

## Iowa Sector Partnership Leadership Council (SPLC) Meeting

Grimes State Office Building | Room B-100  
400 East 14th Street, Des Moines, Iowa 50319  
**January 12, 2017 9:00 AM – 12:00 PM**

### Meeting Notes

#### SPLC Assistance Opportunities

- Facilitating partnership collaboration – across regions and across industries within each region (i.e. between industry sector partnerships)
  - Best practice sharing: have at least one in every region to meet needs identified in other regions
  - Networking
- Technical Assistance & Training
- Address Common Regional Needs
  - LMI – partnerships have access to multiple tools through collaboration between various agencies, but regional facilitators and partners need some curation and cultivation of common data sources
    - Distilled takeaways rather than data inundation
  - Metrics – how do we measure success?
    - Beyond simple measures such as attendance at meetings; looking for outcomes metrics
  - Providing Employer Value – built through ability to identify and provide evidence around value metrics (particular around outcomes) and providing opportunity for useful work between meetings
  - Funding/Financial Support – council able to leverage public and private funds?
    - MA gets federal funds and distributes through RFP process to regions and supplies common training
- Others?
  - Partner engagement— interest in providing training around how to build partnership: identifying roles, types of support, etc.
    - How to create the right balance between types of partners at the table
  - Balancing the good work and necessity of rural, non-industry specific sector partnerships. Dubuque region is a best-practice. How do we extend/define the sector partnership relationship - state to regional to sub-regional (rural)?
  - Looking at nearby neighbors (other states/regions) for lessons, particularly in Davenport, Dubuque, Sioux City, ( bi/tri-regional partnerships)
    - How does the SPLC also think bi-regionally and draw on experience of these partnerships?
    - Recognizing that these regional partnerships are necessarily working multi-regionally, can we build a state strategy that isn't purely Iowa-centric?
  - Create working groups to tackle issues between larger council meetings?

### Career Pathway Work (“Opportunities in IT – Iowa”)

- Frame: problem, as identified by TAI and regional partnerships, is encouraging HS students to pursue an interest in IT. None of the regions had anything particularly K-12 focused.
  - Purpose: Make IT work interesting, relevant, and worthy of pursuing; “de-mystifying” IT
- Process: In-person validation, design and production, dissemination, feedback and evaluation
  - Cedar Rapids and Council Bluffs – planning to use next sector meetings to evaluate and provide feedback
- Final document forthcoming
- Thoughts and reflections:
  - Important for ability to provide the vocabulary around particular positions
  - Provides useful ability to place students easily into certain areas/occupations
  - Great first step—probably more work to be done
    - Eventually needs to be interactive
  - Put up on the Future Ready Iowa portal – adults with limited understanding of the industry could also use this as a first step around IT career exploration
    - How to put an employer face to this information—which employers in which regions are hiring in these positions?
  - Easily readable
  - Additional frame: meant to be inclusive of IT roles within multiple other industries
    - Intention was to also include non-IT firms in sector partnership meetings
    - Opportunity to educate students about the broadness of the IT “industry”—cross-industry scope
  - Important to place the earning potential in front of students
  - Career Pathways vs. Career Pathways System
    - Distinguishing between the tool and the “system” utilizing and functionalizing the tool

### Regional Wish List

- Facilitated Cross-Regional Connections
  - More infrequent meetings: not once a month, but perhaps twice a year
- Technical Assistance/Support and Guidance around LMI
  - Common collection and analysis processes: common usable model for data analysis
  - Capturing the qualitative LLMI that comes from businesses regularly meeting, and also using meetings/gatherings to validate quantitative LMI that is provided from the state
    - Creating a standard process and model for collecting data at the regional level
    - Allows for identification of macro trends through the compilation of local standardized reports
    - Already have some infrastructure that can be used: Workforce Needs Assessment
    - Increase participation in existing tools
    - Particular skill set needed for localizing LMI—opportunity to provide some external skilled support for regions around how to use LMI
    - Challenges: making sure the WF and ED sides are talking locally
  - Practices/ideas for usage of data

## Categories of SPLC Work

- Advocacy
  - Need for clarification: What is the meaning of “sector partnerships” for fulfillment of various workforce regulatory mandates?
  - Ability to establish unified voice around sector/workforce issues
    - Requires communicating Sector Partnerships as key priority at state level
- Financial Support
- Technical Assistance
  - Training around best practices for involving employers
  - TAI and state providing regional partnerships with connections to member employers
  - Developing method/process to scale successful sector partnerships and export to areas that don’t have them
  - Connecting potential partnerships to regional resources—who can help facilitate a particular regional sector partnership? Is there a workforce intermediary in the region that could help facilitate? Or a community college?
- Systems work – looking at the total ecosystem and using that systems analysis to shape offerings such as the website
- Coordination and Collaboration across regions

## Sector Partnership Success Factors:

- Strong leadership/facilitation—capable of not only running the logistics, but constantly aware of and thinking about how to provide value to employers
  - SPLC responsible for some sort of certification of facilitators?
- Inclusiveness of a range of community solutions
- Flip: what factors will prevent failure—how to communicate these?

## Identifying Value of SPLC Work:

- Are we truly meeting the needs of the sector partnerships?
- Sees this work as “tactical”—needs to provide tactical value for accomplishing overall goal of over 70% of Iowans having post-secondary education
  - What are the important metrics to measure in the regions to prove success?
    - Educational attainment
    - Meeting employer needs
- Council shouldn’t be in the role of “grading”—instead providing a progressive system of recommendations and best practices for success (depending on stage of partnership development)
- SPLC as the sector partnership for the sector partnerships
  - Treat the regional sector partnerships as business with business needs
- Have to be thinking broadly instead of narrowly about a particular partnership in a particular industry—need to always be thinking about how this work all plays into overall state efforts
- Incorporate into Future Ready IA work—in particular, establish conversation with the Future Ready Iowa upskilling working group to coordinate work being done
  - 20 other initiatives statewide

- Alignment with Future Ready Iowa is also important for coordinating and minimizing work for all partners – WIBs, etc.

### Alignment with other State Initiatives

- Future Ready Iowa:
  - Portal
    - As a host for the repository of resources for sector partnerships
  - CTE Re-design
    - How to help students in Middle School understand career opportunities—
    - Higher touch approach to career exploration and development
  - Regional Planning Partnerships
    - CTE stakeholders in a region convene and figure out appropriate steps to improve CTE offerings regionally
    - Important that sector partnerships should feed into and inform this work
- WIOA State Unified Plan
  - Sector partnerships are a key strategy component at federal and state level
- Partnership work can only be regional in some aspects, needs to be state-wide in others:
  - Example of building interest regionally around IT careers, but also developing an outlet in terms of HS CTE programs that provide IT education opportunities—necessary to develop state policy that encourages development of these CTE programs
- Sector partnership representative on each of the regional planning partnerships?
- Raise visibility of sector partnerships around the state—how to make EDs, for example, generally aware that these exist statewide

### Charter

- What is the purpose of the SPLC—charter is important for identifying and clarifying that purpose
- Purpose Statement:
  - Supporting and raising capacity of the sector partnerships
  - “provides leadership and guidance to the Iowa DoE” – expanding this beyond just the DoE; also to Future Ready Iowa
    - Needs a commitment from Future Ready Iowa and other agencies that the sector partnership work is important and valuable
  - Have discussion in the upskilling committee of Future Ready Iowa about 1) what are sector partnerships; 2) how to merge efforts
    - Hasn’t come up as a potential tool yet
    - As the committee moves from landscape mapping to action steps, may be a better time to start considering
- SPLC Make-up
  - Retain commitment to business majority?
    - Focus on recruiting and involving businesses that are involved in sector partnerships—establish as a criteria for participation
      - Getting folks from the right roles on board—HR rather than the CEO
    - Use the meetings to provide business feedback

## Next Steps

- Adding specific measurable goals to the purpose and responsibilities
    - X number of partnerships in X number of regions
    - Up to regional boards to determine which sector partnerships they want to develop
    - Start developing a methodology around creating metrics (responsibility for a working group)
  - Establish working groups
    - State initiative (i.e. Future Ready IA) coordination (necessary?)
    - Awareness-building/marketing coordination
    - LMI
  - Joe Collins will work as a coordinator via email for working groups
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## Post-SPLC Meeting Debrief

Other issue to raise—at what point is a Sector Partnership necessary

- Training facilitators and others around sector partnership expertise will help address this issue—no single metric that shows over or under-saturation of partnerships, but experienced people know the need

## Next Steps:

- Visibility & Future Ready Iowa
  - Highlights importance of the work statewide, how it fits into larger workforce initiatives
  - Panel conversation at upskilling committee meeting
- Rethinking/retooling membership
  - Reevaluating business partners on SPLC
  - Joe to meet with members to determine future plans
- Pulling together resources around LMI, next round of toolkits, etc.
  - DoE has sector partnership page for resource sharing
    - Something eventually added to Future Ready Iowa portal
- Low Bar, High Return: Convene partnerships from across the state
  - Group facilitator meetings twice per year by industry
- Local LMI data reporting guidelines from CAEL
- Reassess what sector partnerships are out there
  - Follow-up on initial survey?
- Documenting what is happening that is good—success stories