCE & ECONOMIC DEVELOPMENT

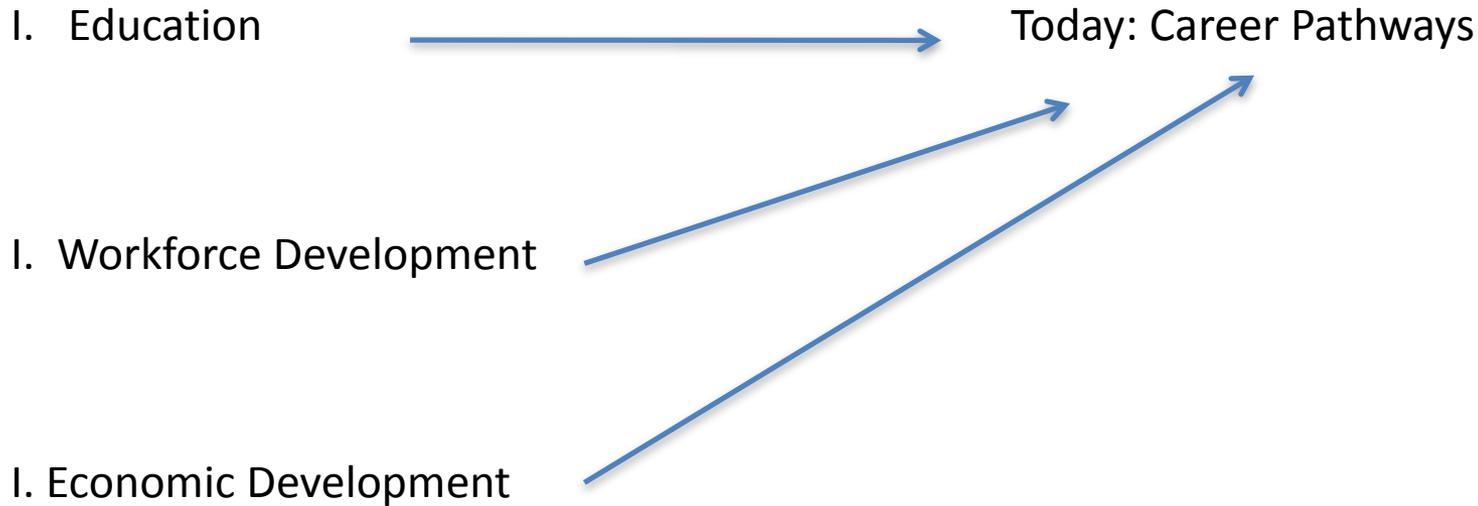
I. Education  Historically: Train & Pray

I. Workforce Development

I. Economic Development

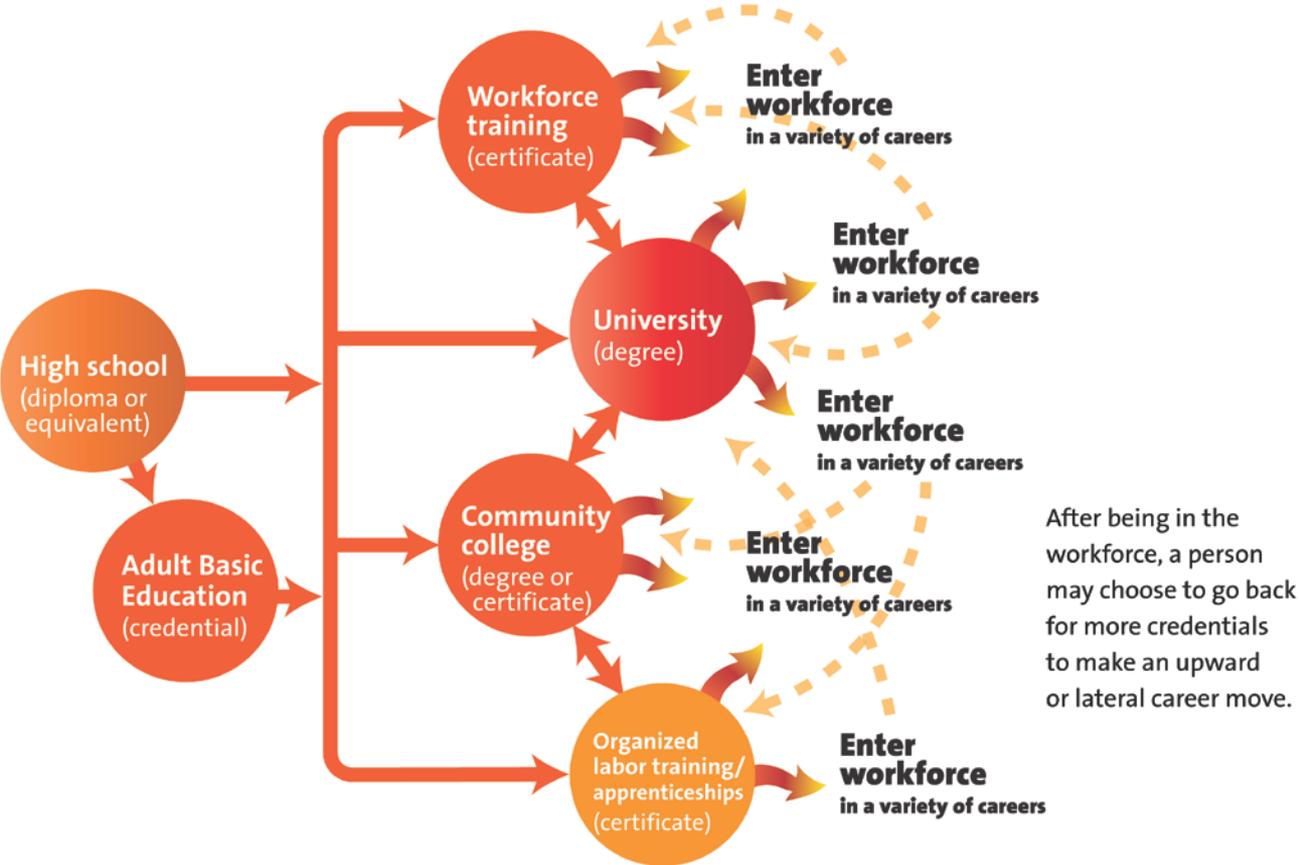
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Career Pathways

Effective career pathways rely on coordination across education and training programs in order to offer a clear sequence of industry-relevant coursework and credentials to job seekers. Today's education and training programs include online and in-person opportunities.



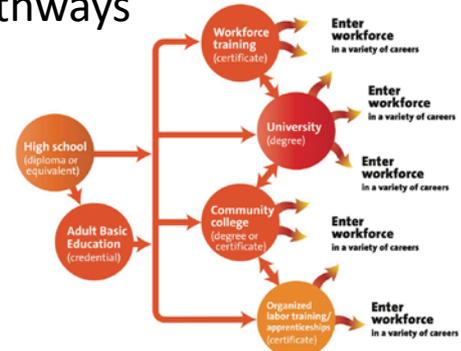
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I. Education



Career Pathways



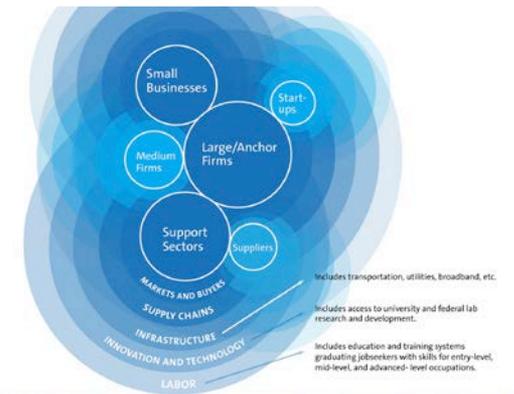
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I. Economic Development

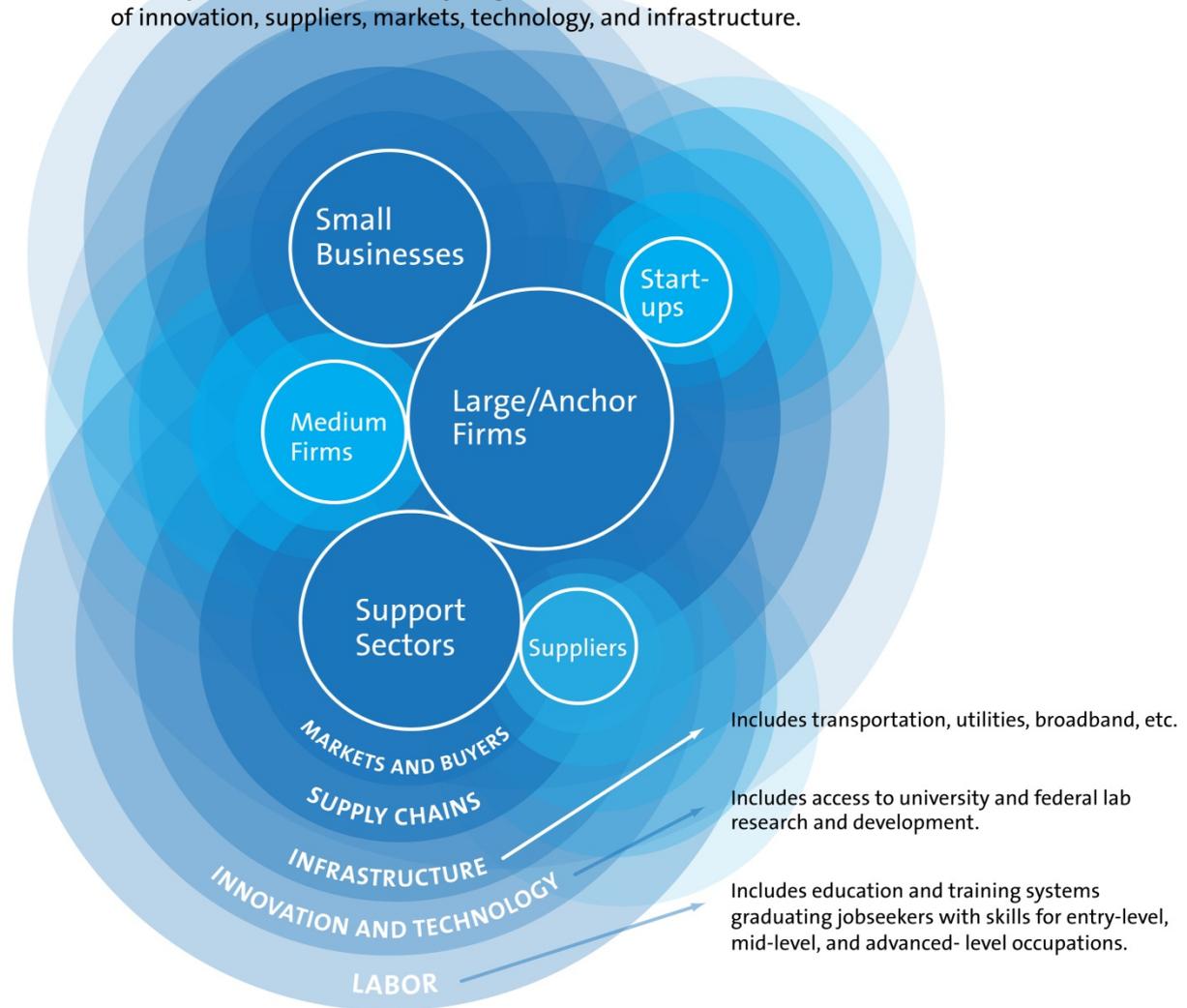


Industry Clusters



Industry Cluster

An industry cluster consists of large and small firms in a single industry. Firms in industry clusters benefit from synergies of association related to shared labor, sources of innovation, suppliers, markets, technology, and infrastructure.



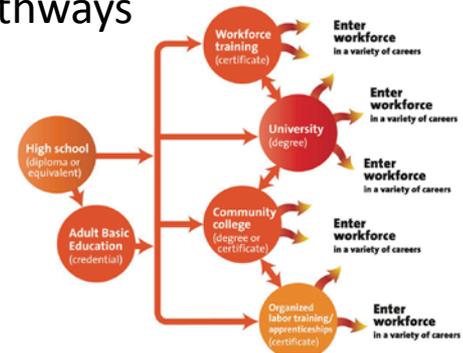
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I. Education



Career Pathways



I. Workforce Development

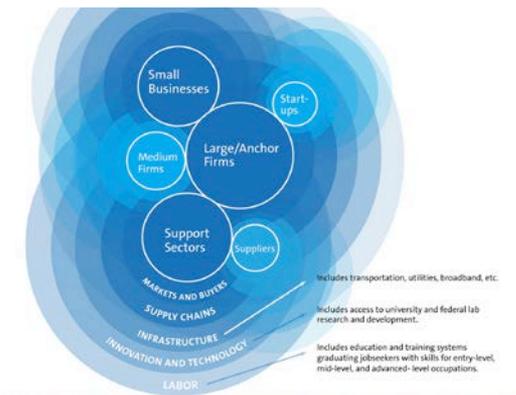


Historically: Customized Business Training + Job Matching

III. Economic Development



Industry Clusters



What's our response?

EDUCATION, WORKFORCE & ECONOMIC DEVELOPMENT

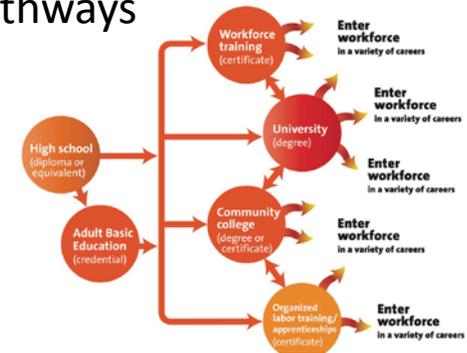
I. Education

I. Workforce Development

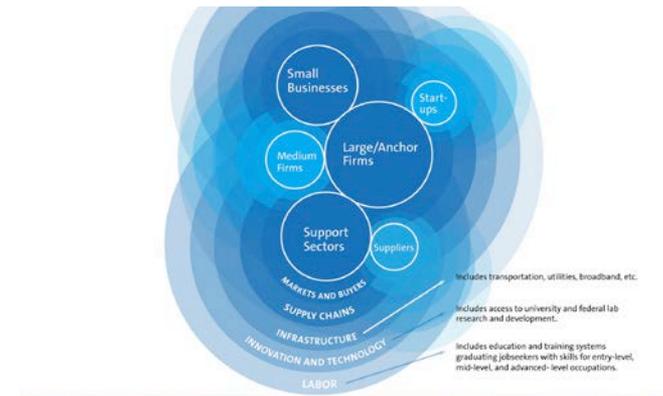
Today: Sector/Industry Partnerships

III. Economic Development

Career Pathways



Industry Clusters



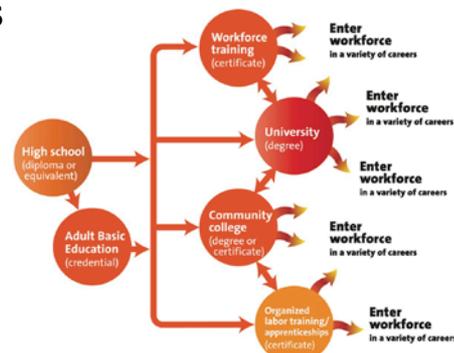
Sector Strategies Coming of Age:

EDUCATION, WORKFORCE & ECONOMIC DEVELOPMENT

I. Education



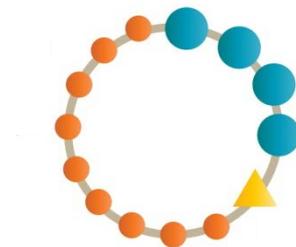
Career Pathways



I. Workforce Development



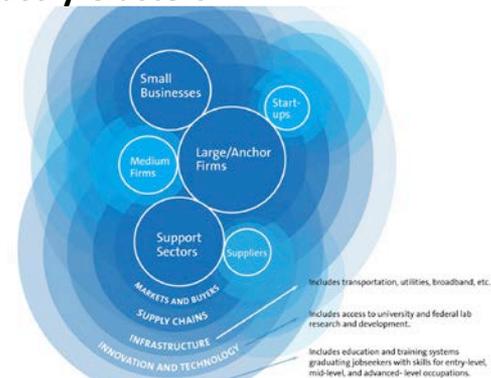
Sector Partnership



III. Economic Development

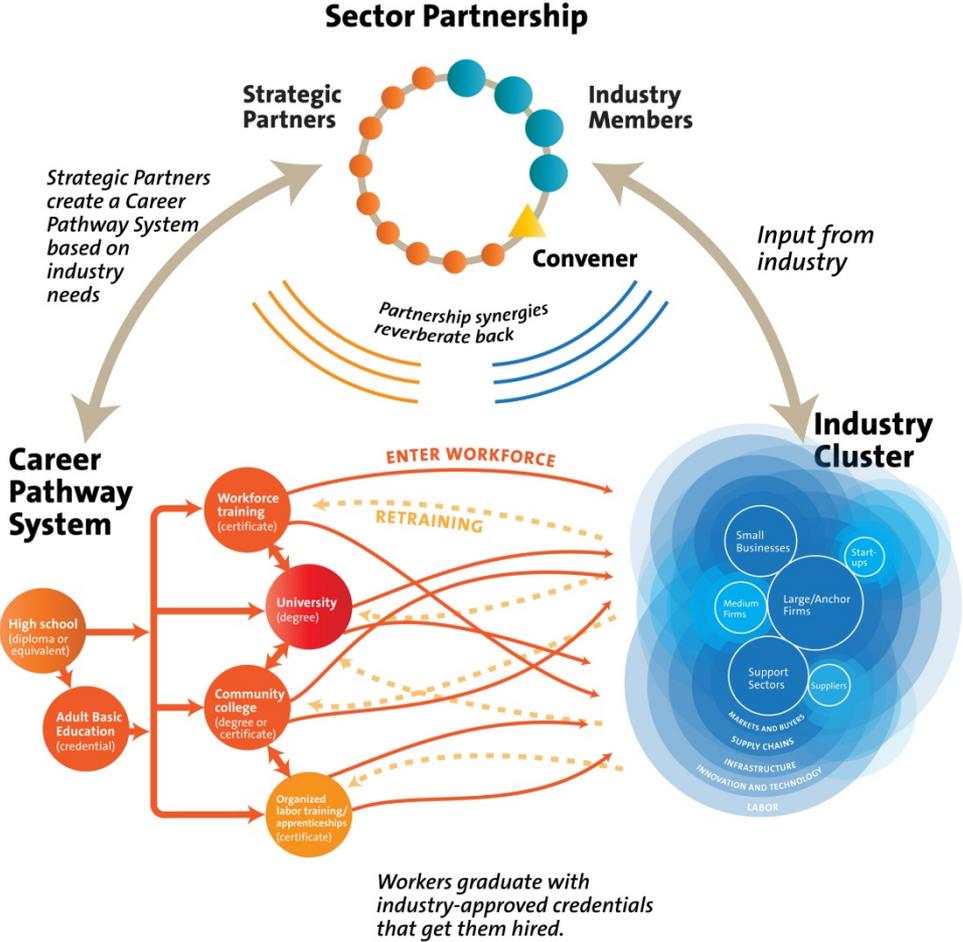


Industry Clusters



Sector Partnerships: The Keystone to Connecting Career Pathways to Industry Cluster Growth

Sector Partnerships align education and training programs with industry needs to produce readily employable workers.



Questions?

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