

INDUSTRY PARTNERSHIPS

BRIDGING THE GAP



Sector Partnerships

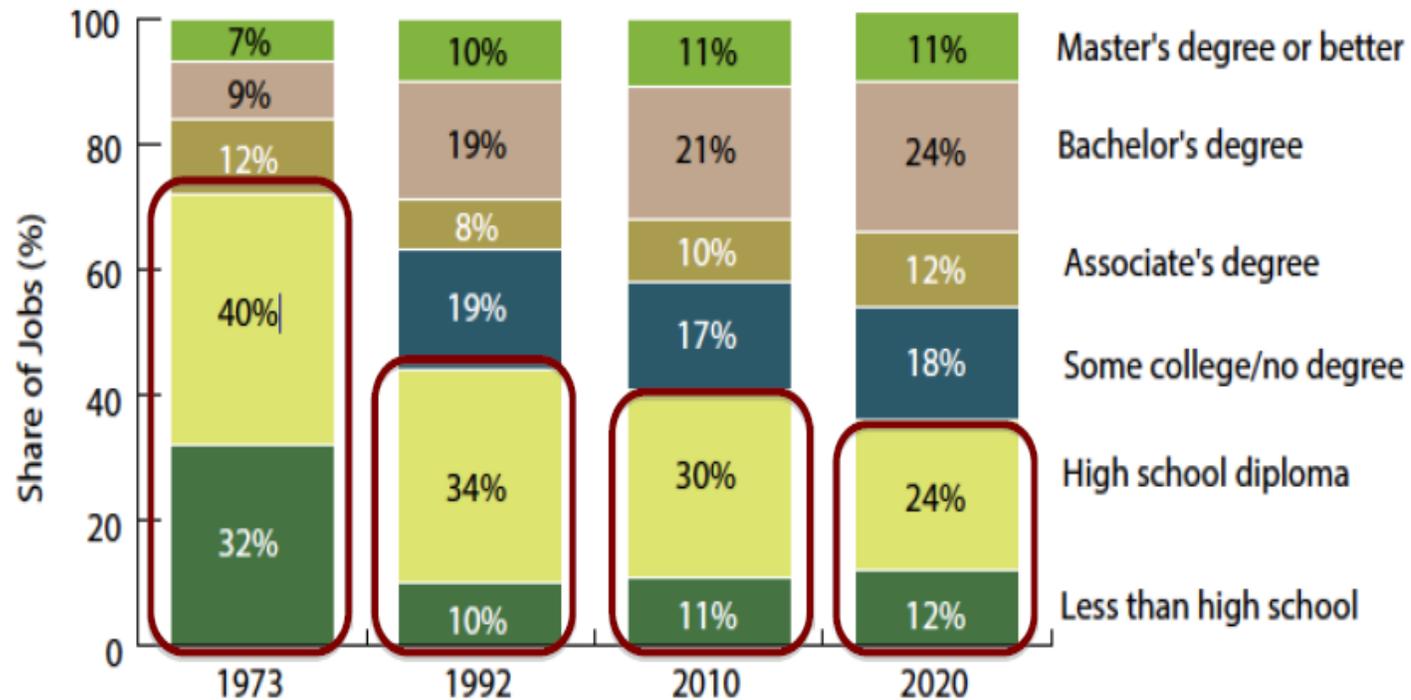
- Why
- Mechanics of organizing – lining up the ducks.
- How do you talk about Sector Partnerships to your partners

Why Sector Partnerships = Job seekers cannot risk spending time and resources on training and education programs that do not lead to a good job.

- ❑ Helps us know in real time what industry needs.
 - Helps us align programs and resources serving employers and workers.

- ❑ Provides a means to engage directly with industry that is meaningful for all partners
 - Provides a table where all partners can organize their work to help benefit the skill needs of industry and target talent development.

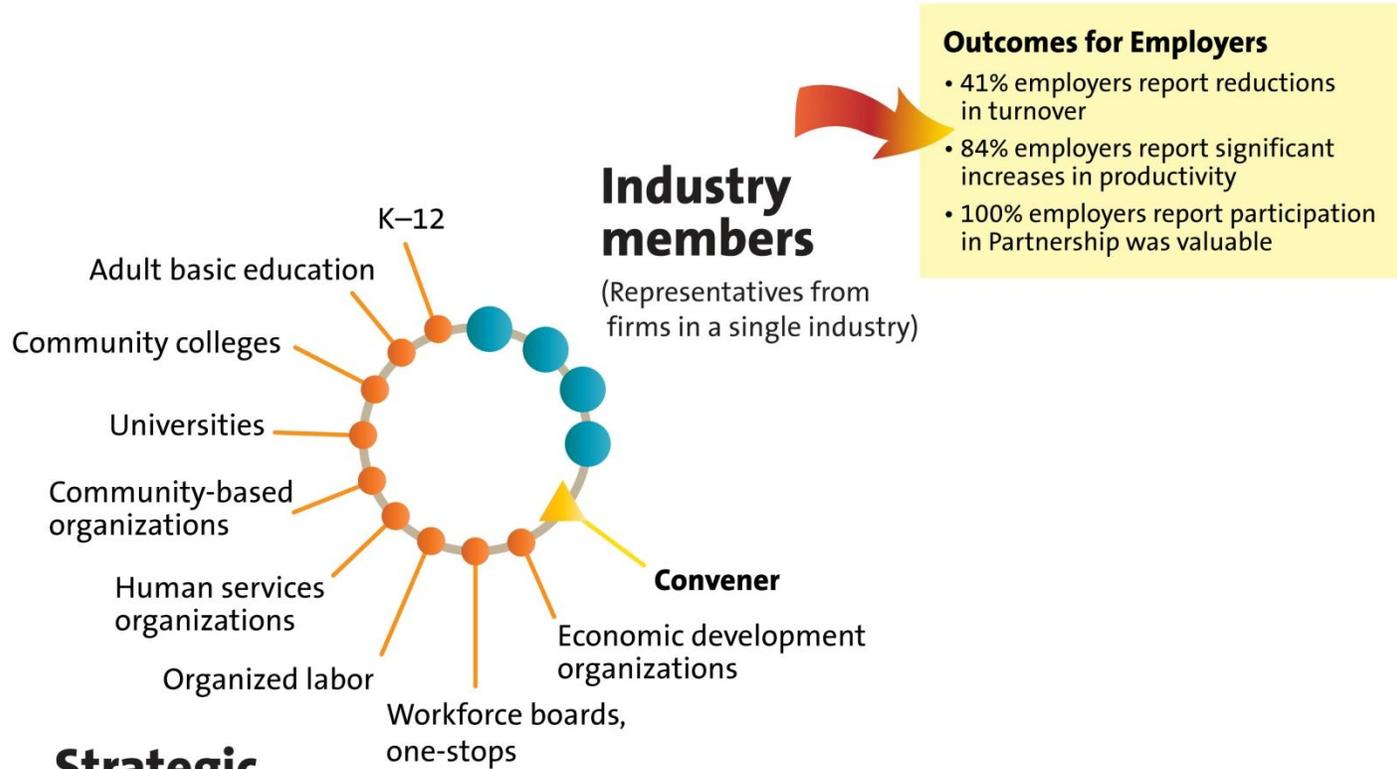
By 2020, nearly two out of every three U.S. jobs will require some postsecondary education and training.



Data: National Skills Coalition

Sector Partnership

The partnership addresses common needs of employers and generates coordinated solutions that benefit workers.



Outcomes for Employers

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

Outcomes for Workers

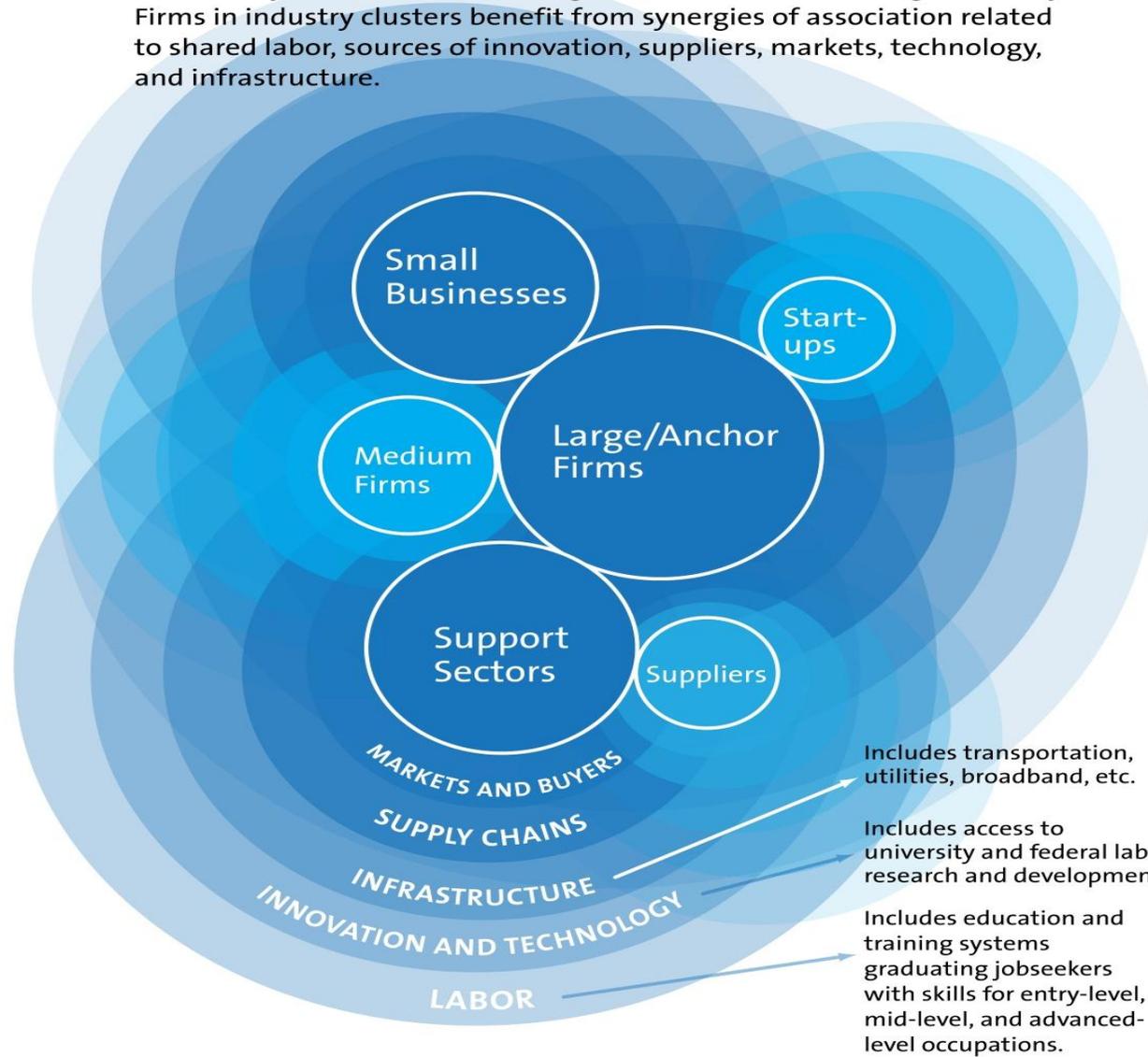
- 48% worker participants exited poverty
- 18% higher earnings
- more likely to work and in jobs with benefits

When employers find effective ways to work together with the public education and training systems they can improve productivity

When you think Sectors – think 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.



New Realities: Changing Skill Demands

EDUCATION, WORKFORCE & ECONOMIC DEVELOPMENT



High-Skill Occupations

Workers with analytical ability, problem solving, and creativity.

Automation

~~Traditional Middle-Skill Occupations~~

~~Workers who perform routine tasks that are procedural and repetitive~~

Low-Skill Occupations

Workers with no formal education beyond high school.

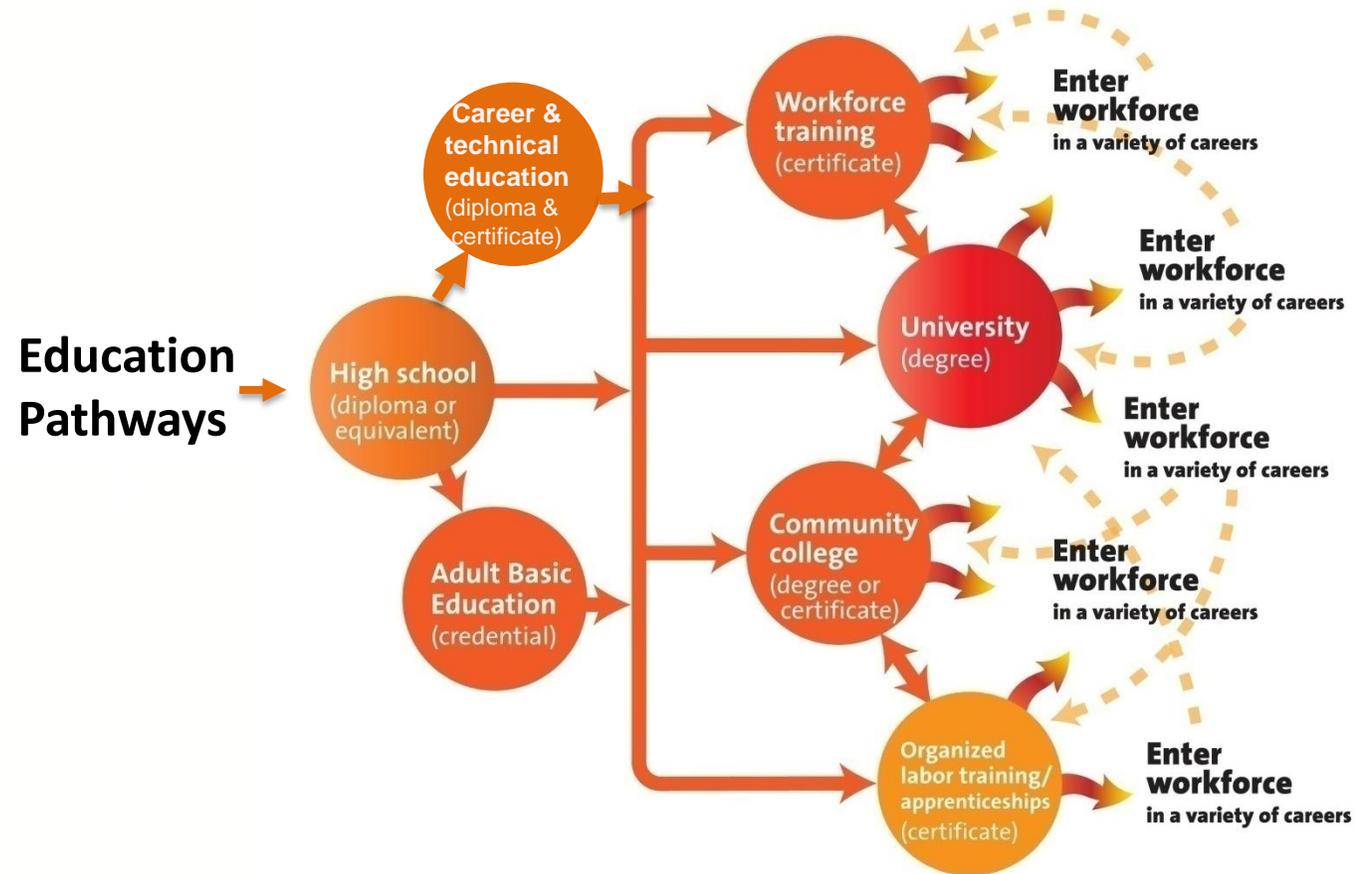
Source: Kansas City Federal Reserve Bank, Didem Tüzemen and Jonathan Willis, (2013).
"The Vanishing Middle: Job Polarization and Workers' Response to the Decline in Middle-Skill Jobs,"

A Better State System

EDUCATION, WORKFORCE & ECONOMIC DEVELOPMENT



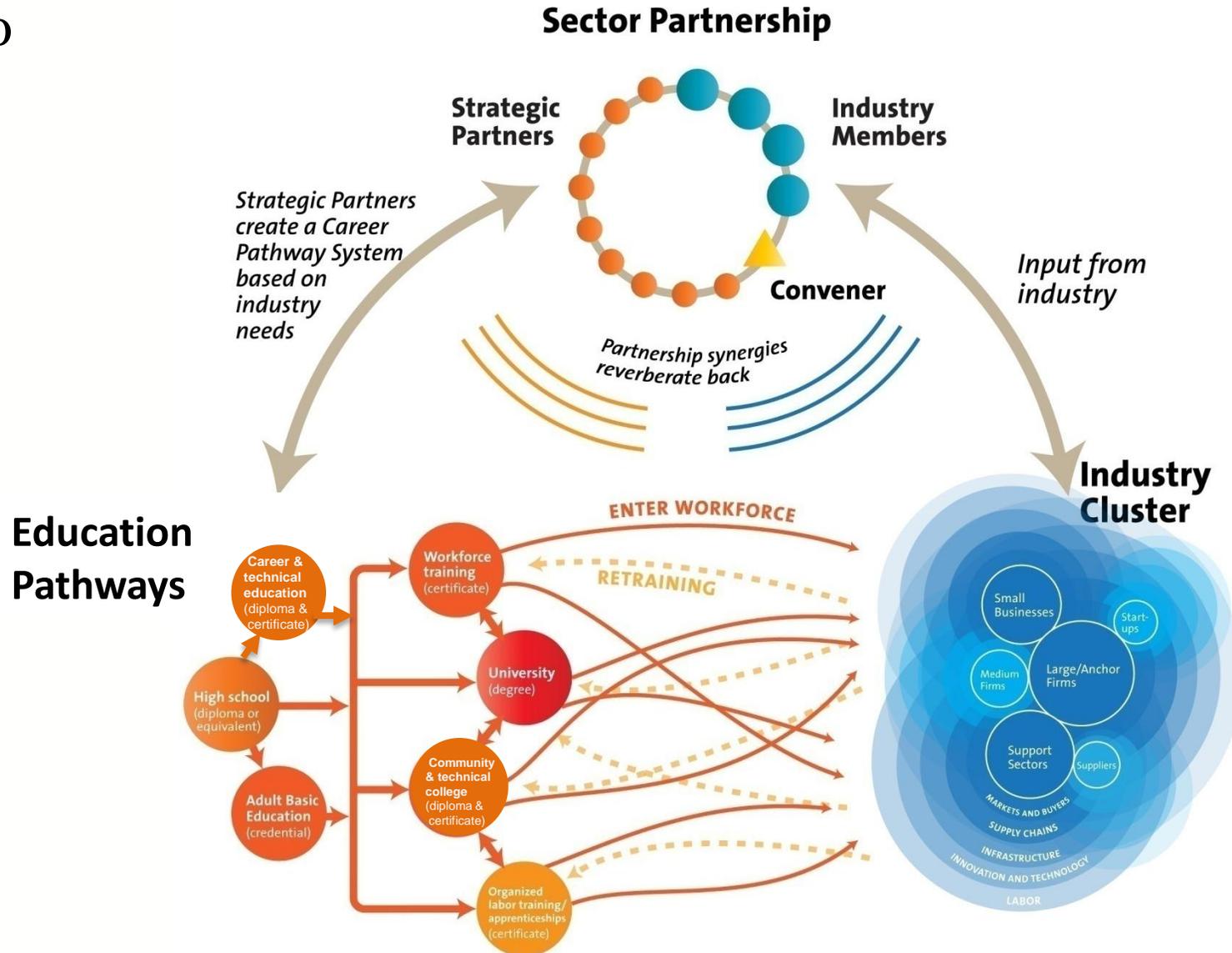
There is a role for everyone to support a robust work and learn - skill development system



After being in the workforce, a person may choose to go back for more credentials to make an upward or lateral career move.



You need all partners to make this work!





DIVISION OF BUSINESS & INDUSTRY DEVELOPMENT

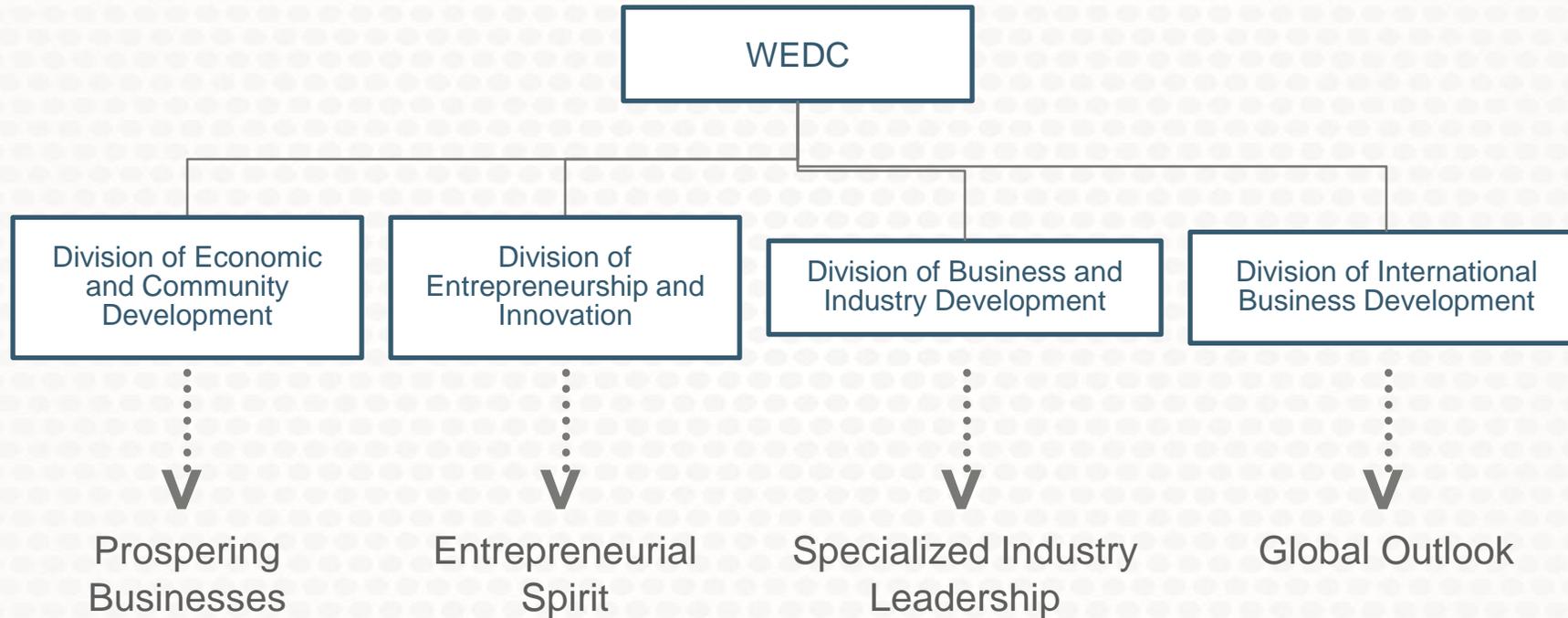
WEDC MISSION STATEMENT



- As the State of Wisconsin's lead economic development organization, the Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve.



WEDC ORGANIZATION



INDUSTRY SECTORS



- Leveraging industry leadership to accelerate growth and high-quality jobs by advancing high-impact initiatives in Wisconsin
- Engagement decisions driven by “efficiency” and “effectiveness”
- Sector partners must exhibit:
 - High organizational maturity
 - Strong stable leadership
 - Stable financial position with strong industry support
 - Sustainable and scalable business model
- Customized solutions
 - Immediate and recurring positive impact
 - Create or strengthen a unique competitive advantage for Wisconsin
 - Attract co-investment funds at a ratio of 3:1



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Collaboration

TRANSPORTATION

WISCONSIN TRANSPORTATION CONSORTIUM – ISSUES



- Lack of interested/qualified/trained workforce and spiraling cost of filling needs
- Shortages today will become more severe at a higher rate than other industries:
 - Aging transportation workers retiring and **younger workers not backfilling them**
 - Increased regulatory requirements and liability exposure increasing standards
 - Widening gap could limit economic expansion (manufacturing) in the state
- Collective efforts can yield better results for all



MUTUAL NEEDS – JOBS AND JOB CREATION



- Build public/private partnership through collaborative efforts with WI-based transportation employers and State agencies
- Initial focus was industry-led effort to source, train, and place WI residents in stable, well-paying transportation jobs



CONSORTIUM – INITIATIVES AND GOALS



➤ Primary initiatives included:

- Integrated marketing effort to increase awareness of need and opportunities
 - Jobcenterofwisconsin.com/trucking
 - Youth Apprenticeship for Diesel Technician
 - Outreach to Veterans – Military CDL Waiver
- Building levels of training capacity in the state to meet the industry's needs
 - Diesel Tech – 200 to 250
 - Truck Driver –Class A CDL – 350 to 1200
- Identify and secure funding opportunities that help meet collective objectives
 - CDL Training Program



TRUCKING WEB-PAGE



- Job Center of Wisconsin: jobcenterofwisconsin.org/trucking

JOB CENTER of WISCONSIN Connecting Wisconsin's Workforce

LOGON | PERFORM A JOB SEARCH

Home Job Seeker Tools Featured Industries Employer Tools About Us Help Exit

Home > Trucking Home

Focus on Trucking.

Welcome to Job Center of Wisconsin - Trucking: Your one stop home page for jobs, training, and information related to the trucking industry. From here you can post a resume, search for jobs, find out more about Wisconsin's trucking industry, and find information on wages, trends, and other subjects. Whether you are looking for work or information, Job Center of Wisconsin - Trucking is the place for you.

Featured Employer

Check out the Job Center of Wisconsin [job openings](#) for this featured employer.

Industry Workforce Links

You can view links related to the industry as a whole or choose a specific occupation from list and click the "Go" button to update links.

TRUCKING RELATED JOBS
View a quick list of jobs available for trucking related occupations.

CDL TRAINING/EMPLOYMENT PROGRAM
Fast track training program that will put you on the career pathway to becoming a truck driver and gain employment in Wisconsin trucking industry.

WISCONSIN TECHNICAL COLLEGE SYSTEM
Post-secondary programs for the trucking industry.

WMCA
Wisconsin Motor Carriers Association

WORKING IN THE TRUCKING INDUSTRY
Industry-specific documents, reports, and trends.

LABOR MARKET INFORMATION - DRIVERS
Occupation profile for Heavy and Tractor-Trailer Truck Drivers in Wisconsin.

LABOR MARKET INFORMATION - DIESEL MECHANICS
Occupation profile for Bus and Truck Mechanics and Diesel Engine Specialists Drivers in Wisconsin.

JOB SEEKER / TRAINING INFORMATION





Collaboration

FINANCIAL SERVICES

FINANCIAL SERVICES - ISSUES



- Shortages in the future due to an aging workforce will leave a significant gap in labor supply

- Negative perceptions of the finance industry will be a barrier to entrants into the industry

- Not enough students are entering into finance programs at the post-secondary level
 - Negative perceptions of the industry
 - Lack of understanding of opportunities within the industry



MUTUAL NEEDS – WORKFORCE ATTRACTION AND RETENTION



- WEDC approached finance industry leaders to create a Financial Services Consortium to address the industry's issues
 - Banks
 - Credit unions
 - Insurance institutions
 - Accounting

- Development of working groups to work on issue areas
 - Marketing
 - Education
 - Workforce Development



FINANCIAL SERVICES - OBJECTIVES AND GOALS >

- > Identify curriculum needs – do they meet industry needs
 - Map curriculum at the post-secondary and secondary institutions
 - Review Youth Apprenticeship programs
- > Determine ways of increasing the workforce pipeline into the industry
 - Identify ways of increasing the pipeline of interested high school students
 - Looked at high enrollment Finance YA programs
 - Reviewed North Central's as an example of a high enrollment program
- > Working to Create an awareness of and marketing the opportunities in the industry
 - Create an industry webpage on Jobcenterofwisconsin.com





Collaboration

MANUFACTURING

MANUFACTURING - OVERVIEW



- Identified issue: Increasing pipeline of manufacturing employees
- Worked with DWD to create a manufacturing web page

The screenshot displays the Job Center of Wisconsin website. The header includes the logo "JOB CENTER of WISCONSIN" and the tagline "Connecting Wisconsin's Workforce". Navigation links include "Home", "Job Seeker Tools", "Featured Industries", "Employer Tools", "About Us", "Help", and "Exit". A search bar with "LOGIN | PERFORM A JOB SEARCH" is also present. The "Featured Industries" dropdown menu is open, showing "Manufacturing" and "Trucking" options, which are circled in red. Below the menu is a large image of industrial machinery. The main content area features a "Focus on Industries" section with a welcome message and a call to action: "Select an industry in the sidebar to begin exploring various industries." To the right, there are two industry-specific sections: "MANUFACTURING" with the text "Focus on the manufacturing industry." and "TRUCKING" with the text "Focus on the trucking industry."



MANUFACTURING – OVERVIEW (CONT'D)



- Addition of Apprenticeship and Youth Apprenticeship programs

JOB CENTER of WISCONSIN Connecting Wisconsin's Workforce

Home | Job Seeker Tools | Featured Industries | Employer Tools | About Us | Help | Exit

Home > Manufacturing Home

Focus on Manufacturing.

Welcome to Job Center of Wisconsin (JCW) - Manufacturing: Your one stop home page for jobs, training, and information related to the manufacturing industry. From here you can post a resume, search for jobs, find out more about Wisconsin's manufacturing industry, and find information on wages, trends, and other subjects. Whether you are looking for work or information, JCW - Manufacturing is the place for you.

Featured Sector

Wisconsin Engine Manufacturers & Distributors:

This industry represents worldwide manufacturers of internal combustion engines and components in Residential, Marine, Mobile, Mining, Construction, Agriculture, Lawn & Garden, Recreational, General Aviation and Military, Heavy-Duty Truck and Distributed Power Generation applications. We are the leaders in providing state of the art technologies and efficient power in recreational and commercial engines. These systems both enhance environmental protection and public safety of the global power system.

Featured Employer

HOT INDUSTRY NEWS
The latest news about Wisconsin's exciting manufacturing industry; including company expansions and hiring news and industry updates.

MANUFACTURING RELATED JOBS
View a quick list of jobs available for manufacturing related occupations.

TRAINING PROVIDERS
Post-secondary programs for the manufacturing industry.

WHY THE MANUFACTURING INDUSTRY?
Industry-specific documents, reports, trends, and answers to the question "Why Manufacturing?".

ASSOCIATIONS
Manufacturing Associations

INTERNSHIPS
Manufacturing Internships

ENGINEER OPPORTUNITIES
Manufacturing Opportunities in Engineering

APPRENTICESHIP INFORMATION
Relevant Apprenticeship Information

YOUTH APPRENTICESHIP INFORMATION
Relevant Apprenticeship Information for Youth

JOB SEEKER / TRAINING INFORMATION
Job Center and Eligible Training Providers/Programs





Collaboration

PARTNERSHIPS

PARTNERSHIPS



- Skills Wisconsin
- WCTC – Dual Enrollment Academy
- Wisconsin Fast Forward
- Wisconsin Economic Future Study



Northwest Wisconsin Industry Sectors

Mari Kay-Nabozny,

CEO of the Northwest Wisconsin Workforce
Investment Board, Inc.

Northwest Wisconsin Workforce Investment Board, Inc. (WDA 7)

- Largest Geographic WDA (10,500 square miles)
- Total Population is 178,019
- People per square mile average of less than 10
- Largest Municipalities include: Ashland, Medford & Superior
- Top growth industries throughout the region are: Manufacturing, Retail Trade, Transportation, Hospitality, & Healthcare*

Industry Sector Work

NWWIB and CEP, Inc. have directed our efforts to focus on four high-growth regional industries:

- Manufacturing
- Hospitality
- Transportation
- Healthcare

Summits have been held for each of these industries to encourage collaboration and partnership between industry leaders, and to discover industry workforce needs and determine solutions.

Manufacturing Industry Sector

- Two alliance meetings in late 2013 (north and south)
- Varied priorities and training needs identified making it difficult to find focus
- Center for Combustible Dust Safety & Health - *This Center was created from a grant from the Susan Harwood Training Grant Program, part of U.S. Department of Labor's Occupational Safety and Health Administration.*
 - 19 counties in NW WI and 7 counties in NE MN
 - Trained 732 in 35 manufacturing businesses
 - Another 309 employees trained in late 2014

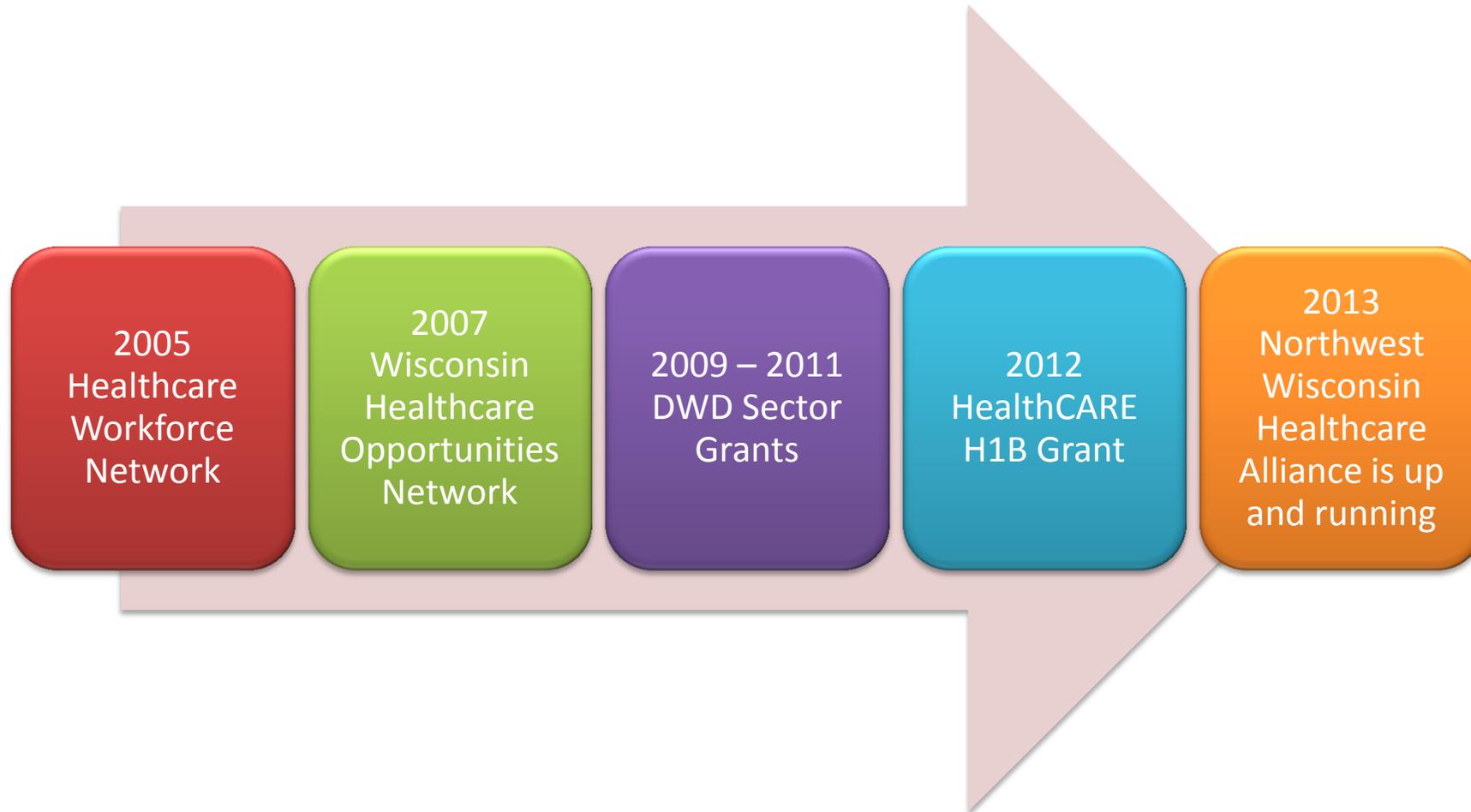
Hospitality Industry Sector

- Enormously large industry in terms of scope and employment
- Needs are great!
- Soft skills is the most requested training
- Assessment of the hospitality industry has now directed attention to aiding the industry in finding qualified applicants to help increase and bolster the retention of the industry's workforce.

Transportation Industry Sector

- A Trucking Summit -Spring 2013
- High Wage Highway events
- *"The transportation industry is definitely in need of more drivers and we are happy to think "outside the box" to recruit them. We welcome any ideas that may assist us in the recruiting process." - Debbie Landry, Director of Recruiting & Driver Services at Halvor Lines, Inc.*

Evolution of the Healthcare Industry Sector in NW WI



Northwest Wisconsin Healthcare Alliance

- Industry-led summits were held at multiple locations with guest presenters and experts
- The implementation of the HealthCARE Project helped in the formation of this alliance of employers and educational partners as the Northwest Wisconsin Healthcare Alliance.
- The Northwest Wisconsin Healthcare Alliance is committed to the continued development of Northwest Wisconsin's healthcare workforce. The alliance continues to grow with new members and initiatives underway with different committees focusing on outreach, education, uniformity and recruiting.
- Formalized network thru a Health Resources and Services Administration (HRSA grant in 2014

Where are we going next?

- Health Resources and Services Administration Grants:
 - Rural Health Network Development Grant Program
 - Nursing Workforce Diversity

INDUSTRY PARTNERSHIPS

Q & A

