Next Generation Employer Engagement Strategies
THE BUZZ ON THE SKILLS GAP
EMPLOYERS REPORT PERSISTENT GAPS

- 92% of executives believe there is a serious gap in workforce skills
- In manufacturing alone, more than 75% of manufacturers report a moderate-to-severe shortage of skilled workers, and the problem is expected to grow.

GROWING DEMAND FOR SKILLED WORKERS

Source: Georgetown University Center on Education and the Workforce
BUT NOT ALL DEGREES ARE CREATED EQUAL

Educational Attainment of Taxi Drivers & Chauffeurs

Nearly half (49%) of recent U.S. college graduates consider themselves underemployed, or in a job that does not require a college degree.

Source: Accenture Strategy 2015 U.S. College Graduate Employment Study
IT’S A MOVING TARGET
WE KNOW THAT…

• Workforce needs are changing rapidly and continually
• Employers often unable to project future needs with precision
• Student success and regional economic vitality depends on staying finely attuned to employer needs
WHAT’S OUR RESPONSE?

- Job-Driven Training
- Industry-Driven Career Pathways
- Align Programs with Labor Market Demand
- More, Stronger, Deeper Partnerships with Business and Industry
We all hear the same call to action and double down on independent employer outreach efforts.
THE PROBLEM

- Employer burnout and fatigue
- Failure to achieve true critical mass
- Risk of undersupplying the labor market
- Risk of oversaturating the labor market
- Students have a harder path to jobs and careers
WHAT'S AN ALTERNATIVE?
INDUSTRY-LED
SECTOR PARTNERSHIP

Business Leaders
INDUSTRY-LED SECTOR PARTNERSHIP

- Business Leaders
- Economic Development
- Chamber of Commerce
- Organized Labor
- Workforce Development
- Voc Rehab
- Adult Basic Ed
- Community Colleges
- K-12 CTE
THEY’RE ACTIVE ACROSS THE COUNTRY

• ARIZONA
• COLORADO
• MONTANA
• CALIFORNIA
• OREGON
• PENNSYLVANIA
• HAWAII
• LOUISIANA
NORTHERN COLORADO MANUFACTURING PARTNERSHIP
WHO’S INVOLVED

• 150 Manufacturers (and growing)
• Public partners:
  • 2 counties
  • 3 K-12 districts
  • 2 Community Colleges
  • 2 workforce centers
  • 5 economic development organizations
  • 2 4-year universities
RESULTS: NoCO Manufacturing Partnership

1. Annual trade show
2. Campaign to local high school students
3. Detailed profiles of regional high-demand occupations based on industry-wide consensus
4. Industry-led action plan to expand internships/other work-based learning opportunities and assist local institutions on curriculum development, delivery, and equipment;
5. New community college, university, and high school programs in process in response to industry demand.
RESULTS: COLORADO SECTOR PARTNERSHIPS

- 82% of partnerships have businesses that have developed new or enhanced ideas for new products and/or markets
- 91% of partnerships have businesses that have found support in finding employees with the skills and experiences their business needs
- 82% of partnerships have businesses that have developed new recruitment practices
- 71% of partnerships increased student/jobseeker awareness of training/education programs.
- 62% of partnerships experienced increased program alignment across secondary, post-secondary, and/or workforce programming.
- 67% of partnerships enhanced existing or developed new training/education program(s).
“Industry wants to impact education, they want to impact workforce. This gives them that voice to do it”

– Lynn Vosler
Front Range Community College
THE BOTTOM LINE

- Industry leadership becomes driver of true career pathway systems
- Industry engaged and invested in building stronger talent pipeline
- Transformation in what we teach, how we teach it, and how we work together to prepare students for jobs and careers
KEY ELEMENTS OF CAREER PATHWAY SYSTEMS-BUILDING

- Workforce Development Organizations
- Community College
- University
- K-12 CTE
KEY ELEMENTS OF CAREER PATHWAY SYSTEMS-BUILDING

Information about the industry’s talent needs

Workforce Development Organizations
Community College
K-12 CTE
University
KEY ELEMENTS OF CAREER PATHWAY SYSTEMS-BUILDING

Information about the industry’s talent needs

Responsive, collaborative solutions to industry’s high-priority talent needs

Workforce Development Organizations

Community College

K-12 CTE

University
KEY ELEMENTS OF CAREER PATHWAY SYSTEMS-BUILDING

Information about the industry’s talent needs

Responsive, collaborative solutions to industry’s high-priority talent needs
KEY ELEMENTS OF CAREER PATHWAY SYSTEMS-BUILDING

- Information about the industry’s talent needs
- Responsive, collaborative solutions to industry’s high-priority talent needs
- Industry-Led Sector Partnership
- Workforce Development Organizations
- Community College
- University
- K-12 CTE
WHAT’S THE STARTING PLACE?

1. Make the case for a new approach to business engagement
   ▶ Business as partners, not customers
   ▶ Long-term relationships, not transactional interactions
   ▶ Listening before responding
   ▶ Collaborative problem-solving, not selling
Questions?

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