

John Hickenlooper
Governor

Ellen Golombek
Executive Director
Department of Labor & Employment

David Csintyan, *Chair*

Stephanie Steffens, *Director*



633 17th Street, Suite 1200
Denver, Colorado 80202
303-318-8113
cwdc@state.co.us

**Key Industries Initiative Update for
Core Objective 5: Train & Educate the Workforce of the Future**
September 22, 2012

Summary of Initiative to Date:

- Nine Key Industries have kicked off and are completing industry plans that will include business-driven solutions to workforce and education challenges in Colorado.
 - Manufacturing has completed their business plan.
 - Information & Technology have merged into one Key Industry and their plan is being finalized.
 - Bioscience is in the process of developing their plan.
 - Food & Agriculture completed their business plan.
 - Creative Industries recently completed their business plan.
 - Tourism & Outdoor Recreation and Aerospace are in the final stages of completing their business plans.
 - Electronics recently kicked off and is in the process of creating their business plan.
- A survey was distributed to workforce and education partners in order to map existing workforce and education efforts related to key industry strategies. The information collected in the survey will inform the workforce and education business plans developed by each industry and allow for the identification of opportunities, gaps, barriers and best practices. Over 100 entities have completed the survey. CWDC staff are analyzing surveys.
- CWDC, Core Objective 5. (Educate & Train the Workforce) Experts are analyzing each industry's business plan and identifying common themes.

Emerging Themes:

1. Improving the perception and awareness of career paths (i.e.: what it means to work in different industries).
2. Increased opportunities for hands on work experience (i.e.: internships, OJT, etc.).
3. Identification of career and education pathways within particular industries.
4. Train the Trainer: training opportunities for staff that work with students and job seekers (i.e.: teachers, counselors, workforce center staff, etc.) to learn about careers and career pathways so they are able to share this knowledge with students.

*see goals for specific industries on second page

Industry Launch Dates:

- Health & Wellness, Infrastructure Engineering & Construction, Energy & Natural Resources, Transportation & Logistics and Financial & Business Services: TBD
- Economic Forum: December, 2012 and Workforce Summit: January, 2013

Key Industry Initiative Outcomes to Date: Workforce and Education goals identified by each industry. Action plans are being developed to implement each goal.

Manufacturing

1. Improve perception of manufacturing careers
2. Develop a comprehensive and collaborative, industry-driven training and education pipeline, engaging partners at all levels
3. Identify manufacturing workforce needs, identify best practices and promote work-based learning and employment opportunities that connect business/industry to potential workforce

IT

1. Develop and implement awareness campaign about IT careers
2. Train the trainers (educators and service providers)
3. Develop a statewide clearinghouse for education and work opportunity information

Food & Agriculture (Steering Committee approved July 12, 2012)

1. Identify career and education pathways
2. Build appreciation and awareness of career opportunities in Food & Agriculture
3. Build education system/curriculum that meets industry demands and serves all population
4. Identify opportunities to address visa and immigration issues

Creative Industries (Steering Committee approved August 27th, 2012)

1. Identify and define education and career core competencies
2. Increase work experience opportunities (OJT's, internships, externships)
3. Increase and improve awareness/perception of creative careers

Bioscience (currently being developed)

1. Develop a sustainable internship program
2. Develop 501C3 Foundation to raise funding for education and industry awareness

Tourism and Outdoor Recreation (awaiting Steering Committee approval)

1. Plan and implement an industry specific career fair
2. Identify career pathways
3. Develop and promote internships

Aerospace (currently being developed)

1. Improve education opportunities throughout the state aligned with industry's needs (expand pockets of greatness)
2. Educate industry on existing education programs
3. Identify and expand technical education
4. Align the Colorado Congressional Delegation around Aerospace workforce needs

Electronics (currently being developed)

1. Create strong support of STEM efforts
2. Create an electronics roadshow for schools
3. Approach schools, as an industry, to convey the top 6-8 needs
4. Develop more robust internship/work experience/apprenticeship programs
5. Upgrade the talent currently in the industry (incumbent worker training)