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.

<table>
<thead>
<tr>
<th>Aerospace</th>
<th>Defense &amp; Homeland Security</th>
<th>Food &amp; Agriculture</th>
<th>Information</th>
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<tbody>
<tr>
<td>Bioscience</td>
<td>Electronics</td>
<td>Financial &amp; Business Services</td>
<td>Infrastructure Engineering &amp; Construction</td>
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<td>Creative Industries</td>
<td>Energy &amp; Natural Resources</td>
<td>Health &amp; Wellness</td>
<td>Manufacturing</td>
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Colorado Workforce Development Council
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

**Lead**
Office of Economic Development & Intl Trade

**Governor**
Annual Colorado Economic Development Forum

**Core Team**
Statewide organization representing industry. Creates the infrastructure and coordinates Strategic Steering Committee and Tactical Task Force. Responsible for aggregating the key industry business plan and overseeing its implementation over the next 1-3 years.

**Strategic Steering Committee**
C-Level Executives. Identifies vision, mission, values and core objectives and 2-4 goals for each of the six Blueprint Core Objectives over three-year timeline.

**Tactical Task Forces (One per Objective)**
Mid-level executives (businesses, state agencies, existing trade associations, economic development org., workforce development partners, academia, lender and investor communities. Create and execute the plan around each of the Blueprint Core Objectives.

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**Core Objective V: Tactical Task Force**

**Educate and Train the Workforce of the Future**

*CWDC Staff* will support implementation of goals and outcomes for each Key Industry Workforce and Education Tactical Task Force.

*CWDC Sectors Steering Committee* is the industry led workforce and education intermediary in each of the key industries in partnership with the Core Team Trade Association or Organization.

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**6 Core Objectives of the CO Blueprint**

I. Build a Business-Friendly Environment
II. Retain, Grow and Recruit 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
DEVELOPING a qualified workforce for COLORADO

Industry
- Key Industries
- Trade Organizations
- Businesses

Business Workforce Needs
- Priorities
- Opportunities
- Challenges
- Current and Future Needs

Policies, Standards and Metrics
Federal, State and Local Agencies, Boards and Councils

Industry Intermediary

Workers & Students

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

Workforce and Education Partners

Job Opportunities
Connecting Businesses and Qualified Workers

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

Implementation

Outcomes

Workforce of the Future
Every Coloradan has access to meaningful employment
Every Colorado business has access to a skilled workforce
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