



Colorado Workforce  
Development Council

# **NEW MEMBER ORIENTATION**

**STEPHANIE STEFFENS, DIRECTOR**



# WHY ARE YOU **HERE?**

This Council shall serve as the convening body for the State of Colorado that represents the interests of all communities relevant to economic vitality, education, and training, in support of and focused on business.

## **THE ROLE OF THE CWDC:**

- ▶ Responsible for the continuous improvement of the workforce system, oversight of Workforce Investment Act funds, and ensuring a statewide strategic vision created from the bottom up through Council members and local partners.
- ▶ Act as a neutral forum for determining the cost of potential regulation and policy to businesses and its impact on the ability of businesses to create jobs.
- ▶ Focus on business needs to create a talent-based, skilled workforce through the alignment of initiatives in education, workforce and economic development.
- ▶ Leverage partnerships to identify needs and gaps and create sustainable solutions and their funding.



# BASIS FOR COUNCIL AUTHORITY

This Council shall serve as the convening body for the state of Colorado that represents the interests of all communities relevant to economic vitality, education, and training, in support of and focused on business.

- ▶ Federal Workforce Investment Act of 1998, 29 U.S.C. sec. 2801 et seq.
- ▶ Colorado statute 24-46.3-101
- ▶ Executive Order B-2010-012
- ▶ CWDC By-Laws



# COMPOSITION OF THE COUNCIL

- ▶ The Governor, two state Senators, two state Representatives, two local elected officials and two union representatives.
- ▶ The Executive Directors from partner state agencies
- ▶ President of the Colorado Community College System
- ▶ A representative of Workforce Directors
- ▶ Representatives of Community-Based Organizations serving special populations such as veterans or people with disabilities
- ▶ **Majority are business representatives:**
  - Small to large businesses.
  - Owner/operators, human resource professionals, CEO's, etc.
  - Geographically diverse, representing all regions.
  - Representative of all primary industries of Colorado.
  - Nominated by local communities and their industries.
  - Wide range of experience with the workforce system, local economic development and education.



# COUNCIL GOVERNMENT PARTNERS

## ▶ Federal Government

- US Dept. of Labor (DOL) Employment and Training Administration (ETA)

## ▶ State Agencies (by Executive Order)

- Dept. of Labor and Employment (CDLE)
- Office of Economic Development and International Trade (OEDIT)
- Dept. of Higher Education (CDHE)
- Colorado Community College System (CCCS)
- Dept. of Education (CDE)
- Dept. of Human Services (CDHS)
- Dept. of Local Affairs (DOLA)
- Dept. of Agriculture (CDA)
- Dept. of Corrections (DOC)
- Colorado Energy Office (CEO)

By Invitation: Dept. of Transportation (CDOT)



# VISION AND MISSION OF THE COUNCIL

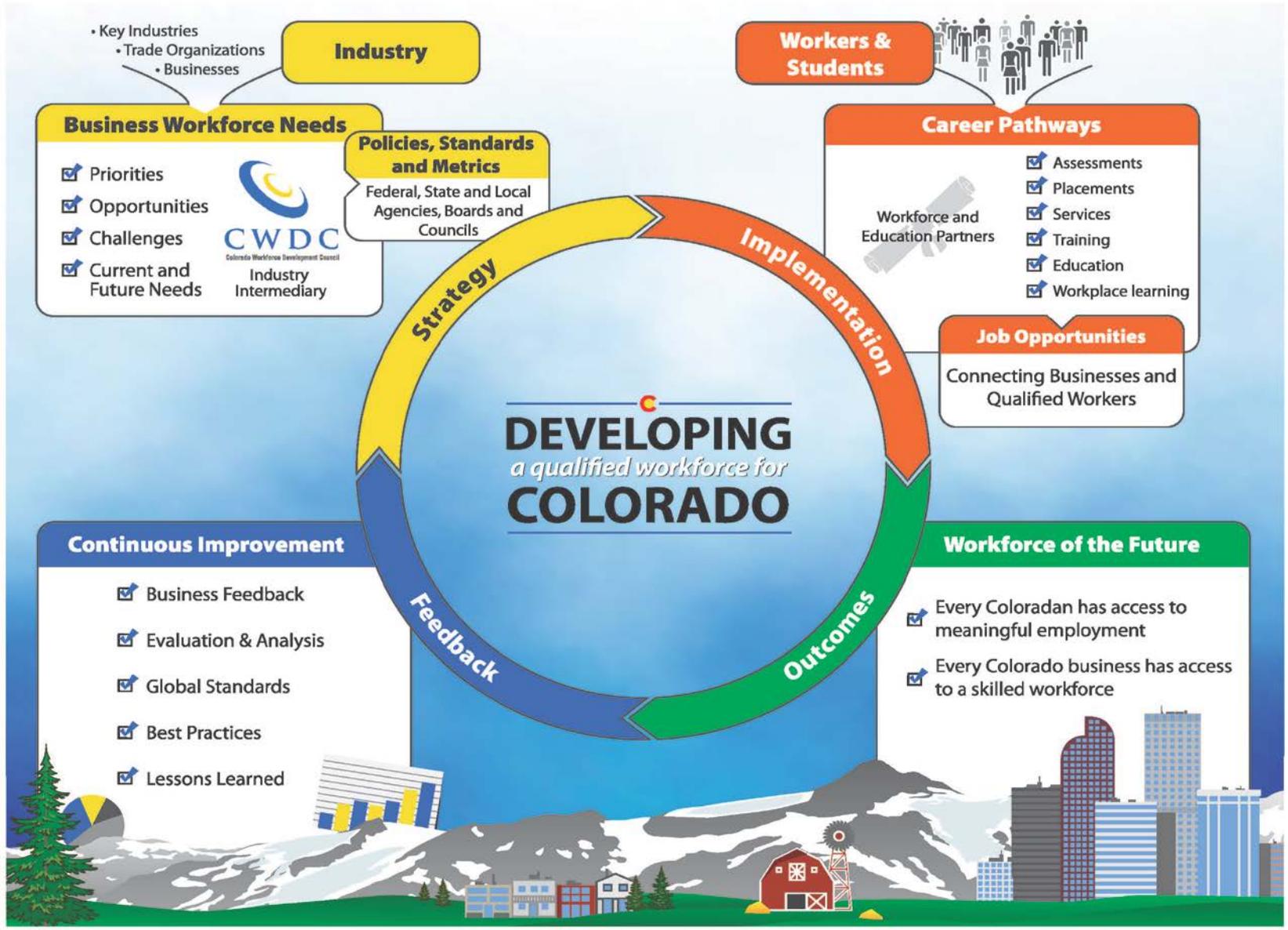
## VISION

Every Colorado business has access to a skilled workforce and every Coloradan has access to meaningful employment, resulting in statewide economic vitality.

## MISSION

To create and sustain a business-led Colorado talent system that appropriately integrates the work of economic development, education, training and workforce development to meet the needs of businesses, students and job-seekers.





# MOVING FROM VISION TO ACTION

## GOAL 1

**Assess, improve and integrate services and programs supporting business, employment, and education.**

Action: Lead standardization of business services, horizontally and vertically, across partners and organizations at the regional and state level.

Action: Inventory and facilitate the implementation of common, business-friendly communication, language and methods.

Action: Using the Lean process, develop a collaborative system for sharing and implementing best practices across the state.

## GOAL 2

**Establish an integrated system of measurements and outcomes to ensure evidence-based strategic decisions regarding investments in Colorado's talent system.**

## GOAL 3

**Strengthen and fully utilize the CWDC network to ensure active and timely communication, seek and share information on relevant issues, and advance Colorado's talent system.**



# MOVING FROM VISION TO ACTION

## GOAL 4

**Utilize the CWDC committees and task-forces to convene partners, increase collaboration, leverage resources and ensure coordination and support of grant opportunities.**

- Executive Committee: Operations, Oversight
- Advocacy Committee: Policy & Legislative Issues, Awareness, Alignment
- Sectors Steering Committee: Sector Partnerships, Key Industry Networks, Business Services
- Education & Training Committee: Career Pathways, State Youth Council, Governor's STEM Action Plan

## GOAL 5

**Champion the creation of user-friendly information sources that provide businesses and individuals with easily accessible information and resources.**



# HOW DO WE GET WORK DONE?

- ▶ Show up, and speak up, at scheduled meetings
- ▶ Active on a sub-committee or task group
- ▶ Be active between meetings, e.g.
  - Local WIB meeting
  - Local government meeting
  - Recruit business to receive services
  - Suggest a solution to a recent education or labor market issue
  - Publicize workforce



# Colorado Workforce Development Council

**Executive Committee**  
**Private Business Members:**  
*Officers:* Chair; Past-Chair; Chair-Elect; Treasurer; Secretary  
*Committee Chairs:* Advocacy, Sectors, Education/Training  
**Public Leadership Members:**  
 Exec. Directors of Higher Education, Labor/Workforce and Economic Development

**Staff**  
**Stephanie Steffens, Director**  
 Emily Lesh, Assistant Director  
 Rebecca Waldo, Project Manager  
 Amy Hodson, Project Coord. & Member Liaison  
 Leon Duran, Administrative Assistant

**Advocacy Committee**  
 Chaired by Industry  
 Lead Staff – Stephanie Steffens

- Policy / Legislative Cmte
- Marketing (Awareness)
- Communications

**Sectors Steering Committee**  
 Chaired by Industry  
 Lead Staff – Emily Lesh

- Sector Partnerships
- Key Industry Networks  
Office of Economic Development
- Business Services Integration

**Education & Training Committee**  
 Chaired by Industry  
 Lead Staff – Rebecca Waldo  
 -- Angela Baber, CO Legacy Foundation

- Career Pathways System
- State Youth Council
- STEM Action Plan

## Colorado Blueprint Core Objective V: Creating the Workforce of the Future

**Committee Responsibilities**

- Represent Colorado Business & Industry as Advisory Councils
- Advise the work and ensure integration of the operational committees
- Convene Government Leaders around key issues and decisions to build support and follow-through
- Report to the Executive Committee and full CWDC

**Strategic Focus Areas**

<b>More Colorado Jobs &amp; Employment</b>	<b>Talented &amp; Competitive Workforce</b>
<b>Increased Capital Investment</b>	<b>Customer Satisfaction</b>
	<b>Increased Employment Diversity</b>

**Members & Partners**

Led by Colorado businesses, and driven by a powerful collaboration of state agencies, regional & community organizations



# ROLE OF COUNCIL STAFF

The CWDC Director, Stephanie Steffens, and her staff will work in an efficient and professional manner to support the Council and ensure the Council operates strategically and effectively.

The Director and staff will provide timely information, effective communication, and factual support for all roles of the Council members.



# COUNCIL MEMBER ROLES

## INFORM AND EDUCATE

Inform and educate policy writers and elected officials about impact on business and policy and legislation that will sustain a Colorado business-friendly environment.

## ADVOCATE

Advocate for flexible use of government monies to allow stakeholders use of innovative solutions.

## ACT AS THE VOICE

Act as the voice of local communities and business to state and federal officials to ensure long-term commitment to business-focused goals and initiatives.

## REVIEW

Review, adapt, and utilize a transparent decision-making process for distribution of funding that will result in the best “Return on Investment” (ROI) and leveraging of resources.



# COUNCIL MEMBER ROLES CONT'D...

- ▶ Target statewide sector-based strategies that have the greatest opportunity for economic impact and job creation.
- ▶ Leverage opportunity for business support at all stages, including stage one entrepreneurship, second stage expansion, and third stage maturity.
- ▶ Work with CWDC Director and staff as well as local and regional leaders to increase communication and encourage collaboration for the benefit of Colorado and all of its communities.
- ▶ Represent local region, but also see beyond regional issues to make decisions that are best for all partners in a “bigger picture.”
- ▶ Act as an ambassador for CWDC and its partners at local, state, and federal levels.



# WORKFORCE INVESTMENT ACT **OVERSIGHT**

- ▶ The CWDC is responsible for ensuring responsible use of WIA funds and activities in Colorado.
- ▶ "We have the only federally-funded, state-administered and locally-controlled workforce development system in the world. If you are not engaged then others are speaking for you, so get involved!" -- Steve Hendrickson, Boeing

*Steve is the Chair of Oklahoma's State Workforce Investment Board  
and Chair of the National Association of Workforce Boards*

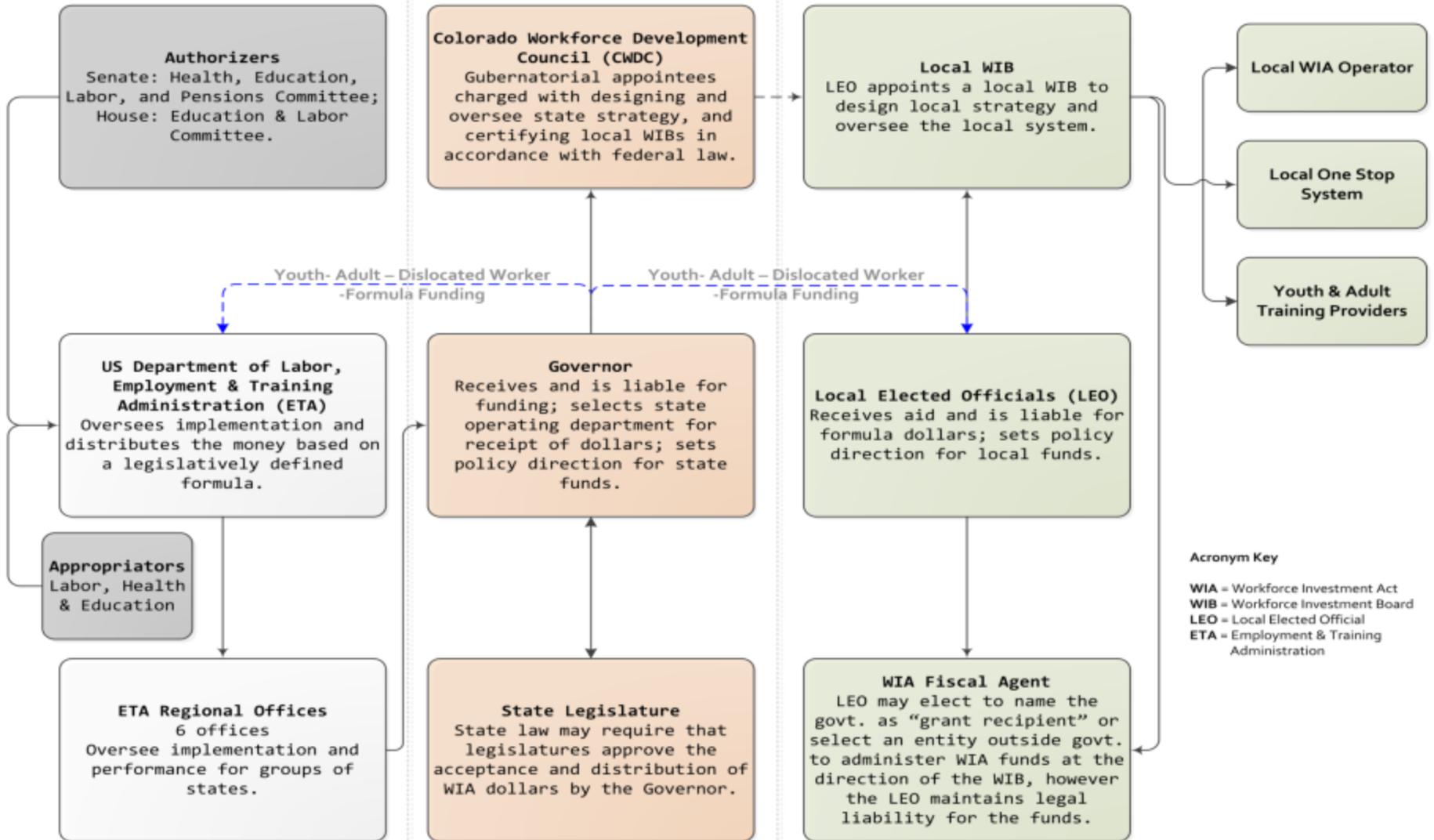


# Relationship Map

## FEDERAL

## STATE

## LOCAL



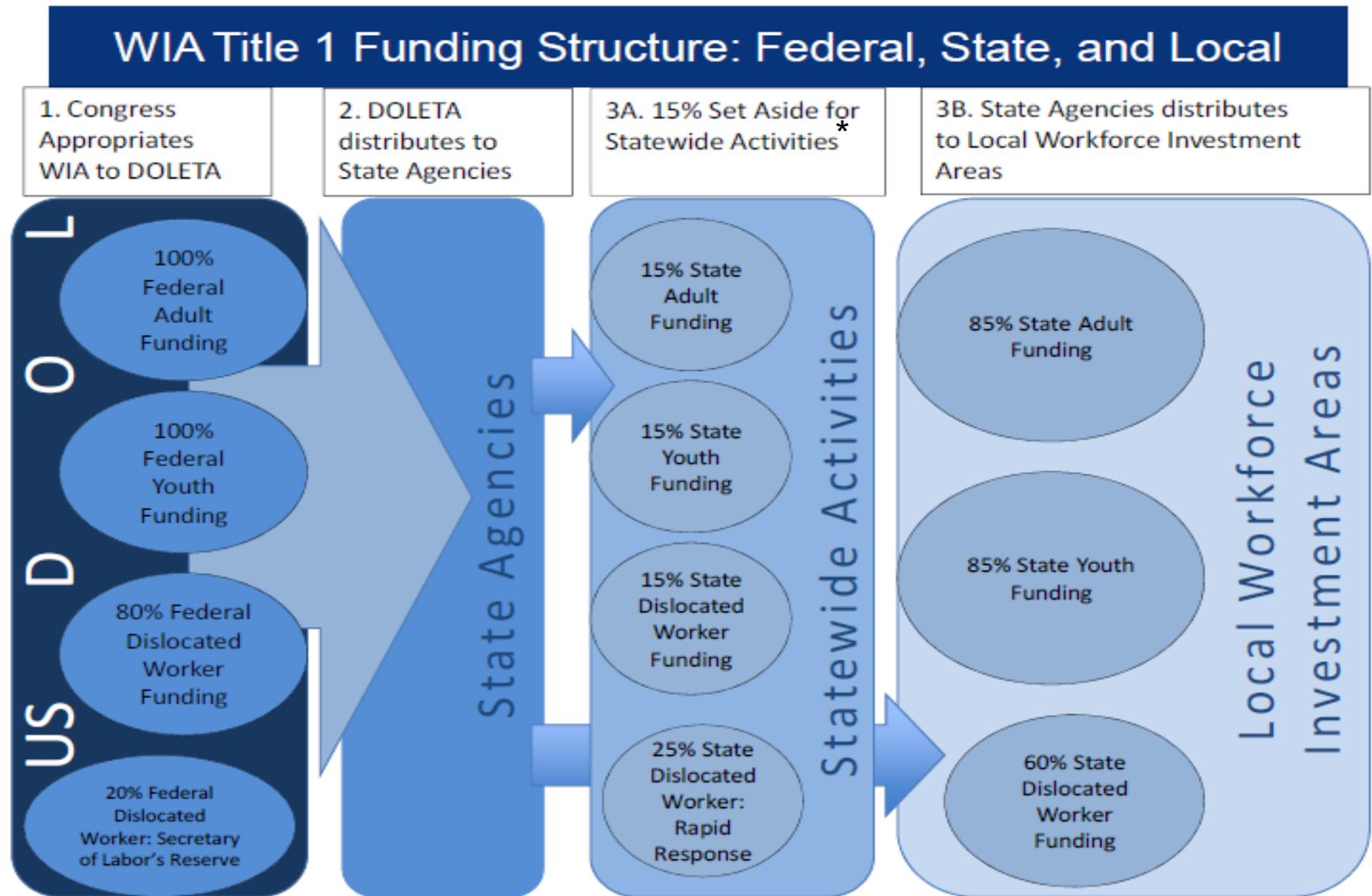
# COUNCIL RELATIONSHIP WITH LOCAL WORKFORCE REGIONS

- ▶ The Council's responsibility is to provide strategic guidance to and maintain relationships with the rural consortium and 19 workforce regions.
- ▶ We respect the sovereignty of each county. Council members shall be the connection to the local regions and communities. Each Council member has a responsibility to coordinate information to the regions they represent as well as bring critical issues back to the Council.





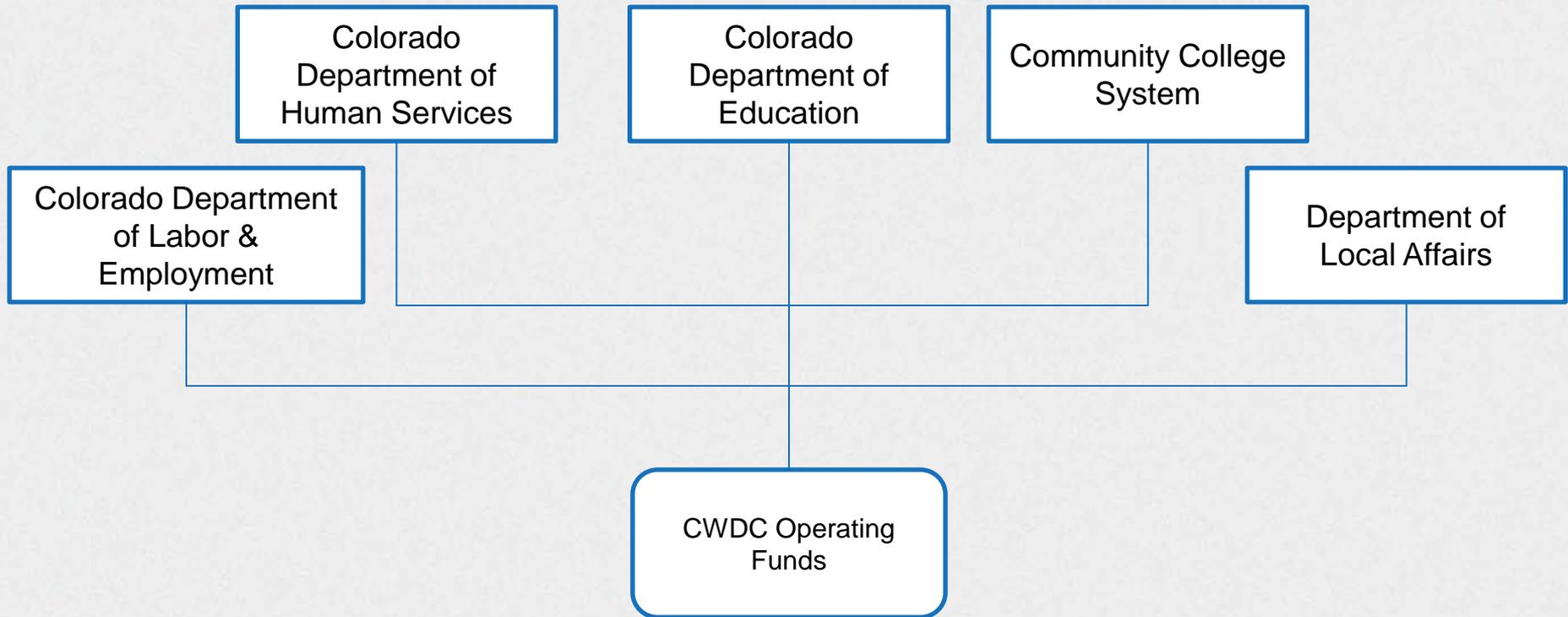
# WIA Funding Chart



\* 10% Discretionary Fund administered by CWDC

\* 5% Admin administered by CDLE to support statewide workforce development programs

# CWDC OPERATING BUDGET



# ALIGNING WORKFORCE DEVELOPMENT EDUCATION AND ECONOMIC DEVELOPMENT

- ▶ The CWDC Strategic Plan is intentionally aligned with “The Colorado Blueprint” - Governor Hickenlooper’s Bottom-up Economic Development Plan, CDLE’s Strategic Plan, and the CCHE Master Plan.
- ▶ CDLE’s Workforce Development Programs intentionally aligns programs and initiatives with the CWDC Strategic Plan.
- ▶ Colorado’s Workforce Regions’ annual plans are intentionally aligned with the CWDC Strategic Plan.
- ▶ Economic development regional plans are aligned with the Colorado Blueprint.



# COLORADO BLUEPRINT

## CORE OBJECTIVES

- I. Build a Business Friendly Environment
- II. Recruit, Grow and Retain Businesses
- III. Increase Access to Capital
- IV. Create and Market a Stronger Colorado Brand
- V. Educate and Train the Workforce of the Future**

To improve educational effectiveness, quality and outcomes from early childhood education through both the post-secondary education and workforce training pipelines, leading to meaningful careers for Coloradans.

- VI. Cultivate Innovation and Technology



# ALIGNING WORKFORCE DEVELOPMENT EDUCATION AND ECONOMIC DEVELOPMENT

- ▶ CWDC is taking a lead role in implementing Core Objective V of the Colorado Blueprint.
- ▶ Implementation through OEDIT's Key Industry Network Initiative, ensuring alignment with CDLE/CWDC Sectors Initiatives.
  - CWDC Staff are leading the development of action plans for each Key Industry for Core Objective V and integrating them with the work of the Sectors Partnerships across the state.
  - The Sectors Steering Committee is taking a lead role in working with local regions across the state to define and expand the "Next Generation of Sectors Partnerships" that will build off of existing Sectors Partnerships and Key Industry Networks.



# Creating Colorado's Workforce of the Future



**Vision:** Every Colorado business has access to a skilled workforce and every Coloradan has access to meaningful employment, resulting in statewide economic vitality.

**Mission:** To create and sustain a business-led Colorado talent system that appropriately integrates the work of economic development, education, training and workforce development to meet the needs of businesses, students and job-seekers.

Members & Partners \*

Led by Colorado businesses, and driven by a powerful collaboration of state agencies, regional & community organizations

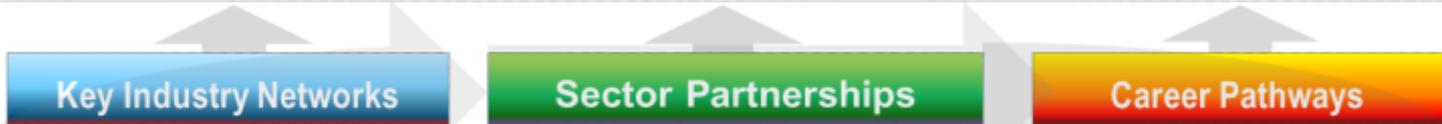
Markets



Strategic Focus Areas



Statewide Initiatives



State's ROLE

- Key Industry Networks:**
  - ❖ 14 Key Industry Networks
  - ❖ Led by the Governors Office of Economic Development
  - ❖ Championed by Industry Assn's
  - ❖ Umbrella for state-wide industry collaboration
- Sector Partnerships:**
  - ❖ 37 Regional/ Industry Specific
  - ❖ Led by Colorado Dept. of Labor
  - ❖ Championed by Industry
  - ❖ Convened by Workforce, Education and Economic Development
  - ❖ **Informs KSA for Career Pathways**
- Career Pathways:**
  - ❖ Occupation specific
  - ❖ Led by Education
  - ❖ Developed to meet industry identified needs
  - ❖ Built regionally, scaled statewide
  - ❖ Integration of STEM Action Plan

Foundation



- Governor Hickenlooper's bottom-up economic development plan
- Commitment to collaboration from all State Agencies and Partners
- Empowerment & Support of and by Local and Regional Partners



# KEY INDUSTRY INITIATIVE

End Goal: industry-specific business plans focusing on job creation, industry growth, and policy development around the core objectives of the Colorado Blueprint.

14 KEY INDUSTRIES				
Aerospace	Defense & Homeland Security	Food & Agriculture	Information Technology	
Bioscience	Electronics	Financial Services	Infrastructure Engineering	Transportation & Logistics
Creative Industries	Energy & Natural Resources	Health & Wellness	Manufacturing	Tourism & Outdoor Recreation



# SECTOR PARTNERSHIPS STRATEGY

- ▶ Employer-driven, sustained partnerships of business, workforce development, education, and other community stakeholders
- ▶ Facilitated by convener or intermediary organization that is trusted by industry
- ▶ Identifies highest priority workforce challenges and opportunities within a specific industry
- ▶ Develops solutions for multiple employers within a geographic region, driven by industry need



# CAREER PATHWAYS STRATEGY

- ▶ Co-led with Career & Technical Education State Director, Scott Stump (CCCS)
- ▶ Coordination of education, higher education and workforce partners to align efforts for advancement of a clear path to and through the education resulting in meaningful work.
- ▶ Incorporates the Governor's STEM Action Plan in partnership with Colorado Legacy Foundation
- ▶ In partnership with the State Youth Council
- ▶ Utilizes the knowledge, skills and abilities as identified by industry to customize curriculum, degrees and certificates to educate and train the workforce of the future
- ▶ Developed at the regional level, scaled state-wide to meet Colorado's needs for talent.



# OUR ROLES AS **CONVENER**

- ▶ CWDC does not own or run programs; we are a third party, impartial convener of partners.
- ▶ We work for and with all partners relative to the alignment of workforce development, education, and economic development at the regional and state levels.



# THANKS FOR YOUR SERVICE TO COLORADO



Questions & Answers

