

Next Generation Sector Strategies

PEDA Fall Conference
November 2nd





**NEW CALLS TO ACTION
FOR DEEPER, STRONGER
PARTNERSHIPS WITH
INDUSTRY**

EDUCATION THEN AND NOW

- ▶ College or career
- ▶ Disconnected programs
- ▶ Workforce development as add-on

- ▶ College and career
- ▶ Industry-driven guided career pathways
- ▶ Workforce demand drives program decisions

WORKFORCE DEVELOPMENT THEN AND NOW

- ▶ Workforce is the agenda, focus on **customized solutions**
- ▶ One-on-one “**retail**” approach to business services
- ▶ Sector partnerships an **add on** activity

- ▶ Business growth is the agenda, focus is on **coordinated action**
- ▶ Sector focus or “**wholesale**” approach to business services
- ▶ Sector partnerships a **way of doing business**

ECONOMIC DEVELOPMENT THEN AND NOW

- ▶ Individual firms
- ▶ Business attraction
- ▶ Cost of doing business as key competitiveness factor

- ▶ Cluster or sector focus
- ▶ Business retention
- ▶ Access to skilled workforce as key competitiveness factor

WHAT'S THE COMMON GROUND?

- ▶ Wholesale vs. retail approach to industry engagement;
- ▶ Integrated vs. siloed workforce development and economic development strategies;
- ▶ Business as partners vs. customers.

WHAT'S THE RISK?

- ▶ Workforce development, economic development, and education all hear the same call to action and double down, engaging employers *independently*.

A TYPICAL STATE OF PLAY



Economic
Development
Organization



Chamber of
Commerce



Community
College



Local
Government



K-12 CTE



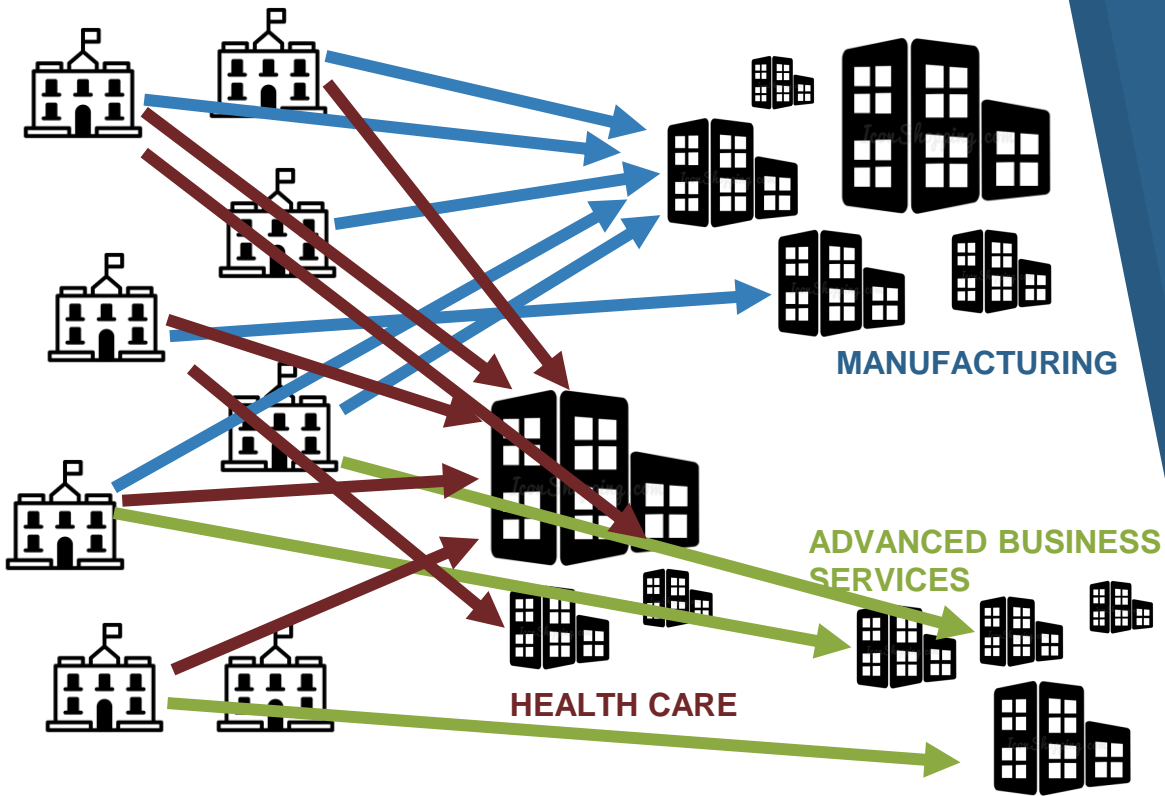
Workforce
Development



Adult Basic
Education



University



THE PROBLEM

- ▷ Employer burnout and fatigue
- ▷ Tendency to miss smaller or newer businesses
- ▷ Programmatic decisions based on limited industry input
- ▷ Risk of undersupplying the labor market
- ▷ Risk of oversaturating the labor market

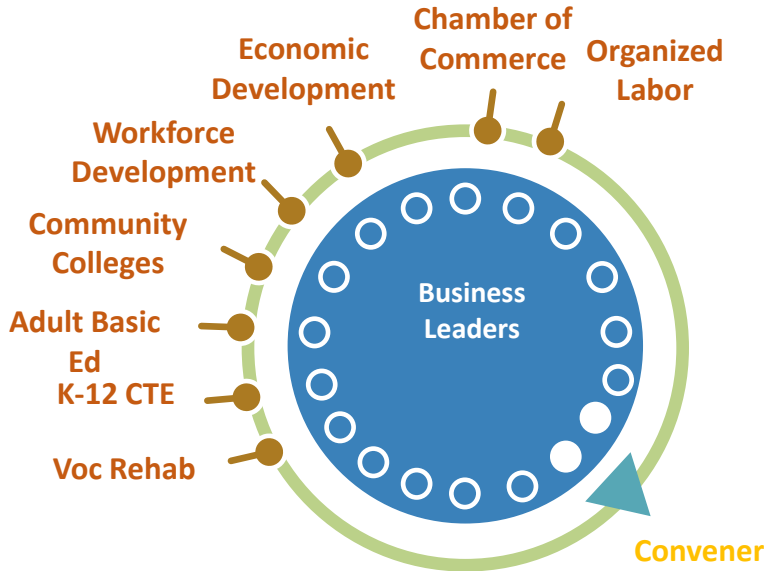
THE ALTERNATIVE

Instead of engaging employers around *our* agenda...

- Developing a new training program
- Advising on curriculum
- Writing a letter of support for a new industrial park

...business leaders define and champion their *own* agenda and public partners participate as supporters.

INDUSTRY-LED SECTOR PARTNERSHIP



DISTINGUISHING CHARACTERISTICS

- ▶ Agenda is entirely defined & driven by business leaders
- ▶ One table, many partners
 - ▷ Not just a “workforce thing” or an “economic development thing”
 - ▷ Acts as coordinating body across multiple programs and systems
- ▶ May or may not receive state or federal support
- ▶ Sustainable over time, with a process for continuous improvement and review

KINGMAN AND MOHAVE MANUFACTURING ASSOCIATION

- ▶ Established in 2011, now a 501c6 nonprofit organization with 30 manufacturers as voting members
- ▶ Accomplishments include:
 - ▷ New training pathways (collaborative apprenticeship, mobile training unit, new mechatronics program)
 - ▷ Freight sharing program
 - ▷ Collaboration with City, County and State to identify and advance economic development strategies for manufacturing growth (I-40 interchange development, industrial park roads improvement, etc.)



WHAT DOES IT TAKE?

1. Create a regional sector support team—a joint decision-making body
2. Identify and agree on sectors that merit your collective action
3. Identify and agree on neutral convener(s)

PREPARE TO LAUNCH

1. Build a list of industry champions
2. Identify and cultivate potential co-chairs
3. Co-chairs send out invitation & host launch meeting

LAUNCH

1. Get businesses leaders talking
2. Identify shared priorities for action
3. End with commitments

MOVE TO ACTION

1. Form action teams around priority areas
2. Bring in the right support slowly and selectively
3. Focus on early wins
4. Sustain & evolve

Questions?

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