

Employer Engagement: Developing and Leveraging Industry Champions

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Employer Engagement: Developing and Leveraging Industry Champions

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**INDUSTRY ENGAGEMENT: DEVELOPING AND
LEVERAGING INDUSTRY CHAMPIONS**

Tom Hooper

Indiana Sectors Summit - October 19, 2016



Overview of the Role of Industry Champions

Local Perspective on Industry Champions

Questions and Answers



OUR MISSION

JFF works to ensure that all young people and workers have the skills and credentials needed to succeed in our economy

OUR VISION

The promise of education and economic mobility in America is achieved for everyone.



PHOTOGRAPH © 2008 Jerry Davis



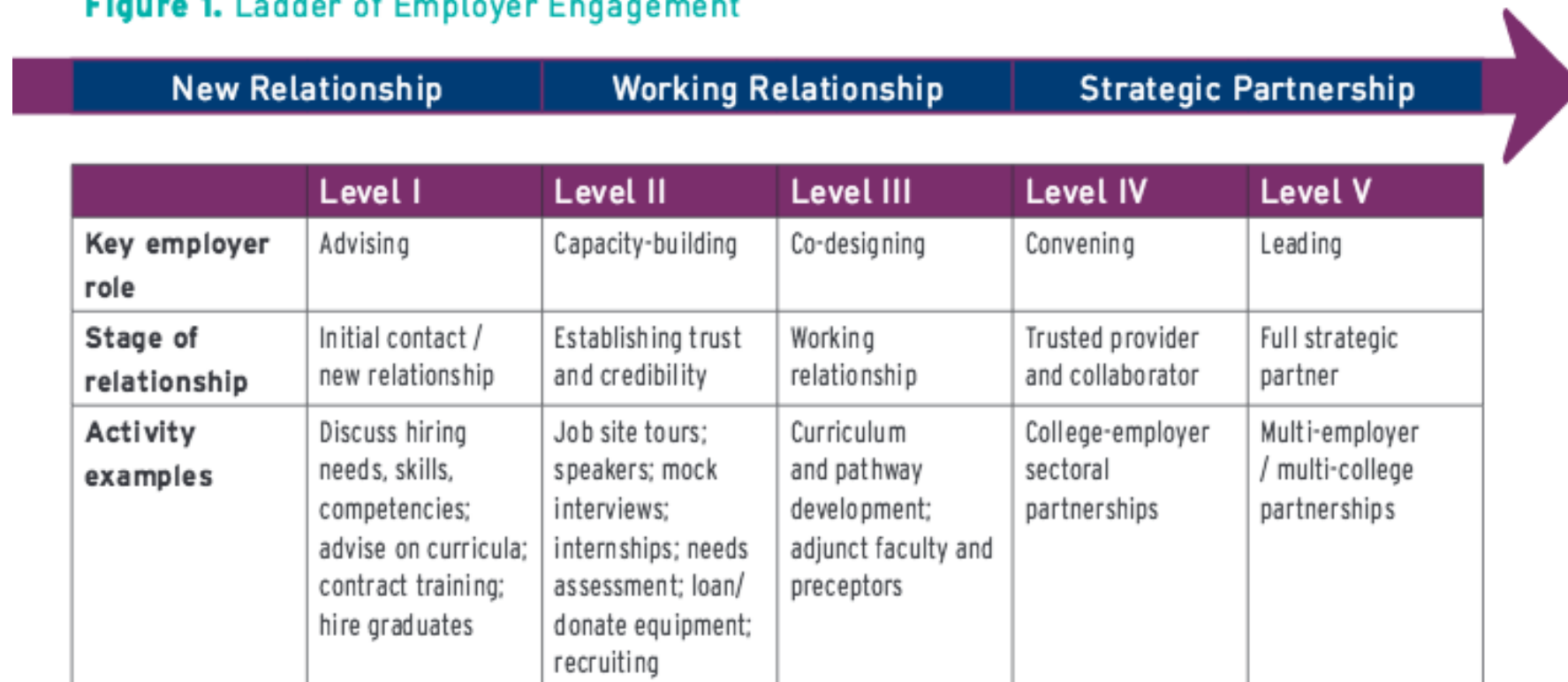
- > **Industry champions demonstrate leadership and take a role in strategic decision-making in sector partnerships.**
 - *Industry champions are involved in sector partnerships for the long-term.*
 - *Industry champions are focused on their community or industry sector development, not just on their own individual business needs.*

INDUSTRY CHAMPIONS: LEADERSHIP ROLE IN SECTOR PARTNERSHIPS



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Figure 1. Ladder of Employer Engagement



WHAT SPECIFIC ACTIVITIES CAN INDUSTRY CHAMPIONS SUPPORT IN SECTOR PARTNERSHIPS?



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Conduct outreach to their peers



Participate in strategic decision-making



Provide input on training curriculum



Testify at public hearings



Host interns, jobs shadows, and tours

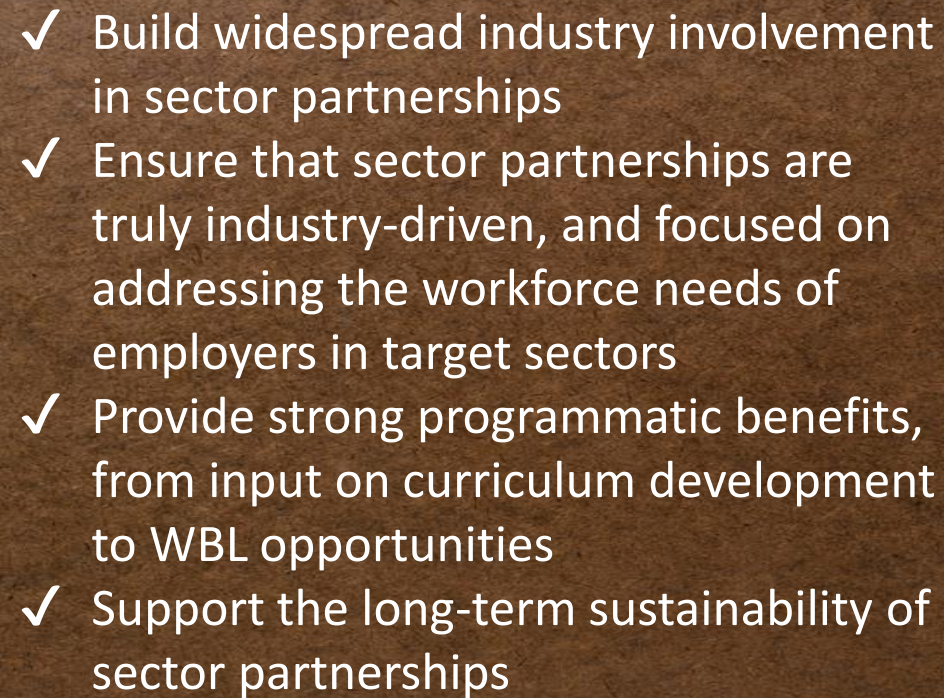


The result: increased support from employers sector-wide, with benefits for workers and businesses

WHY ARE INDUSTRY CHAMPIONS IMPORTANT FOR SECTOR PARTNERSHIPS?



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- 
- ✓ Build widespread industry involvement in sector partnerships
 - ✓ Ensure that sector partnerships are truly industry-driven, and focused on addressing the workforce needs of employers in target sectors
 - ✓ Provide strong programmatic benefits, from input on curriculum development to WBL opportunities
 - ✓ Support the long-term sustainability of sector partnerships

WHAT ARE THE BENEFITS TO EMPLOYERS OF SERVING AS INDUSTRY CHAMPIONS?



> Benefits include:

- Provide an opportunity to address businesses' hiring, training, and retention needs
- Offer an opportunity to play a leadership role in the community, which has public relations benefits
- Provide opportunities for businesses to support community and sector development
- Provide businesses with professional development opportunities for their staff

- > Highlight the contributions of champions through:
 - Adding pictures and quotes to sector partnership website
 - Articles in newsletters and newspapers
 - Nominate champions for awards

* From July 2016 Article in the NH Business Review on the launch of the NH Manufacturing Sector Partnership



“Among those joining Gov. Maggie Hassan, center, at the launch of the NH Manufacturing Sector Partnership were, from left: Anne Struthers, business resource specialist for the NH Department of Resources and Economic Development; DRED Commissioner Jeffrey Rose; Graphicast President Val Zanchuk, chair of the Business and Industry Association of NH; and Tim Sullivan, vice president of corporate affairs and services at Hitchiner Manufacturing Co., Milford, where the event was held.”

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Industry Engagement & Champions

A Local Perspective

Who is Northeast Indiana Works?

- ❑ Northeast Indiana's nonprofit Workforce Development Board
- ❑ Oversee 11 county-based WorkOne Northeast career centers and provide financial and employment resources to individuals for education and skills training
- ❑ Convene groups working to align talent development strategies with employer needs, help to plan and facilitate sector partnerships involving education, industry, workforce and economic development

The WHY: A Call to Action

- ❑ Northeast Indiana employers are facing significant worker and skill shortages, with a high-end projected need for 108,000 new workers over the next decade
- ❑ More than 1 in 5 workers are retirement eligible in the next decade
- ❑ Young workers are not entering key sectors at rates needed to meet projected needs for workers
- ❑ Talent development networks are not fully aligned with the needs of the labor market

Manufacturing Based Sector Partnerships

- ❑ Sub-regional sector partnership strategies are being utilized in Northeast Indiana – but aligned regionally

- ❑ Key manufacturing sector partnerships include:

- Adams-Wells Manufacturing Alliance (AWMA)
- Industrial Guild of Steuben County
- Gateway Coalition in Allen County
- Grant's Got Talent in Grant County
- Manufacturing Education Alliance (MEA) in Noble County
- Others in development



- ❑ Other key partners include economic development (EDCs), workforce development, K-12, postsecondary and other key community stakeholders

Manufacturing Based Sector Partnerships

- ❑ Work with K-12 systems to engage with students/staff to promote career pathways and opportunities
 - Gateway Coalition has established goal of getting manufacturing career information into the hands of every 9th grader in the county
 - Common presentation developed for all presenters
- ❑ Work with K-12 systems to create teacher/counselor externships
 - New teacher externship program in Adams/Wells
 - Counselors being targeted for externships in Allen County this year
- ❑ Support work-based learning programs for students
 - Exploring ways for sector partnerships to engage with ICE programs
 - Internships with CTE students

Manufacturing Based Sector Partnerships

- ❑ Support program development efforts for new adult training programs in key occupations
 - Skill-Link programs in industrial maintenance and CNC machining
 - Manufacturing Entry Training Academy (META)
- ❑ Support regional activities
 - MADEBYME regional marketing campaign targeted to young individuals
 - Skills surveys
- ❑ Project-specific support
 - Manufacturing day tours
 - Grant-specific activities in support of Skill UP and OCRA grants
 - Assist with raising CEDIT resources from communities
 - Most recently, work ethic certification programs

Industry Champions

- ❑ Each sector partnership has one or more industry champions
- ❑ Champions have typically been identified using the following criteria:
 - the strength and respect of their presence in the county/community
 - their commitment to talent development
 - their passion and commitment to supporting collective talent development work
- ❑ Examples of industry champions
 - Hoosier Pattern – Adams Wells Manufacturing Alliance
 - Design Collaborative – Gateway Coalition
 - Carlex Glass – Noble County Manufacturing Education Alliance
 - A new effort is underway in Wabash County – Ford Meter Box will take on the champion role

Role of the Industry Champion

Case Study: Hoosier Pattern – industry champion for the Adams Wells Manufacturing Alliance

- Provided staff support to the Alliance in the early years – helped launch the Alliance
- Peer-to-peer outreach with other manufacturers to expand and grow the Alliance
- Hosted teacher externships and encouraged other manufacturers to do the same
- Made initial funding commitment and encouraged other manufacturers to do the same - \$20,000+ has been raised and PT staffer hired
- Strong support of local Career and Technical Education programs, economic development and workforce development



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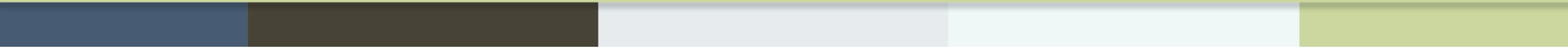
Question & Answer





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**Thank you,
for your participation**



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