



# Colorado Workforce Development Council

July 12-13, 2012

# Key Industry Initiative

## What we will cover today:

- ▶ What is Key Industry Initiative
- ▶ How the Initiative is being Implemented
- ▶ Why CWDC is involved
- ▶ Role of CWDC
- ▶ Outcomes to date
- ▶ Structured Table Talks



# Key Industry Initiative

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

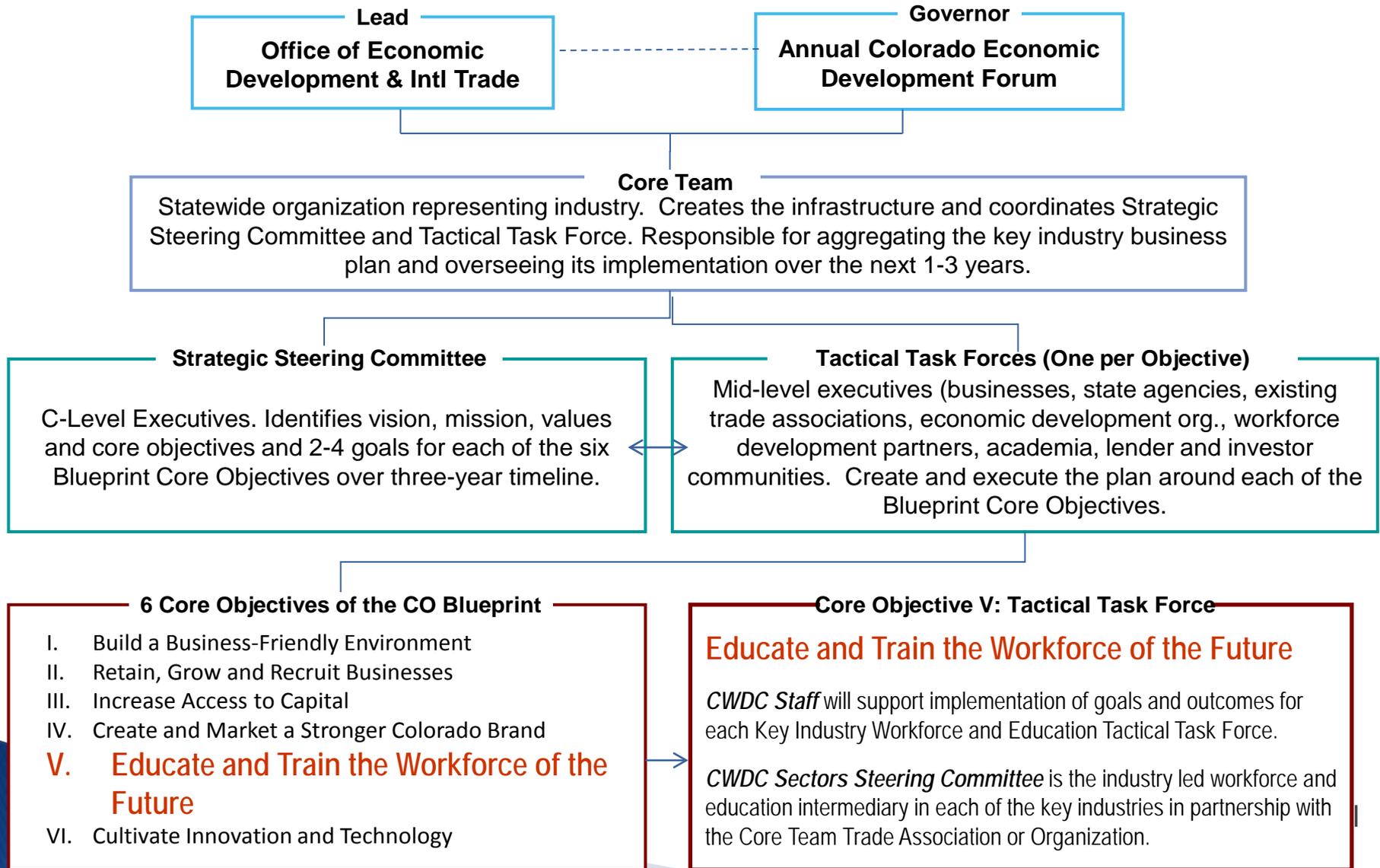
15 Key Industries				
Aerospace	Defense & Homeland Security	Food & Agriculture	Information	Technology
Bioscience	Electronics	Financial & Business Services	Infrastructure Engineering & Construction	Transportation & Logistics
Creative Industries	Energy & Natural Resources	Health & Wellness	Manufacturing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

# Core Objectives of the Colorado Blueprint

- 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**
- VI. Cultivate Innovation and Technology

**Overall Goal of Objective V:** Improve educational effectiveness based on the needs of business, leading to meaningful careers for Coloradans

# State of Colorado Key Industry Program



- Key Industries
- Trade Organizations
- Businesses

## Industry

### Business Workforce Needs

- Priorities
- Opportunities
- Challenges
- Current and Future Needs



### Policies, Standards and Metrics

Federal, State and Local Agencies, Boards and Councils

## Workers & Students



### Career Pathways

Workforce and Education Partners

- Assessments
- Placements
- Services
- Training
- Education
- Workplace learning

### Job Opportunities

Connecting Businesses and Qualified Workers

### Continuous Improvement

- Business Feedback
- Evaluation & Analysis
- Global Standards
- Best Practices
- Lessons Learned

### Workforce of the Future

- Every Coloradan has access to meaningful employment
- Every Colorado business has access to a skilled workforce

Strategy

Implementation

Feedback

Outcomes

# DEVELOPING *a qualified workforce for* COLORADO



# 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:

*The mission of the Colorado Workforce Development Council is to create a business-focused workforce system that effectively helps to prepare Coloradans for the jobs of today and tomorrow.*

*The Council accomplishes this by aligning the efforts of economic development, education/training, workforce development, government and business stakeholders at the local, regional and state levels. We convene partners, leverage resources and work to remove communication and regulatory barriers in order to help businesses create jobs, retain jobs and access a highly competitive workforce.*



# CWDC's Role: Workforce and Education Industry Intermediary

- ▶ Identify existing efforts and best practices
- ▶ Disseminate information
- ▶ Analyze workforce and education section of plans:
  - Identify common themes across industries
  - Identify actionable steps, ownership, barriers to implementation, and feasibility
  - Summarize overarching policy issues
- ▶ Develop action plans for implementation where appropriate



# Outcomes:

## Workforce & Education Themes

1. Improve the perception and awareness of career paths
2. Increase opportunities for hands of experience
3. Identify career and education pathways by industry
4. Train the trainer: training opportunities for staff that work with students and jobseekers to learn about industry



# Structured Table Talks: Goals

1. Engage Council around common themes
2. Receive feedback about how relevant these goals are to Colorado employers
3. Solicit input on how the CWDC should be involved and at what level



# Why Your Input is Needed:

1. Shape actions that meet businesses needs
2. Prioritize resources
3. Role for CWDC in implementing goals?



# Structured Table Talks

- ▶ 4 Common Themes
- ▶ 4 Questions
- ▶ 20 Minutes at a table
- ▶ Two times!
- ▶ Let your facilitators move you through the questions and be your time keepers



# Structured Table Talks: Questions

1. Does this goal resonate with you as a Colorado business person? Why or why not?
2. From a business perspective, what key actions would you see as highest priorities in order to positively impact this area?
3. What barriers do you foresee or should we be aware of in implementing a project/ program to achieve this goal?
4. What role might CWDC play implementing this goal? What would you like CWDC to do in the next 6 or 12 months related to this goal?



# Report Out & Wrap Up

## Key Industry Schedule:

- ▶ Next week: Tourism & Outdoor Recreation
- ▶ Sept: Infrastructure Engineering & Construction
- ▶ Nov: Energy & Natural Resources and Transportation and Logistics
- ▶ TBD: Electronics & Defense

