



SECTOR PARTNERSHIP LEADERSHIP COUNCIL MEETING

February 06, 2018 • 9:00 AM – 12:00 PM

Des Moines Area Community College, 2006 S Ankeny Blvd, Ankeny, IA, 50023 (Building #5)

Present: Kevin ELSBERRY, Liang Chee WEE, Cindi MCDONALD, Lynn PICKARD, Rita GRIMM
(IDOE – Joe COLLINS, Barb BURROWS, Paula NISSEN, Sue GIBBONS, Alex HARRIS, Ryan WISE)

On phone: Chris HUMMER, Kristin DIETZEL, Michelle KREFFT, Kim BECICKA, Beth TOWNSEND,
Oather TAYLOR, Jean CLABAUGH

Guests: Karen STILES, Rob DENSON, Curt BUHR (Des Moines Area Community College); Dan
GRETEMAN (Ruan Transportation); Dave NELSON (Pratum, Inc.); Kathy LEGGETT (Future Ready Iowa)

Welcome/Introductions

Began 9:10 a.m. with COLLINS welcoming the group and providing overview of plans for the meeting. Due to severe weather, many members opted to join by phone and view presentation online through Zoom. Primary goal of meeting is to review IDOE's plans for 2018 to further build and support sector partnerships across the state.

Membership changes:

- Leaving – Fred Lisle (Lisle Corporation)

Executive Team reminder:

The Executive Team will work with COLLINS on more of the administrative duties of the SPLC, such as member nominations, term limits, charter modifications, etc...

- Executive Chair - Jean Clabaugh (Wells Fargo Consumer Lending)
- Vice Chair - Kim Becicka (Kirkwood Community College)

Sector Partnership Updates

COLLINS provided a quick update about two new initiatives that have been implemented since the last SPLC meeting was held on 11/01/2017:

Sector Partnership Expansion/Consultation

COLLINS and GIBBONS held a meeting with representatives from Northwest Iowa Community College, Iowa Lakes Community College, Iowa Central Community College, and Western Iowa Tech Community

College on 12/12/2017 in Storm Lake, IA. Purpose of the meeting was to provide an overview of the recommended sector partnership model/framework and to highlight how the IDOE and SPLC are able to assist them in either the launching of new programs or to reboot/refresh current programs. The group expressed concerns about staff and resources necessary to effectively run a sector partnership in their regions. An informal job description was provided to participants about the skills necessary for a facilitator, but it was also recommended that a team approach might be useful when first starting out. Many would like additional hands-on training and 1-on-1 consultation to begin the process in 2018.

Iowa Sector Connect – Community of Practice

(Handout – “Iowa Sector Connect – 2017/2018 Conference Call Schedule”)

COLLINS began hosting group conference calls for facilitators and support staff to network, share best practices, and offer support to one another. Calls are broken out by 6 primary sectors: Advanced Manufacturing, IT, Agriculture/Construction/Energy, Health Care, Business/Financial Services, and Transportation/Logistics. COLLINS provided the 2018 schedule to the group and recommended SPLC members join the calls to learn more about day-to-day work and challenges facing sector partnerships in Iowa. Calls are held three times per month from 8:30-9:30 AM. Would be nice to have a member or two present information about the SPLC as well, so facilitators better understand our role? Let COLLINS know if willing to participate or just join to listen-in at any time.

DMACC IT Sector Partnership - “show and tell”

STILES provided a brief overview of the past, present, and future of their IT sector partnership program. She was joined by DENSON and BUHR from DMACC and two of their employer members: GRETEMAN (CIO of Ruan Transportation) and NELSON (President of Pratum, Inc.).

- Group began meeting in 2014 with 11 local businesses who were struggling to find qualified local IT talent. DMACC worked very closely with these initial employers to develop relevant curriculum and training options. The group has since grown to include 32 business members.
- Diversity in Application Development (DIAD) Classes developed to focus on JAVA first
 - New and incumbent workers – focused on female developers – 25 women in first class. Current cohort has 62 students and demand seems to be growing, with Class of 2018 having almost 30 people on the waiting list. Working to scale up for other courses.
 - Classes were Friday afternoon and online – 30-week/240-300 hour training
 - Come out of program with an industry-recognized certificate – they do not get a degree
 - First took an Oracle certification, but not all need that
 - They leave with a good understanding of JAVA and can then go on with further studies if they want.
 - Also did a cohort held at Nationwide for current employees
- Agile – Certified 158 local IT employees with Scrum Alliance (CSM/CSPO designation)
 - Agile project management framework was developed from LEAN work management systems – highly effective and communicative. Began in IT, but has been adopted in many other industries, such as financial services.
 - Scrum Master (Project Manager) – ensure that the processes are getting followed

- Cyber Security – partnered with Iowa State University to form the [Iowa Cyber Hub](#), with dedicated web site and various 2-4 year degrees/training offerings. Currently working to finalize articulation agreements (curriculum, instructors, etc.)
 - Focus on students and new people in the industry, but also work with incumbents
 - Expose students to cyber security early (K-12, CC, four-year programs) – They want to provide a pathway from K-12 to university
 - ISU program is regarded as one of best in the country
 - Also looking at ways to serve incumbents – Annual Secure Iowa conference; working on 2-3 day courses to deal with Cyber Security laws, ethical hacking, IT risk management – NELSON stressed that security is really a ‘business problem’, not just an IT issue. Very difficult to find qualified cyber security professionals in Iowa, similar to much larger cities across the US, such as Denver and San Francisco.
 - Looking for people with a strong business background to fill many of these jobs because they understand risk management issues and can help companies make wise decisions re: IT security planning/spending. Don’t need extensive experience in IT (i.e. coding or programming).
 - (GRETEMAN) Ruan is proud to offer the 1st cyber security Registered Apprenticeship program in Iowa through a partnership with the Des Moines Public Schools – Central Campus. COLLINS had the DMPS contact (Sam Oppel) join for a recent IT facilitator call and is happy to share notes with anyone interested in learning more about the program.

- Strategic Planning – A Strategy Board was formed for the IT Partnership to provide guidance and vision. The full group meets twice per year, but Strategy Board meets more frequently in-between meetings, in addition to various task groups to work on specific goals.

Discussion:

- DENSON - We need more help getting kids in K-12 to understand the opportunities in IT – starting early – a new 5th – 12th grade initiative.
- WISE - This is the idea behind [HF2392](#) and the [CTE Redesign](#) – Create and follow paths into high-demand industries. Computer Science standards initiative going on now with groups of employers meeting with educators to determine best approach to get Computer Science classes in all schools. Working group created a [report](#) and led to formation of a review [team](#).
- GRETEMAN - Every industry uses/needs Computer Science, so getting that message out is important. IT is not just an industry, it spans all industry sectors.
- NELSON - “Computer Science” – be careful with that term because students tend to relate that to programming – tied to a desk image. His own son holds that misconception about careers in IT. He recommends we use a name that includes “technology”, such as “Information Technology” instead.
- COLLINS - This was also the purpose of the [Opportunities in IT: Iowa](#) project completed in early 2017 through work with the Council for Adult and Experiential Learning (CAEL) and the Technology Association of Iowa (TAI). There are jobs for everyone in IT, not just those with extensive experience and background with technology. Hoping to further build on that initial project in 2018/2019 to include career pathways for students and job seekers of all ages to better understand how to enter and progress through the high-demand, well-paying careers in IT in Iowa.

***Group took a 10-minute break**

Future Ready Iowa – Updates and Plans

The Future Ready Iowa Alliance released recommendations in October before our last SPLC meeting to reach goal of 70% of Iowa's workforce to have post-secondary education, training, or a credential of value by 2025. COLLINS briefly discussed them at that time, most of which referenced the need and importance of collaborative community programs, such as sector partnerships.

TOWNSEND offered some updates and news since those initial five recommendations were released, including the hiring of Kathy Leggett as the new Future Ready Iowa Policy Advisor in January.

1. Establish Future Ready Iowa (FRI) Last Dollar Scholarship and Iowa Grant Program to help more Iowans secure high-demand jobs.
 - ELSBERRY asked if there was a maximum amount it will cover? TOWNSEND said that in the high-demand programs, it will cover the unmet need of tuition and fees after financial aid has been applied. There will be private four-year institutions that may be eligible, but the program will only pay up to the average community college tuition.
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.
 - An Online Registry would be created and the Governor's recent Executive Order included a position that would oversee this registry/clearinghouse that would be a resource for educators to connect with businesses with WBL opportunities for students. The Department of Education currently works with the [Intermediary Networks](#) that provide WBL opportunities to K-12 students, but there is more work to be done.
 - COLLINS mentioned that this is something he hears a lot when speaking with different groups and at conferences. Counselors want employers to be more involved and flexible, while employers want counselors to be more involved and flexible. There is a disconnect between the two and providing examples of models that work well and are easy to replicate would be great to begin expanding on these initiatives and building relationships.
 - DENSON mentioned that the Department of Education is also working to put together listings of these WBL relationships and models. He is excited about the work and looks forward to working with them on it.
4. Identify early academic approaches that effectively prepare all students for a changing world.
5. Engage the business community, education and all workforce stakeholders in a local employment strategy.

TOWNSEND has been working with the Department of Education to transition the management of the SPLC to Iowa Workforce Development. This work is directly related to FRI and the Workforce Innovation and Opportunity Act (WIOA). Concerns were expressed about barriers or biases that may exist between businesses and education that can better be addressed by IWD.

- Working with COLLINS directly to build and post a position after receiving an allocation, hopefully by April or May, to begin work in July.

- ELSBERRY asked when the details of the transition will be available. TOWNSED thought there would be an update at least by the next SPLC meeting on May 1st.
- DIETZEL asked how this would impact the work currently under way by sector partnerships across the state. TOWNSEND does not intend to ask current groups to make any changes to how they operate, nor would she have the power to do so since they are often run independent of any government agency.
- WEE expressed concern at how this might impact current strategies in place to build and support sector partnerships at the IDOE, which has been very open to promoting support and consultation to groups in rural and metro areas. Not sure if IWD will continue or stop that open approach. Concerned that strategies and materials will be developed to promote a single model that might not work everywhere. Or that might be tied to specific careers, regions, etc...based on labor market data or other workforce metrics. Local groups need their freedom and autonomy to be successful.
- TOWNSEND assured the group that IWD is collaborating well with the IDOE and have been working with WISE on the details of the transition that will be worked out soon. This new position will build upon/supplement the work that has already been done by COLLINS and the SPLC.

Promotional Materials and 2018 Strategy Review

2018 Sector Partnership Project Map

(Handout – “2018 Sector Partnerships - Project Map”)

COLLINS provided a timeline as an overview of the proposed projects to continue to build and support sector partnerships for 2018. Plans include two statewide career pathway projects (Advanced Manufacturing and Health Care), sector partnership facilitator workshops and certification, direct consultation with sector partnership teams, and increased promotional and outreach efforts through email newsletter, social media, and possibly a conference/summit event to coincide with the Adult Education and Literacy Conference in July. Many of these projects were expanded upon with additional handouts and materials for the group to review and comment on individually.

Iowa Sector Partnership Overview

(Handout – “SP 1-page Flyer Draft”)

Hand-out created to give reader a quick overview of sector partnerships, including who is generally involved, their purpose, typical outcomes, and how to learn more online. There is a lot of confusion about the term “sector partnership” and often trepidation from various members of the business community to take part in such efforts. Promotional materials are needed to sell their value.

ELSBERRY – Maybe pull out specific important terms and make them bold or larger font? Hard to find the website at the very bottom also. Many people will likely just want to head there to learn more, not read the entire document.

HUMMER – Doesn’t like the language about Iowa’s “aging and shrinking population”. Don’t need that negative spin, since some employers get stuck on it and just complain about it. We need to focus on the solution, not the problem.

WEE – Not entirely accurate to say shrinking population since actually growing slightly, but largely because of immigrants. Same goes for aging, which is true for some of the population, but not all.

MCDONALD – Maybe reference the “changing demographics” in Iowa instead? Employers will understand what that means.

DIETZEL – Too much jargon in the document. Simplify so that the general public understands the value.

HARRIS – Like the mantra in the logo that maybe needs to be drawn out more visually in the document. Instead viewers have to read a lot to understand value.

PICKARD – Too many words. Need more visuals. Likes the idea of pulling out terms to highlight or bold.

Career Pathway Mapping Projects

(Handouts – “Career Pathway Project Schedule - Advanced Manufacturing”, “Career Pathway Project Schedule – Health Care”, “AM Career Pathway Project – Profiles”)

COLLINS outlined plans to continue some statewide career awareness and pathway mapping projects with Advanced Manufacturing (AM) and Health Care (HC). This will be similar to what was created in 2017 for the [Information Technology](#) and [Energy/Utilities](#) sectors. Both of those projects were received well, but many asked what was next; AM and HC were two of the most requested. Partnering with ABI/Elevate Advanced Manufacturing for AM and the Iowa Department of Public Health for HC. Both projects include an employer pre-survey, a series of in-person focus groups around the state, and an employer post-survey to ensure the correct and appropriate occupations are being highlighted in each industry. AM will run February-June and HC will run April-September. COLLINS also discussed an idea to create more basic, easier to understand profile/types for careers. Many younger job seekers aren't as concerned about job duties, but rather the experience and feeling of doing certain jobs. How do we explain that experience accurately for them and engage their interest to pursue it?

- WEE - Make sure we are being cognizant of the non-traditional workforce in our promotional materials. There are damaging stereotypes that prevent certain people from pursuing careers. Our efforts should dispel them, not feed into them.
- COLLINS – We definitely want to make sure we are promoting careers to everyone. The Elevate Advanced Manufacturing site does a great job of promoting AM careers for women. The Kirkwood IT sector partnership group has done similar work to promote diversity in IT on their site iamitiowa.com, which includes videos and testimonials from a wide range of people working in IT that do not fit often held stereotypes or myths.
- NISSEN – Also intend to offer downloadable templates for sector partnership teams to customize based on their local employer needs. There will be a large statewide view, but also important to allow local teams to make it their own, especially in smaller rural areas of the state. Want to make sure we hear from small, mid, and large manufacturers of all types as well.

Facilitator Certification and Boot-camps

(Handouts – “SP Trainer Certification Curriculum - Overview” & “SP Trainer Certification Curriculum - Expanded View”.)

COLLINS shared initial plans and draft curriculum for 2-day sector partnership boot-camp's to be offered across the state for teams interested in learning more about sector partnerships and to launch/refresh local efforts. COLLINS has goal to begin offering training while conducting focus groups for career pathway projects in March and continue throughout the year.

- GRIMM – Any way to get to 1-day? 2-days is a lot to ask to miss work.
- BECICKA – Maybe break out the facilitation techniques to an entire day and the other history stuff as a separate day? Then regional teams of employers, support partners, etc....can join for the 1st day and facilitators can remain for the 2nd day. Sees value in offering a basic facilitation training to anyone interested across the entire state. Sees that as being strong deliverable to all.
- GIBBONS – Likes the idea of having more focused training for facilitators-only. Able to post some topics online also, and not do in-person....such as data mining that maybe the IDOE could do as a webinar that is also recorded and posted online.
- PICKARD – Would like to see something like this offered for the Construction industry that is struggling a bit with filling leadership roles. Exploring other training options, but could be good to get something set up through the state and IDOE.

Promotion & Outreach Efforts

COLLINS is putting together a schedule of events, conferences, and other opportunities to speak about the SPLC and sector partnership initiatives across the state. Asked the group for advice on who might be missing from the list and could benefit from a presentation?

- Adult Education & Literacy Virtual Conference (Jan)
- Association of Iowa Workforce Partners (April)
- Ottumwa Workforce Summit (April)
- One Door, Many Paths Conference (May)
- ABI – Taking Care of Business Conference (June)
- Adult Education & Literacy Conference (July)
- Iowa School Counselors Association (ISCA), Professional Developers of Iowa (PDI), Area Education Agency meeting, etc....?

Recap and next steps

Next meeting scheduled for Tuesday, May 1st. Looking to have a sector partnership team possibly host in an Eastern Iowa location, such as Davenport or Dubuque. More info to follow.

Help promote career pathways, trainer certification, and other sector partnership initiatives.

Contact your local sector partnerships to learn more and attend a meeting to experience the work 1st hand, using contact info housed in the interactive map at SectorPartnerships.EducateIowa.gov.

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.