Colleges as Economic & Workforce Development Partners: Collaboration vs. Isolation

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Welcome!

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THOUGHTFUL SOLUTIONS
EMPOWERED COMMUNITIES

Education & Workforce Development
Nonprofit & Community Impact
Economic Development & Community Resiliency
Diversity, Equity, & Inclusion

Tailored Services:
• Research
• Planning
• Implementation
• Evaluation
• Resources
• Marketing

THOMAS P. MILLER & ASSOCIATES
Getting to know you...

I. your name

II. your role or affiliation with the institution

III. your involvement in the world of economic and/or workforce development
“There is a big difference between engaging people and having a meeting.”

- National Education Association
“How schools can work WITH economic development partners.”

vs.

“How schools can work AS economic development partners.”

Economic Development is the process by which the economic well-being and quality of life of a people are improved as accomplished through targeted goals and objectives.
Stakeholder survey:

1. What would you rank among the greatest “wins” / collaborations / initiatives / partnerships between you and our institution (or other education and training providers)?

2. What could we have done better to support one another’s goals, growth, and mission as leaders in within the economic development system and as stewards of the current and future workforce?
SURVEY SAYS...

GREATEST WINS:
• co-op, clinical site, and internship opportunities
• connect students to employers in the community
• workforce development training (non-credit)
• academic advisory committees and workforce groups;
• community events, educational programs
• grant funded training equipment

SUPPORTING MUTUAL GOALS / GROWTH / MISSION:
• collaborate with the business community
• sit and listen; ask questions without selling
• be present and engaged; in frequent contact
• react quickly & nimbly to employers’ needs
Ecosystem building & community engagement

I. stakeholder engagements
II. outreach and invitations
III. invitation list / involvement
IV. actual conversations
V. preparation
VI. quick, nimble response
Manufacturing Matters! 10.31.

MANUFACTURING and TECHNOLOGY camp

EGG DATA

When:
June 24-28, 8:30 a.m. - 3 p.m.

Where:
COTC Coshocton Campus
200 N. Whitewoman St.

Cost:
$20 per student
Need-based scholarships available

Registration:
Opens March 15 - May 2
Open to first 18 applicants
(cotc.edu/WDIC)

Why enroll?
Students will explore the high-tech world of engineering design and manufacturing.
Grant funded efforts to train the future and current workforce
Active workforce & economic development consortia participation.

Link academic programming and workforce training initiatives to those articulated and requested by area employers.
Workforce and Economic Development engagement:

- Board representation: ED, Chambers, civic & service orgs
- Government, education & community affairs
- Partnership agreements
- State economic development association

Proactive leadership efforts:

- Agency partnership agreements with educational institutions
- Grant funding endorsements and announcements
- WIOA opportunities
- Office of Workforce Transformation and Workforce Boards
- Clearinghouse of comprehensive workforce and employment services
Workforce Priorities and Economic Impact Assessments

Project long-term employment needs for the most critical industry sectors

• How can we enhance workplace skills?
• How can we attract and recruit new talent?
• What are the retention strategies in which we should be involved?
• How does this translate into academic programming and workforce training?

Identify economic drivers

Forecast occupations, skills, and employability

Career pathways
Assessment snapshot / sample:

- Manufacturing & Healthcare account >1/3 of the county’s total employment
- Manufacturing = 22%... an employment concentration 2.6X the national average
- Machinery MFG = 49%
- Occupational projections from 11 groups
- Pervasive knowledge and skills required
Collaboration is Key

I. Catalyze Stakeholders
II. Skill-building
III. Workforce & Talent Solutions
IV. Human services
“There is a lot that has to be done, and it’s going to take everybody to figure this out.”

- National Conference of State Legislatures
Four I’s framework of stakeholder engagement efforts:

I. Is your goal simply to INFORM?

II. Is it to create opportunities for stakeholders to INQUIRE or have their questions answered?

III. Are you creating opportunities for your stakeholders to get INVOLVED?

IV. Is your goal to earn their support and ultimately INSPIRE them to act?
Education is NOT preparation for life; EDUCATION IS LIFE ITSELF.

~John Dewey
Thank you!

Questions?

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