

Iowa Sector Partnership Leadership Council (SPLC) Planning Meeting
Ola Babcock State Office Building - Forest Spaulding Conference Room 310
1112 East Grand Avenue, Des Moines, Iowa 50319
September 2, 2016, 9:00 am – 1:00 pm

MEETING NOTES

Business Perspective on these concepts:

- Workforce is a key issue – net growth, turnover, looking to the future (skills development for a new workforce)
- Workforce is THE issue for employers (career ready warm bodies) – being static isn't of interest
- We want to move the needle (on workforce)
- Seem to get employers who only want to come to one meeting, need deeper/sustained employer engagement
- Educate students about opportunities in different industries
- Bigger part of the community
- United Way
 - Long-term engagement and education of our employer partners on the existing workforce pool
- Well Fargo has 1500 open jobs in Des Moines on any given day – need this because they could even bring more jobs here if there was more workforce; have opportunities for high school students, refugees, and beyond
- Getting and sustaining employer engagement is critical – There are many different education and training options that students and educators need to understand.

Potential Role for this Group:

- Need to define true partnerships – what can we do to help you provide it?
- ABI has been good at promoting info to students
- At the state level we need to help focus on sustainability at the regional level – helping sustain through implementation (the players change) – engaging and funding; match money
- Education to members of the board to understand the opportunities of engagement and value of the board
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- Lifecycle of the board – for how long?
- Messaging to board
- Make sure that this work is folded into broader goals (e.g. Future ready Iowa)
- ADVOCACY
- Tying in CTE reform will be important – need to reach secondary students

Challenges:

- Iowa is facing an aging population/brain-drain and warm body issue – not producing enough of our own
- There is an attraction issue – need to get people to come here and stay here (Note: the state hired a marketing firm to help sell Iowa)
- Manufacturing companies are competing for the same workforce and poaching from each other
- Immigrants/Refugees = untapped population; working to address this now

- Not every person/region has the resources that we have in larger cities, so we need to provide resources and support of rural regions.
- Iowa has low unemployment, but the workforce today has different challenges that employers and employees need support to address.
- This group could identify STANDARDS that are tied to funding opportunities
- We focus a lot on ‘middle-skilled’ employees, who typically stay in the region, but we can’t lose sight of the high-level positions that are also difficult to fill in many cases.
- Confusion over how this group relates to/is different than other “workforce/education” groups

Role/Functions of this Group:

- Support and sustain existing partnership
- Create and sustain new partnership
- Addresses statewide issues/challenges
- Advocacy & Policy Voice
- Need a Regional Advisory Group to the SPLC – conduit between regional and umbrella; needs flow from regions to this group and up then solutions flow back down
- The boards needs to secure resources and then deploy them
- This group could play a role in understanding the challenges of the boards so that Future Ready Iowa hears about this – gathering regional intel
- Best practices and resources around sector strategies, templates, etc.
- Address inequities
- Robust career pathway structure
- Validate and aggregate supports/resources

Boiled-Down Roles:

- 1) Support Regional Partnerships (technical and financial assistance)
- 2) Tackle statewide issues
- 3) Advocacy (including potentially policy)

What would keep you coming here?

- Progress
- Talent Attraction and talent development

What would make you go away?

- Too complex, too many sub-groups

Group Structure/ Operating Procedures:

- I. Membership Composition – Gaps:
 - a. Need to have a rural economic development
 - b. Investment grade multinational companies (manufacturers & people who decide what they do and where they do it); folks that have the ear of the CEO
- II. Membership Composition:
 - a. Representation across all industries?
 - b. Representation across all regions?
 - c. Public/private

- III. Meeting Frequency
 - a. How often?
 - b. In person? Web-ex?

How do Regional Boards Work Together?

- Facilitators of all sector boards meet together
- Regional Sector Board Advisory Group?
- Do have some sharing of info across regions
- Peer group meetings across community college system

Iowa Department of Ed Resource for Sector Partnerships website

Next Steps:

- Asking regional sector partnerships what they need? How can this group be helpful? Ask them what they are doing and what project(s) they are working on.
- Chart that says who's doing what across Iowa – Alliance will be mapping this (to include not-yet existing regional partnerships)
- Provide members with examples of what career mapping/pathways look like
 - Des Moines will share their pathways for the 5 sector partnership
- Send link to Future Ready Iowa portal so that people can see it
- Collect words/definitions for shared understanding of what we're talking about
- Send out link to the website the Department of Education has for resources for Sector Partnerships
- **CAEL, Dept. of Ed, etc.:** frame out goals and objectives and send out to the whole group, create a strawman for the group to build out/react to