Purpose Statement

Briefing to CWDC on Business Development Services Initiative

Engagement of the CWDC
Colorado Business Development Services
Vision and Mission

- **Our vision** is to provide seamless access to business development services for all Colorado employers that produces positive economic returns for businesses, industries and all of our communities.

- **Our mission** is to create an integrated system that responds rapidly to Colorado employer needs through ease of use in technology and services and results in ready access to a skilled and competitive workforce.
History

Variance in the delivery of services was identified as a barrier and adds to the cumbersome feel as we attempt to meet the needs of our business customer. At the Directors’ request a statewide business development services initiative was established.

The Initiative formed four committees to improve and standardize the delivery of high quality services to business.
Colorado Business Development Services
Leadership Structure

Leadership Team
Chris Carman, CDLE
Linda Murphy, CUWA
Dave Griffin, CRWC

Performance Work Group
Suzie Miller
Mesa County

MIS Work Group
Liz Ojeda
Denver, City & County

Tool Box Work Group
T.B.D.

Professional Development Work Group
Dawn Gardner
Arapahoe/Douglas
Purpose: Together we will strengthen our Statewide Business Development System through learning and sharing at this important summit.

Summit Participation

State program overview

Regional Panel Discussions

Further Topics Presented also included “Growing Businesses-Growing Jobs,” “WY-CO Workforce Partnership” and “Workforce Intelligence Data and Services.”
Summit Outcomes

- Aligning with the six core objectives identified in the Colorado Blueprint.
- Comprehensive series of best practices and panel discussions
- Action Plan: driving Business Development efforts for the next year
Colorado Business Development Services
Action Plan

GOAL 1: Drive Creative & Innovative Approaches to Meet Employer Needs
(Aligns with Blueprint Core Objectives 1,2,4,5)

• Objective 1: Expand solutions & services
  Action: Develop and implement common template for Industry Profiles, Workforce Intelligence
  Action: Create a matrix of who has what in their Tool Box for Business

• Objective 2: Establish & align the process & procedures for BDRs to operate effectively in a demand driven workforce system
  Action: Secure buy-in from CDLE, CWDC Leadership to support changes deemed most critical by BDRs
  Action: Develop Code of Ethics and Rules of Engagement for aligning BDS across the state
Colorado Business Development Services
Action Plan

**Goal 2: Maximize Business & Industry Awareness & Utilization of the Workforce System**

(Aligns with Colorado Blueprint Objectives 1,2,4)

- **Objective 1:** Create an ROI process for BDS
- **Objective 2:** Expand & retain local regional business partnerships

  Action: Identify multi-regional partnerships to develop collaborative recruitment model

- **Objective 3:** Collaborate with CDLE & CWDC on statewide marketing plan as it relates to BDS
- **Objective 4:** Identify standards and metrics to demonstrate maximization & utilization by employers
Colorado Business Development Services
Action Plan

Goal 3: Establish on-going Professional Development Trainings for BDRs

- Objective 1: Prioritize & develop timeline for rolling out trainings statewide
- Objective 2: Ensure full utilization of Connecting Colorado
- Objective 3: Create & roll out “Getting Ready for Primetime” training

Action: Deliver training on broad range of topics including Business to Business Account Management, Building Strategic Business Relationships, Sales and Marketing, Business Language, etc.
Progress/Successes to Date

- Summit held
- Action Plan developed
- Workgroups created and tasks assigned
- BDR convene monthly virtual meetings
- Cross regional contact and collaboration increased
- Cross regional business service communication increased
- Overall services to businesses improved statewide
What the Initiative Needs From the CWDC

- What resources can the Council provide?
- How do you envision advocating for this initiative?
- How can the Council provide connections to local businesses and community organizations?
Business Development Services
Lead Contact Info.

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