



SECTOR PARTNERSHIP LEADERSHIP COUNCIL MEETING

November 01, 2017 • 9:00 AM – 12:00 PM

Kirkwood Community College, 6301 Kirkwood Blvd SW, Cedar Rapids, IA, 52404 (Rm 202/208)

Present: Chris HUMMER, Kristin DIETZEL, Michelle KREFFT, Kim BECICKA, Tracy OUSEY, Tom LANE, Andrew CONRAD
(IDOE – Joe COLLINS, Barb BURROWS, Sue GIBBONS, Alex HARRIS, Jeremy VARNER)

On phone: Lynn PICKARD

Guests: Carla ANDORF, Judy STOFFEL, Erica BERGFELD-REED, Gary VOGT (Kirkwood Community College); Eric HEIM (Precision Drywall); Tara TROESTER (Cedar Rapids Community Schools)

Welcome/Introductions

Began 9:05 a.m. with COLLINS welcoming the group and providing overview of plans for the meeting. Unfortunately had a few last-minute cancels by members. Primary goal of meeting is to work in subcommittees on support goals.

Membership changes:

- Leaving - Roark Horn (School Administrators of Iowa); Mark Hanawalt (United Equipment Accessories)
- Potential New – Tom Lane (Iowa Area Education Agencies); Paul Gregoire (Fisher Controls/Emerson)
- Let Joe know of any manufacturing/business member nominations.

Executive Team formation:

The Executive Team will work with COLLINS on more of the administrative duties of the SPLC, such as member nominations, terms, charter, etc... The Executive Chair will also apply to be on the State Workforce Development Board to represent the SPLC and sector partnership work across the state. (CONRAD is already a member as well)

- Executive Chair - Jean Clabaugh (Wells Fargo Consumer Lending)
- Vice Chair - Kim Becicka (Kirkwood Community College)
 - Spoke a bit about her involvement with sector partnerships. They have Cedar Rapids/Iowa City Regional strategy board – Scaled regional approach that should attract and accommodate more people. While KCC has been involved, they are very aware that these are employer-led and they are simply facilitators. She's happy that we have moved to a state system for the support they can offer and excited to begin working in this new role.

Sector Partnership Updates

COLLINS provided a brief overview of the sector partnership model, structure, and purpose for the group. Materials/resources were then handed out for review and discussion by the group:

- [Toolkit 3.0: Sustaining](#) – Released in September 2017 to assist sector partnership teams across the state with the longer term management of their programs. Topics include fundraising, performance metrics, marketing/outreach, and labor market info.
- Inaugural Charter – Modifications made to document based on previous meeting and direct feedback from members. COLLINS moved to ratify the current iteration. With no questions or opposition, the charter is now final and active.
- Fact Sheet – Developed to offer a “plain English” definition of a sector partnership for the general public (i.e. – who’s involved and why important)
 - CONRAD likes the graphic, but maybe include an example of an actual sector partnership with each type of member highlighted?
 - CONRAD – Can we make the “challenge” section more positive? Don’t want to focus on problems, but rather solutions.
 - DIETZEL - Who are the “Community Members” in the graphic? Made it seem like everyone in the community is an equal partner. Maybe terms like “Workforce Segment” or “Workforce Voice” would be a better descriptor?
 - DIETZEL – Can we consolidate the “How to learn more” section to just one site or method of contact? Maybe make the 2nd page customizable to each program, to include real examples, success stories, and contact info? What about career pathways?
- Talking Points – Offers SPLC members some talking points to use for various target populations when discussing the group, sector partnerships, and how to get involved.
 - CONRAD - Business & Industry Value – 4th bullet about cost and resource savings is the most important, so should be moved up in the order.
 - LANE - He represents kids on Individualized Education Programs (12.5%) and 1/3 of students are on Free and Reduced Lunch – so we need to address how we’re going to address the needs of these vulnerable populations
 - GIBBONS - Maybe we can delve into this in the ‘untapped labor market’ segment
 - CONRAD - Easier to upskill these groups than recruit new residents/employees

Creative Corridor Sector Partnership - “show and tell”

(STOFFEL) Program overview by Creative Corridor sector partnership team.

- Currently cover 6 industries: Advanced Manufacturing, IT, Health Care, Financial Services, ACE (Architecture, Construction, & Engineering), and Transportation/Logistics.
- Programs are facilitated by Kirkwood Community College staff, although strive to be employer-led through the use of annual leadership opportunities (board chairs).
- Access additional info about each program at www.creativecorridor.co/joinforces.
- Facilitators of each of the 6 programs meet internally each month to collaborate and plan.
- Developed a map of how they relate with the other public and private programs in their region, within workforce development, economic development, and education.
- Provide training to sector partnership members to understand roles and varying levels of engagement for both Business Partners and Strategic Partners (support agencies).

(TROESTER) “**Advancing the Future Tours**” - Supports the CTE teachers – Every district (by HF2392) must have an “**ICAP**” - **Individualized Career and Academic Plan**. Must be a holistic opportunity for middle schoolers to explore career opportunities. Now, they utilize the students’ “Interest Inventories” (profiles/interests) and target them for opportunity explorations.

(HEIM & TROESTER – Ex of business and partners) Offered a demo of the new online “**ACE Portal**” (Architecture, Construction, and Engineering) – June 2016 started, with deadline to spend dedicated WTED funds. Housed at <http://explore-ace.org>. Meant to act as a “virtual counselor”, educating students and job seekers about careers that match their interests, with the tagline “Begin Your Journey With ACE”.

(BERGFELD-REED) Offered some examples of both challenges and successes from their programs:

- Challenges: Coordinating and scaling strategies of impact; Leveraging resources to implement strategies; Measuring impact of strategies on workforce needs
- Successes: Community partner training; Business leader training; Website; All-Stars event ([Video](#) and [Magazine](#)); Strategic planning with Economic Development across sector boards

Discussion:

- LANE - Has worked with advisors – Have you presented to the Iowa School Counselors Assn?
 - One of the things we neglect is the **transition from school to work**.
 - Be aware that statewide AEAs have some initiatives, like in Mississippi Bend, working with NSC and local CC to follow the students into careers.
- TROESTER - Has the idea of bringing Region 10 (7 counties) counselors/advisors together to discuss this and how this helps them meet their HF2392 requirements.
- COLLINS - Speaking at the Iowa School Counselor’s Association (ISCA) meeting on Monday, 11/06 and has spoken at others recently, such as the Iowa Business Educators Association (IBEA). Tries to speak with as many groups as possible, to spread the word.
- DIETZEL - About 1/3 of HS graduates don’t do anything right after HS (LANE said that only about 1% of these students go on to do any PS studies).

Future Ready Iowa – Alliance recommendations and goals

Overview of the Future Ready Iowa Alliance’s recommendations to reach goal of 70% of Iowa’s workforce to have post-secondary education, training, or a credential of value by 2025. Most of the recommendations deal with collaboration between entities and the building of relationships between employers and public/private support agencies, such as sector partnerships.

1. Establish Future Ready Iowa Last Dollar Scholarship and Iowa Grant Program to help more Iowans secure high-demand jobs.
2. Develop Future Ready Iowa Employer Innovation Fund to create private/public partnerships that accelerate the regional workforce talent pipeline.
3. Expand high-quality, work-based learning experiences to all students.
4. Identify early academic approaches that effectively prepare all students for a changing world.
5. Engage the business community, education and all workforce stakeholder in a local employment strategy.

Discussion:

- HUMMER – Has an 8th grader that needs this type of advice/exposure, but he hasn't seen anything from this yet.
- DIETZEL - There is a marketing budget, so there may be the push to get info out soon
- LANE - Need to market to the parents (OUSEY agreed that parents need to know about FRI and all this info), school staff – (HUMMER) School is the conduit of getting this info to parents.
- LANE - One of proudest moments was setting up the Career Academy with DMACC (Southridge).
- GIBBONS - Guidance counselor was pushing kid to go to a 4-yr degree, but he wasn't interested in that. Parent took him to Betts Cadillac where the service manager told him to go to DMACC's Auto program and he'd have a job right after completion.
- VARNER - A large number of IDOE's initiatives are along the lines of CTE opportunities and work-based learning for HS students, so we really need to focus on adults that are already in the workforce who need to up-skill.
- LANE - This needs to be a grass-roots effort (public and private education and business entities), because he doesn't think the legislators are on-board with the funding for any of these FRI recommendations.

Subcommittee Work and Report-Out

Group broken up by the four subcommittees to formalize advising efforts for 2018 and to identify one goal to work towards as a team.

1. EQUIP – Shared vision and goals
2. EMPOWER – Training & capacity resources
3. PROMOTE – Awareness & outreach
4. CHAMPION – Legislation & policy advocacy

Equip – CONRAD, HUMMER, GIBBONS

- CONRAD - Newsletter provided to the regional facilitators – somehow ensure that the local facilitators are 'tagged' to the state so stories, initiatives are shared.
- Operational process resources for the facilitators.
- HUMMER - "Plug and Play" resources and strategies would be nice to have available for groups to use, regardless of location, size, etc...
- CONRAD - Facilitators should include metrics with initiatives to assess progress regionally and at the state level. How do we show value?
- DIETZEL - She'd love to have data to back up that exposing HS students to CTE programs or work-based learning opportunities works.
- COLLINS - Toolkit 3.0 has some info about what other states are doing (ex. CO – employer survey). Try to track at the state level to share with legislators
- HUMMER - Need to define what it is you want to measure – "Just keeping score is going to raise engagement." Consider developing as SP matures also and goals may change.
- CONRAD - Facilitation certification program – They think it maybe should be similar to an Apprenticeship program – over a period of time with job shadowing, co-facilitating
 - HUMMER - Could be layered – Starting with 'Certificate' level and then moving up a level with additional PD (COLLINS mentioned that the Creative Corridor sector partnerships do this type of training and succession planning for leadership/chairs of teams)

- DIETZEL - Best practices cut across sectors, so she's wondering if Joe should expand group conference calls to all facilitators, not just to specific sectors.
 - BECICKA - Make call available to all facilitators and then let a certain sector stay on the line for industry-specific discussion?

Empower – LANE and VARNER

- Need to ensure that the agency representatives engage so there is collaboration and to avoid duplication.
- They also discussed the facilitator training
- VARNER – Lots of crossover between goals of groups, so maybe need to combine?

Promote – OUSEY, KREFFT, BURROWS

- Focus on creating a simple promotional tool to talk directly to different audiences – Rev amp of Fact Sheet to create a 'leave behind' item (brochure) with businesses and other groups
- One page for different targets
 - Parents
 - School advisors
 - Businesses
 - Strategic Partners
- Solicit help from IWD (FRI Alliance) new marketing personnel to ensure one message.
- 2018 WIOA Conference – Breakout session with Joe working with "Creative Corridor" presenters
- Focus on #1 in our list
- BECICKA - Is there any discussion about a central repository of regional info, stories, etc?
- HUMMER - Newsletter – May want to be local/regional that provides meeting updates and local guidance. At state level, the SPLC could have a section/contribution to each local newsletter.

Champion – BECICKA, DIETZEL, HARRIS

- Create talking points for SP (#4 on their sheet)
- They focused on #2 on their sheet – How SP are leveraging resources to facilitate their efforts. They are being successful, but they're not sure that legislators/agencies are aware of how SP are braiding funding/resources to get the work done.
- How do we play off of FRI recommendations without money? Maybe if some legislation, like 260F, could be open up for SP Boards to do initiatives that would help.
- HUMMER - Look at the economic impact a plant, business is making on a community. Data can emphasize the need for SPs.
- The SP participants tend to be small to medium size employers (less than 250 employees).
- DIETZEL - GAP and PACE funds are being used to do the SP work to reach out to train/up-skill employees, but no one knows, especially legislators.
- HUMMER – Consider language highlighting % of employers involved within a region, not just the number. "Program has buy-in from 90% of hospitals" sounds better than "Program has buy-in from 4 hospitals".

Recap and next steps

Next meeting being planned for February 2018. COLLINS to send Doodle poll with potential dates soon.

Joe will coordinate subcommittee work towards primary goals, specifically as we learn more about Future Ready Iowa initiatives.

Contact your local sector partnerships to learn more and attend a meeting to experience the work and process 1st hand.

Visit the IDOE site to download and share materials with colleagues, family members, etc.... to help spread the word.

When completed in 2018....join email newsletter and follow social media initiatives.