



SECTOR PARTNERSHIP LEADERSHIP COUNCIL MEETING

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

Iowa Laborers' Education & Training Trust Fund, 3400 E Euclid Ave, Des Moines, IA, 50317

Present: Chris HUMMER, Kristin DIETZEL, Michelle KREFFT, Jean CLABAUGH, Liang Chee WEE, Lynn PICKARD, Rita GRIMM, Mike RALSTON, Ryan WEST, Drew CONRAD, Joe VAN TOL, Mollie ROSS, Mandy PARCHERT
(IDOE – Joe COLLINS, Jeremy VARNER, Sue GIBBONS, Alex HARRIS, Ryan WISE, Jake WELCHANS)

On phone: Renee MILLER

Welcome/Introductions

Began 9:10 a.m. with COLLINS welcoming the group and the meeting host, PICKARD, providing a brief overview of their organization, new building, and efforts to promote and expand careers in the construction trades. They are doing some great work and have some very exciting partnerships beginning in 2019. COLLINS provided a brief overview of plans for the meeting. Updates or good news to share was requested from members during introductions. Primary goal of meeting is to review accomplishments for 2018 and plans/goals for 2019 to further build and support sector partnerships across the state.

Membership changes:

Outgoing:

Oather Taylor - Alliant Energy
Ginny Shindelar - Associated Builders and Contractors
Kari McCann - Iowa Council of Foundations
Denny Presnall - Farm Bureau Life and Mutual Insurance Co.
John Stineman - Iowa Chamber Alliance

Incoming:

Mandy Parchert - Workforce Development Business Partner, HNI Corporation
Angela Maus - HR Director, Wapsie Valley Creamery, Inc.
Joe Van Tol - VP of Finance, Valley Machining Company
Mollie Ross - Director of Events and Talent Development, Technology Association of Iowa (TAI)
(Replacing Brian Waller)
Ryan West - Iowa Workforce Division Administrator, Iowa Workforce Development (Replacing Beth Townsend)

Member update examples:

WEE - Guided Pathways Grant with 15 CC's and Iowa Department of Ed how to guide students on their pathway.

GRIMM - Creating new apprenticeship programs working with Iowa Workforce Development by grouping occupations to broaden opportunities. Planning to launch January 2019.

PICKARD - Developing a new pre-apprenticeship/apprenticeship just for women in Laborers.

PARCHERT - Eastern Iowa advanced manufacturing sector board working on apprenticeship program for high school students.

MILLER - \$1.5 million grant from Department of Labor to train incarcerated individuals for jobs in four sectors: construction, health care, retail, and TDL (transportation, distribution and logistics).

Future Ready Iowa Updates

WEST provided a quick overview and updates for the Future Ready Iowa (FRI) initiative, whose goal is for 70% of Iowa's workforce to have post-secondary education, training, or a credential of value by the year 2025. November 13 will wrap up 17 regional summits held around the state, with some lessons learned and common findings to share:

- Agendas, notes, and other resources from each regional summit can be found at <https://www.futurereadyiowa.gov/summits>.
- We are currently sitting at 58.4% educated Iowans, which equates to adding roughly 127,700 more to achieve the 70% goal, most of whom will need to be adult learners.
- While unemployment across the state is low, it hides high rates for minorities, disabled, and those with a criminal background. How do we better engage with these populations?
- Most success with apprenticeship programs is high school partnering with local manufacturing companies. How replicate in other industries?
- Need to encourage folks to visit the prisons to see the type of individuals training to re-enter communities upon release. Could we hold a meeting there? Has had success in the past with the United Way of Central Iowa group [Central Iowa Works](#) hosting re-entry simulations to show employers and support partners how difficult it is to re-enter society after being incarcerated, especially finding a job. (Example from WEE - Second Chance Program)
- Sees a common need for employer toolkits. Employers don't know everything that is going on based on feedback from community partners. They need help to better understand best practices and how to put theory into practice to make a difference.
- An estimated 17,900 parents quit their jobs because of child care in 2016 ([article](#)). This is a huge problem everywhere in the state.
- Still determining next steps for initiative. How can we develop metrics and measure improvement? Sector partnerships will definitely play a role in the future.

DIETZEL - Working with individual employers to meet their needs. What if State's role was to advocate the need and working with DOT to address transportation. How can they help with child care reimbursement? Regions can work with employers if State could advocate for additional funding and address hurdles. No Dubuque employers went to Elkader FRI summit. They don't see themselves connected. There are issues that need to be addressed at a higher level, statewide basis. We can't do that regionally.

CONRAD - SPLC can provide tools for employers. FRI should be doing the same thing on a statewide basis. Need to be a resource and policy advocate. FRI Summit planning group in the Cedar Valley did not want to be a one off event. Our solution will be different than most other regions. We have 22 organizations coming together to address the labor shortage and have always been future focused.

WEST - It will take someone to help harness the tools and resources. Can we get Department of Transportation (DOT), Department of Human Services (DHS), or Department of Corrections (DOC) on the SPLC?

COLLINS – Likely not able to have someone directly on the SPLC from all of those agencies, but we can definitely partner with them on projects as-needed. One example is pulling in the DOT for career pathways work in the Transportation industry.

WEE - SPLC needs to identify good practices and take them back to our regions.

2019 Strategy & Schedule Review

COLLINS provided a hand-out detailing the proposed schedule and projects for 2019 that will continue previous efforts to build and support sector partnerships, as well as a new collaboration opportunity for review. Projects were grouped to correspond with one of the SPLC's four primary areas of focus/goals: Equip, Empower, Promote, & Champion.

Goal #1: EQUIP

(Research and develop standards, policies, and resources to support sector partnership planning, development, and growth across the state.)

Career Pathways Projects

COLLINS reviewed the career pathway projects and finished products for the [Advanced Manufacturing](#) and [Health Sciences](#) industries in 2018. This continued the goal of two industries per year from [IT](#) and [Energy](#) in 2017. The career pathways developed from each project have been very well received by employers, educators, and other support partners across the state. One of the primary areas of value for sector partnerships has been to utilize these statewide documents to build local marketing materials or to begin using them at local career fairs, parent nights, etc... to create awareness for often misunderstood employment opportunities. Special attention is also paid to defining and labeling occupations by interest types, since we know high school counselors and workforce advisors rely on these metrics for strong long-term career placements and success.

Opportunities in Advanced Manufacturing

Public Project Partners: Iowa Workforce Development (IWD), Iowa Economic Development Authority (IEDA), Future Ready Iowa (FRI)

Private Project Partners: Iowa Association of Business and Industry (ABI) and Elevate Advanced Manufacturing

In-person focus group locations: Davenport, Waterloo, Ankeny, and Sioux City

Number of online surveys: 2

Total participants: 335 employers and support partners

Number of careers highlighted: 63

Opportunities in Health Sciences

Public Project Partners: Iowa Department of Public Health (IDPH), IWD, FRI

Private Project Partners: Iowa Hospital Association (IHA) and Iowa Health Care Association (IHCA)

In-person focus group locations: Cedar Rapids, Mason City, Des Moines, and Sioux City

Number of online surveys: 2

Total participants: 378 employers and support partners

Number of careers highlighted: 83

CLABAUGH - Do the career pathways projects also identify where the gaps are in needed workers? I can see how this can be very helpful for students and families.

COLLINS – The materials are meant to only highlight careers with a consistent need or potential for future growth, but do not describe local employment conditions/shortages. The documents hosted on the IDOE [site](#) and FRI [site](#) contain links to learn those local metrics (demand, wages, education, etc...) from the Career Coach tool within the Future Ready Iowa tool index.

CONRAD - What is the plan on updating these?

COLLINS – We definitely need to determine a plan to update and feel that every 3-5 years should be adequate. I met with TAI last week to discuss revisiting the 1st materials we developed for IT in early 2017 and they think it is a great idea to not only update, but to also expand to include some actual pathways to match the current design and feel of the other projects. The original IT project was very high level and generalized as a start. Employers are interested in something with more substance.

DIETZEL - We share these with our SPs. How are employers using them?

COLLINS – Has heard of employers taking them to career fairs or using them to help with progression planning and professional development of their own employees. There is interest in developing templates that employers, SP's, schools, etc... can download to develop their own similar materials.

Health Science Education Toolkit Project

COLLINS discussed an expansion of the relationship with the IDPH from the career pathways project to also develop and pilot a toolkit for schools and health career employers to improve capacity to promote health science careers to students and also provide them with opportunities to experience health science related careers within their communities.

How do we help employers and educators not only connect with one another, but build successful work or project-based learning opportunities? This is a very common request we receive from sector partnership teams. They hear about a great program another group is doing, but are not sure how to replicate. (Point A to Point Z...and between) Will likely partner with the IHA and IHCA again as subject matter experts for the industry.

Would be great to develop a template from this project and then roll-out for previous and future career pathways projects. Although much of the guidance will remain the same, there are some subtle differences between industries that will need to be examined and expanded on, such as privacy concerns, child safety laws, and OSHA regulations.

Timeline: December 2018 – September 2019

CONRAD – Need to be sure you utilize different models based on location and size of employer—rural, urban, etc.

Decision Point: Which two industries should we target for career pathways in 2019?

COLLINS presented some options to continue developing career pathways materials in 2019 for two new industries. In no particular order, he has heard interest in the following areas:

1. Architecture-Construction-Engineering (ACE)
2. Business & Financial Services
3. Transportation, Distribution, & Logistics (TDL)
4. Agriculture & Food Production (Farm to Table)

PARCHERT – Would like to see something done in Transportation, plus it ties into manufacturing.

HUMMER - I would agree. It can lead into many other areas. Lots of confusion about wide range of options, not just truck drivers.

WEST - What all would be included in business/finance? Opportunities could be limitless.

COLLINS – It could definitely cover many different industries, but would need to be narrowed down a bit further to highlight some of the more common occupations, such as accountant, financial advisor, customer service, sales, management, etc...

PICKARD - Construction is needed. The average age in industry is around 50. Many more are going to be needed in the near future. Need apprentices and leadership development programs (foremen). There is a huge need. Construction is taken for granted. Infrastructure, design encompass so much more than just swinging a hammer. Can't train/educate engineers fast enough.

DIETZEL – Out of the options, construction and transportation likely suffer from the greatest level of misunderstanding and stereotypes. Would benefit most from career pathways projects.

COLLINS – It sounds like we will focus on Construction for the 1st half of 2019 and then Transportation for the 2nd. The DOT and Iowa Motor Truck Association are interested in partnering and need to work with PICKARD to determine best partners for construction project.

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

Goal #2: EMPOWER

(Offer technical guidance, financial assistance, and networking opportunities to assist sector partnerships in reaching their goals.)

Iowa Clearinghouse for Work-Based Learning

COLLINS introduced special guests from the Iowa Department of Education – Director Ryan WISE and new hire Jake WELCHANS to discuss plans for a new online work-based learning clearinghouse. He is excited for this new site as it will tie directly into the goals of many sector partnerships of building better relationships between employers and educators, and ultimately getting more students interested in remaining in Iowa and in a broader range of careers.

WISE – The Virtual Work-Based Learning Clearinghouse will house project-based learning opportunities for students to gain experience in a wide range of industries, regardless of location throughout the state. Partnership of IDOE, Area Education Agencies, and IWD that stemmed from an executive order by Governor Reynolds. IWD is developing a survey to launch in January to gauge interest in participating by employers. An advisory council was developed to help guide the development of this new resource, similar to the SPLC, and has 50% employers and 50% educators. Goal to launch the final site by July, 2019. Have 100 detailed projects on board at that time. Build on what we are already doing. Received \$250,000 to start this work. Project Manager is Jake Welchans, who was just hired in late October. Came from DMPS working on technology projects as well as teaching. I want to make these opportunities available to rural students, not just urban schools. Questions?

What are examples of projects?

In the works now. Company needs an online application developed. Developing a graphic design project. Exploring now what they could be and look like.

Will there be a pilot period?

Yes, after the new year. Beta, later. All of next year will be a pilot.

Who do you see logging into the clearinghouse? Who is it for?

More teachers, counselors, work-based learning coordinators at the schools, likely not students themselves. Looking for projects for their students. Putting requirements together now including standards, curriculum.

Will this be what our work-based learning intermediaries do—setting up job shadows, etc?

No, this will be more project-based learning. We want to work very closely with the local intermediaries, not replace what they are doing. Looking at the entire continuum and where this fits. There are some misperceptions of work-based learning that need to be addressed as well.

PARCHART - Currently what intermediaries are looking for are opportunities to interact. Building those connections are more difficult. Will there be networking opportunities with this? My company has maybe 50 employees working inside the schools, how can we increase the networking opportunities?

CONRAD - What kind of technical assistance will be provided to businesses? Not a natural thing they will think about a high school class working on. Couldn't our sector partnerships help with that? Need to get to the businesses early with the idea.

RALSTON – Part of the advisory council and this was discussed, in addition to many of the other questions already asked. Good discussions by council members. There are still some things that need to be ironed out by the group, but have really only met once.

CLABAUGH - I feel like I need a lot of information to determine what a project would look like. You are going to need a hook to bring in the employer interest. Why would it benefit them to put projects online for students? You can go into the school to talk to students, etc.

WEE - We really need to understand the local dynamics. SP could be the bridge. They share the needs. What is low hanging fruit you have that a HS class could take on. CCs partner very closely with K-12 districts. We can support but we need to figure out how to make it work by working together. Working with plastic industry where part of the day students are in school and second part they are in a plastics employer. Let's not look at the clearinghouse as a silver bullet. It will look different all over the state. Do K-12 teachers have the time to work on these projects with their students? Is it realistic for teachers and employers?

Sector Partnership Support & Consultation

COLLINS outlined some efforts he and GIBBONS have been actively working on to expand or reboot/refresh sector partnership programs across the state, including some areas for potential to explore further in 2019.

Sector Partnership Expansion:

1. Oskaloosa Chamber & Indian Hills Community College
 - a. Convened group of manufacturing and health care employers in May and support partners met again in September. Long-term interest.
2. Iowa Lakes Community College
 - a. Taking over management of a manufacturing group in Spencer and want to expand East.
3. Western Iowa Tech Community College
 - a. Interested in starting a manufacturing group by using career pathways as catalyst.

Reboot or Refresh of Programs:

1. Northwest Iowa Community College
 - a. Hired part-time facilitator to reboot and refocus their manufacturing group
2. Southeastern Iowa Community College/Burlington/Lee County
 - a. Looking to reboot a stalled advanced manufacturing group
 - b. COLLINS is visiting this area in December to begin talks with some key players
3. Hawkeye Community College
 - a. Hired two new AmeriCorps VISTA volunteers to help facilitate and market advanced manufacturing and health care groups
 - b. Working with local Chamber to launch more organized IT group

Areas/Regions with Potential:

1. Iowa Central Community College
 - a. General interest in sector strategies, but concerns about staffing/resources/capacity
2. Southwestern Iowa Community College
 - a. Potential for manufacturing group, but apparent lack of interest from local chamber/economic developers

Iowa Sector Connect – Community of Practice

COLLINS began hosting group conference calls for facilitators and employer chairs 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. He recommends SPLC members join the calls to learn more about day-to-day work and challenges facing sector partnerships in Iowa, especially if related to personal industry or area of focus. Calls are held three times per month from 8:30-9:30 AM. Notes from all of these calls can be found [online](#) and can offer some great insight across and between industries across the state.

Decision Point: Hold a sector partnership conference or offer facilitator training?

COLLINS has received mixed feelings from sector partnerships about a facilitator training or certification program, so he would like to explore bringing in a national consultant, such as [Next Generation Sector Partnerships](#) group to offer some outside perspective and brand recognition. This would likely be in place of hosting an annual sector partnership conference, however, due to timing and budget constraints. He has attended some of their training before and it was really beneficial. May want to explore options for a series of webinars also, in place of direct in-person training.

CONRAD - What will get the SP folks in the room? I believe a national group with recognition would help.

DIETZEL - I am looking for best practices that would work in our region.

PARCHERT - I would like to better understand best practices and what other states are doing for things like scope, format, how to, etc. How do you keep them coming back?

HUMMER - I don't necessarily need to hear more resources. I think they need application. What do I do? We need practical information. I need to understand both the pathway and the pipeline. I need more coming in the top to find the right ones. SP members showed up but I didn't get 20 people hired.

Goal #3: PROMOTE

(Assist with the marketing, promotion, and outreach efforts for sector partnerships and related work at a local, state, and national level.)

Marketing/Awareness Materials – 1-Page Handout

COLLINS presented the group with a modified 1-page information sheet about the purpose and value of sector partnerships that can be used at conferences, networking events, or otherwise left with stakeholders to quickly and easily understand and see the value of a sector partnership, regardless of industry of focus or geographic location in Iowa. A previous iteration was presented during the February 2018 meeting that was found to be too lengthy and confusing.

CONRAD - Missing on this is geography. Add "local/regional" employer driven... in first line.

HUMMER - Consider using template that local groups can customize with their own logo, contact info, map, employer members, testimonials, etc... in the region.

DIETZEL - What is the "Working Group"? Committee or project/sub-committees.

Social Media Update

COLLINS has begun posting pictures, news, and other resources on twitter under personal account [@jcollinsdsm](#). Consider following, retweeting, liking posts, etc... to help get the word out about our projects! Would like to explore more options in the future for a more official IDOE sector partnership social media presence. Exploring ideas for posting a volunteer group/employer on LinkedIn for the SPLC to allow opportunity for members to gain notoriety for support and to help spread news to contacts.

Conferences, Trade Shows, & Other Events

COLLINS has been spending a lot of time on the road speaking at conferences, trade shows, and other events to help spread the word about sector partnerships and to attempt to build stronger relationships with various support partners and agencies. A summary of some of the most recent events:

- Association of Iowa Workforce Partners Conference (April)
- One Door, Many Paths Conference (May)
- ABI – Taking Care of Business Conference (June)
- Adult Education & Literacy Conference (July)
- Future Ready Iowa Summits – Ames, DSM, Elkader, Cedar Falls (Sep-Nov)
- National Council for Workforce Education – Clearwater Beach, FL (Sep)
- Iowa School Counselors Association (Nov)
- Iowa School Board Association (Nov) – Exhibitor table/booth

Decision Point: What or who are we missing in these efforts? (events, groups, people, etc...)

COLLINS would like to attend more national conferences to present and speak about our efforts in Iowa, in addition to learning from other states. The NCWE event in FL went really well and there was positive feedback about our initiatives, specifically for the career pathways work. In addition to presenting at conferences, a goal for 2019 is going to be to host more exhibitor booths since this can sometimes extend our reach substantially vs. only those who attend a workshop. Please send any upcoming events or advice on groups to visit with for a webinar or other interaction to Joe to begin planning for 2019.

Goal #4: CHAMPION

(Advocate for the growth and success of sector partnerships to various audiences, including policy makers and other public/private partners.)

COLLINS reiterated his efforts to collaborate and build relationships with a wide range of individuals, agencies, and other public/private partners not only in Iowa, but around the country through various channels. He is hopeful of continuing to leverage the networks of SPLC members to expand the awareness and advocacy efforts for sector strategies in the future, particularly as it applies to Future Ready Iowa. Please send any ideas, thoughts, advice, connections, etc...to him as they come up or make

the connection directly by email or phone and he will determine any mutual benefits or opportunities to collaborate. There is no “one-size-fits all”, so it is important to explore many different options.

WEE - I appreciate you saying there are many ways to get this done. Our community college can start it, but when others take it over it becomes very powerful. Des Moines is not telling everyone there is only one way. Groups are being successful utilizing different models across the state.

VAN TOL - As an employer I always said I didn't have time for these types of initiatives. Now I don't have a choice. I think we will see that more over the next 5 years.

Decision Point: What do you need to better advocate for sector partnerships?

COLLINS referred back to the 1-page handout reviewed by the group as a resource to help SPLC members better advocate for the success of sector partnerships, but is also hopeful of creating more documents, templates, and other marketing resources in the future. He is always open to visiting or consulting with other groups, departments, agencies, etc... who may be interested in learning more about sector partnerships models, benefits, and planning procedures in Iowa.

Recap and Next Steps

COLLINS proposed a schedule of two in-person meetings (February & August) and two virtual update meetings (May and November) for 2019. This was agreeable to members, particularly those who travel from far distances. Watch for 'save-the-date' calendar invites to come shortly. He will continue to copy SPLC members on large project emails and updates that may be of interest.

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 or gained from COLLINS.

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

Follow [@jcollinsdsm](https://twitter.com/jcollinsdsm) on twitter to help share, retweet, like, and otherwise support the posts/tweets and other efforts by COLLINS and sector partnership teams around the state to grow and be successful.

COLLINS is greatly appreciative of those SPLC members continuing to be a part of these efforts to equip, empower, promote, and champion for sector partnerships in Iowa. The SPLC support is invaluable as COLLINS, GIBBONS, and other support staff continue to build and support statewide initiatives. We are excited to continue this meaningful work into 2019 and beyond!