



Colorado Workforce
Development Council

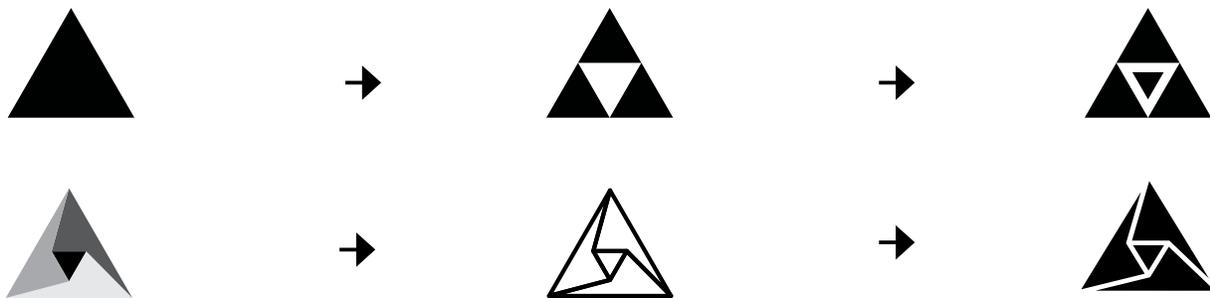
CWDC
NEWSLETTER
FALL 2013

Our New Brand



We are proud to announce our new brand that symbolizes the nexus between **education**, **workforce development** and **economic development**. The Colorado Workforce Development Council asked the Colorado Department of Labor & Employment's Office of Government, Policy & Public Relations to conduct a survey of all partners and stakeholders about the Council's brand equity and to utilize the feedback in evaluating the Council's branding. The feedback from the survey provided guidance for the development of a new logo, which was revealed at the Council's in-person meeting. Thank you for all of your input!

Watch the short video about the making of our new brand here.



Click here to download our style guide



The new brand is now being rolled out.



In-Person Council Meeting

The Colorado Workforce Development Council held an in-person meeting in Colorado Springs on July 18-19, which was attended by business Council members from across the state, as well as our state and local partners. The first day was held at the University of Colorado-Colorado Springs and included: a presentation and discussion about the Colorado Commits to Kids campaign; a presentation and discussion about the Colorado Department of Higher Education's recommended policy changes on remedial education and admission requirements; a welcome from the Provost & Executive Vice Chancellor of Academic Affairs; a tour of the Center for Advanced Technologies & Optical Materials; and a demonstration of CISCO Teaching Technologies used at UCCS. The second day was held at the Pikes Peak Workforce Center and included: discussion about regional and state alignment; strategic planning and branding for the Council; Cabinet member discussion on alignment of state agencies and accomplishments; updates on policy and legislation at the state and federal levels; a presentation by AspenPointe, a social enterprise dedicated to training harder-to-serve individuals for in-demand occupations; and a tour of the workforce center. The next in-person CWDC meeting is October 17-18 in Fort Collins.

[Click here to view the meeting summary](#)

National Workforce Groups Visit Colorado

The work of the Colorado Workforce Development Council was in the national spotlight the week of September 15th as Colorado hosted two national workforce meetings: the National Association of Workforce Agencies (NASWA) and the National Governors Association (NGA) State Workforce Board Chairs and State Liaisons for Workforce Development Partnerships.

The US Department of Labor Secretary, Thomas Perez, attended a joint session between the two groups for the first time ever! We are proud to note that in his opening remarks he noted the great work of the Colorado Workforce Development Council, especially around sector partnerships and career pathways. [Watch this video](#) about the Metro Denver Healthcare Sector Partnership to understand why Colorado's sector partnerships stand out nationally. On Monday, September 16th, the CWDC had the opportunity to host the NGA Workforce Board Chair

meeting in Denver and Thornton. Over 30 state workforce board chairs and directors from across the country visited two manufacturers, Intrex and GeoTech Environmental, to learn about their businesses and their great partnerships with education and workforce. Throughout the day, all attention was on Colorado's sector partnership and career pathways initiatives that brought Colorado's business, education, workforce development, and economic development leaders together.



CWDC Chair Toya Speckman, CDLE Director of Policy & Legislation Pat Teegarden, CWDC Director Stephanie Steffens, and CWDC Policy and Legislation Committee Chair Don McClure



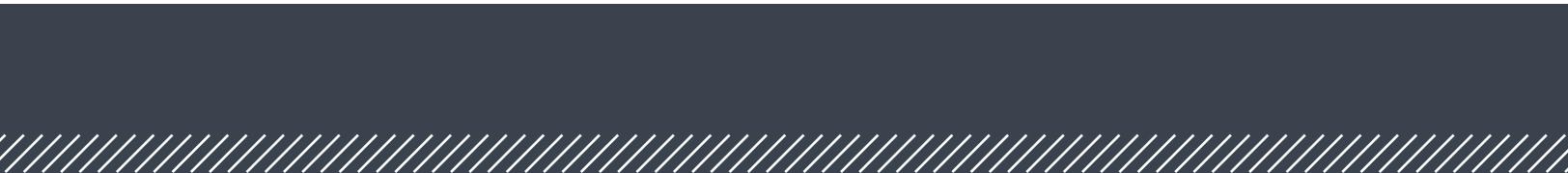
CWDC Policy and Legislation Committee Chair Don McClure, CWDC Director Stephanie Steffens, CWDC Member Liason Amy Hodson, and CWDC Chair Toya Speckman



US Secretary of Labor Tom Perez and CWDC Director Stephanie Steffens



US Secretary of Labor Tom Perez and Colorado Lt. Governor Joe Garcia



America Works: Education and Training for Tomorrow's Jobs

As part of her Chair's Initiative, America Works: Education and Training for Tomorrow's Jobs, Oklahoma Governor Mary Fallin is leading two regional summits on connecting education and the workforce, one in Connecticut and one in New Mexico. CWDC Director, Stephanie Steffens, will serve as a panelist at both Summits, demonstrating the success of Colorado's regional and state partnerships with industry.

Additionally, Stephanie and CWDC Chair Toya Speckman will participate with our partners from the Governor's Office, Colorado Department of Higher Education, Colorado Department of Labor & Employment and Office of Economic Development and International Trade as Colorado's team at the Summit in New Mexico. We look forward to using this national spotlight to continue to elevate the importance of our work.

Colorado's STEM Action Plan

Increasingly, STEM education and experiences are a prerequisite to success in college, career and life. While preparing more STEM professionals to fill Colorado's high-demand, high-wage occupations is a key priority of the Colorado STEM Education Roadmap, an equally important objective is to ensure that every Coloradan develops the STEM skills needed to succeed in a 21st Century economy and community - regardless of background or career choice.

In partnership with CWDC and Governor Hickenlooper's Office, the Colorado Legacy Foundation (CLF) is engaged in a three year project to improve STEM education and skills in Colorado through the development and implementation of a Colorado STEM Education Roadmap and Action Plan. CWDC's Education and Training Committee will serve as the business advisory board, to ensure implementation of the roadmap and hold partners accountable.

The STEM roadmap is a long-term commitment to and strategy for developing, attracting, and retaining a skilled, flexible, and technically competent workforce that will be critical to Colorado's economy. It is not intended to create new programs; rather the work will focus on defining common mission, vision and goals for STEM education in Colorado, as well as defining what we mean by quality, effective STEM programs, policies and efforts. The STEM Action Plan will be released for feedback in February 2014.



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Visit the CWDC website at www.colorado.gov/cdle/cwdc for more information.
Send questions, comments, or ideas for future newsletters to cwdc@state.co.us.



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