INDUSTRY PARTNERSHIPS
BRIDGING THE GAP
Sector Partnerships

- Why
- Mechanics of organizing – lining up the ducks.
- How do you talk about Sector Partnerships to your partners
Why Sector Partnerships = Job seekers cannot risk spending time and resources on training and education programs that do not lead to a good job.

- Helps us know in real time what industry needs.
  - Helps us align programs and resources serving employers and workers.

- Provides a means to engage directly with industry that is meaningful for all partners
  - Provides a table where all partners can organize their work to help benefit the skill needs of industry and target talent development.
By 2020, nearly two out of every three U.S. jobs will require some postsecondary education and training.
When employers find effective ways to work together with the public education and training systems they can improve productivity.
When you think Sectors – think Clusters
High-Skill Occupations
Workers with analytical ability, problem solving, and creativity.

Low-Skill Occupations
Workers with no formal education beyond high school.

Traditional Middle-Skill Occupations
Workers who perform routine tasks that are procedural and repetitive

Automation

Source: Kansas City Federal Reserve Bank, Didem Tüzemen and Jonathan Willis, (2013). “The Vanishing Middle: Job Polarization and Workers’ Response to the Decline in Middle-Skill Jobs,”
There is a role for everyone to support a robust work and learn - skill development system.
You need all partners to make this work!
DIVISION OF BUSINESS & INDUSTRY DEVELOPMENT
WEDC MISSION STATEMENT

As the State of Wisconsin’s lead economic development organization, the Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve.
INDUSTRY SECTORS

- Leveraging industry leadership to accelerate growth and high-quality jobs by advancing high-impact initiatives in Wisconsin
- Engagement decisions driven by “efficiency” and “effectiveness”
- Sector partners must exhibit:
  - High organizational maturity
  - Strong stable leadership
  - Stable financial position with strong industry support
  - Sustainable and scalable business model
- Customized solutions
  - Immediate and recurring positive impact
  - Create or strengthen a unique competitive advantage for Wisconsin
  - Attract co-investment funds at a ratio of 3:1
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Collaboration

TRANSPORTATION
WISCONSIN TRANSPORTATION CONSORTIUM – ISSUES

➢ Lack of interested/qualified/trained workforce and spiraling cost of filling needs

➢ Shortages today will become more severe at a higher rate than other industries:
  ▪ Aging transportation workers retiring and younger workers not backfilling them
  ▪ Increased regulatory requirements and liability exposure increasing standards
  ▪ Widening gap could limit economic expansion (manufacturing) in the state

➢ Collective efforts can yield better results for all
Build public/private partnership through collaborative efforts with WI-based transportation employers and State agencies

Initial focus was industry-led effort to source, train, and place WI residents in stable, well-paying transportation jobs
Primary initiatives included:

• Integrated marketing effort to increase awareness of need and opportunities
  • Jobcenterofwisconsin.com/trucking
  • Youth Apprenticeship for Diesel Technician
  • Outreach to Veterans – Military CDL Waiver
• Building levels of training capacity in the state to meet the industry’s needs
  • Diesel Tech – 200 to 250
  • Truck Driver –Class A CDL – 350 to 1200
• Identify and secure funding opportunities that help meet collective objectives
  • CDL Training Program
Job Center of Wisconsin: jobcenterofwisconsin.org/trucking
Collaboration

FINANCIAL SERVICES
FINANCIAL SERVICES - ISSUES

➢ Shortages in the future due to an aging workforce will leave a significant gap in labor supply

➢ Negative perceptions of the finance industry will be a barrier to entrants into the industry

➢ Not enough students are entering into finance programs at the post-secondary level
  • Negative perceptions of the industry
  • Lack of understanding of opportunities within the industry
MUTUAL NEEDS – WORKFORCE ATTRACTION AND RETENTION

» WEDC approached finance industry leaders to create a Financial Services Consortium to address the industry’s issues
  • Banks
  • Credit unions
  • Insurance institutions
  • Accounting

» Development of working groups to work on issue areas
  • Marketing
  • Education
  • Workforce Development
FINANCIAL SERVICES - OBJECTIVES AND GOALS

- Identify curriculum needs – do they meet industry needs
  - Map curriculum at the post-secondary and secondary institutions
  - Review Youth Apprenticeship programs

- Determine ways of increasing the workforce pipeline into the industry
  - Identify ways of increasing the pipeline of interested high school students
    - Looked at high enrollment Finance YA programs
    - Reviewed North Central’s as an example of a high enrollment program

- Working to Create an awareness of and marketing the opportunities in the industry
  - Create an industry webpage on Jobcenterofwisconsin.com
Manufacturing Collaboration
MANUFACTURING - OVERVIEW

- Identified issue: Increasing pipeline of manufacturing employees
- Worked with DWD to create a manufacturing web page
Addition of Apprenticeship and Youth Apprenticeship programs
Collaboration

PARTNERSHIPS
PARTNERSHIPS

➢ Skills Wisconsin

➢ WCTC – Dual Enrollment Academy

➢ Wisconsin Fast Forward

➢ Wisconsin Economic Future Study
Northwest Wisconsin Industry Sectors

Mari Kay-Nabozny,
CEO of the Northwest Wisconsin Workforce Investment Board, Inc.
Northwest Wisconsin Workforce Investment Board, Inc. (WDA 7)

- Largest Geographic WDA (10,500 square miles)
- Total Population is 178,019
- People per square mile average of less than 10
- Largest Municipalities include: Ashland, Medford & Superior
- Top growth industries throughout the region are: Manufacturing, Retail Trade, Transportation, Hospitality, & Healthcare*
Industry Sector Work

NWWIB and CEP, Inc. have directed our efforts to focus on four high-growth regional industries:

- Manufacturing
- Hospitality
- Transportation
- Healthcare

Summits have been held for each of these industries to encourage collaboration and partnership between industry leaders, and to discover industry workforce needs and determine solutions.
Manufacturing Industry Sector

- Two alliance meetings in late 2013 (north and south)
- Varied priorities and training needs identified making it difficult to find focus
- Center for Combustible Dust Safety & Health - *This Center was created from a grant from the Susan Harwood Training Grant Program, part of U.S. Department of Labor's Occupational Safety and Health Administration.*
  - 19 counties in NW WI and 7 counties in NE MN
  - Trained 732 in 35 manufacturing businesses
  - Another 309 employees trained in late 2014
Hospitality Industry Sector

• Enormously large industry in terms of scope and employment
• Needs are great!
• Soft skills is the most requested training
• Assessment of the hospitality industry has now directed attention to aiding the industry in finding qualified applicants to help increase and bolster the retention of the industry’s workforce.
Transportation Industry Sector

- A Trucking Summit - Spring 2013
- High Wage Highway events
- "The transportation industry is definitely in need of more drivers and we are happy to think “outside the box” to recruit them. We welcome any ideas that may assist us in the recruiting process." - Debbie Landry, Director of Recruiting & Driver Services at Halvor Lines, Inc.
Evolution of the Healthcare Industry Sector in NW WI

- 2005: Wisconsin Healthcare Workforce Network
- 2007: Wisconsin Healthcare Opportunities Network
- 2009 – 2011: DWD Sector Grants
- 2012: HealthCARE H1B Grant
- 2013: Northwest Wisconsin Healthcare Alliance is up and running
Northwest Wisconsin Healthcare Alliance

• Industry-led summits were held at multiple locations with guest presenters and experts
• The implementation of the HealthCARE Project helped in the formation of this alliance of employers and educational partners as the Northwest Wisconsin Healthcare Alliance.

• The Northwest Wisconsin Healthcare Alliance is committed to the continued development of Northwest Wisconsin's healthcare workforce. The alliance continues to grow with new members and initiatives underway with different committees focusing on outreach, education, uniformity and recruiting.
• Formalized network thru a Health Resources and Services Administration (HRSA grant in 2014
Where are we going next?

- Health Resources and Services Administration Grants:
  - Rural Health Network Development Grant Program
  - Nursing Workforce Diversity
INDUSTRY PARTNERSHIPS
Q & A