Developing Regional Talent Strategies: Components of the Public Workforce Development System

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Course Outline

1. Workforce development system
2. Education and training system
3. Supply and demand
4. The pipeline: what is it?
5. Policy strategies that can help bridge the skills gap
6. Action plan to take charge of the skills gap
7. Conclusion
SOI Workforce Development System
Workforce System

- Flexible
- Seamless
- Responsive (plans in place and on the drawing board)
- Connected (relationships & reach)
- Cooperative (social physics)
- Catalytic
- Reliable
- Focused on future generations
- Best practice driven (data driven)
- Culture of assessment
Education and Training System
Education and Training System

- Transformational
- Robust and meaningful partnerships
- Evidence of leading to employment
- Meet learners where they are
- Listen, Listen, Listen (employers, workers, and community)
- STEM centric
- Innovation driven
Supply & Demand
Supply and Demand Funnies (or not so Funny)

• Two men fight over the last *Big Mac* at McDonalds

• A man passes a batting helmet stand not knowing he is going to be hit in the head with a *bat* by a robber!

• A newspaper stand operator announces to customers that the *Internet* is putting him out of business

• Frosty the Snow Man tells a vegetable stand operator that he only needs *one carrot*!
The Pipeline: What Is It?

In terms of workforce development, it is an on-and off-ramp educational system of connected entry points from end to end to prepare individuals for jobs.
Pipeline Example: STEM

STEM Pipeline — Leaking Badly

In 2001, there were a bit more than 4 million 9th graders. Four years later, 2.8 million of them graduated and 1.9 million went on to two- or four-year college; only 1.3 million were actually ready for college work. Fewer than 300,000 are majoring in STEM fields and only about 167,000 are expected to be STEM college graduates by 2011.

Source: NCES Digest of Education Statistics; Science & Engineering Indicators 2008
Why STEM Skills

- Maintain US scientific and technological global competitiveness
- Economic growth
- National security
Impact of Workers with STEM Skills

- Solved Problems
- Innovation
- Inventions
- Logical thinking
Where are the Disconnects in the SOI Workforce Pipeline?

- Leakages (multiple issues reducing pipeline efficiency)
- Practical problem solving approaches
- Limited excitable opportunities
- Common baseline for what students learn
- Inability to leverage diversity
- Industry leadership commitment to adequately develop the workforce
- Listening to the voices
- POLITICS!
What can be Done to Strengthen the SOI Workforce Pipeline?

- Paradigm shifts
  - K-12 education
  - Post secondary education
  - Employment and training
  - Worker support
  - Employer supported training
  - Labor exchanges
  - Research and data
  - Outreach
  - Entrepreneurship
Strengthen the SOI Workforce Pipeline (continued)

- Understanding and Supporting Sector(s) Interest: *The Wish List*
  
  **Industry**
  
  - Profit (competitive advantage)
  - Assistance with organizing (not always self-organizing)
  - Innovation (coming out of research universities)
  - Sources of capital
Strengthen the SOI Workforce Pipeline (continued)

Higher Education

- Secure research dollars (government and private)
- Attract key scholars and graduate students to campus
- Enhance teaching and research excellence
- Reputation
Strengthen the SOI Workforce Pipeline (continued)

**Government**
- Quality of life

**JOBS, JOBS, JOBS**
- Economic Development (invigorated and strong economy)
- Citizen Satisfaction (Sustainability)
Strengthen the SOI Workforce Pipeline (continued)

Civic

- Citizen input and involvement (community interest)
- Being a networking mechanism
- View points platform (labor, environmental, educational, traditionally underrepresented groups, new arrivals/immigrants, faith based, etc.)
What Types of Public Policy Strategies Can Help Bridge The Skills Gap?

- Significant alignments
- Empowerment of Workforce Investment Boards
- Bring effective practices to scale
- Parental involvement
- Career coaching
- System incentives for life long learning
- Winning the Three America Dilemma
The Three America Dilemma: Choices and Divergence

# 1 Brain Hubs
Workers are the most productive, creative, and best paid on the planet!

# 2 Former Manufacturing Capitols
Rapidly losing jobs and residents

# 3 Somewhere In The Middle
The reality of going either way

*Question: Which America is SOI*
Brain Hubs

Characteristics

- Human capital is the greatest asset
- Educational and training is heavily focused in high tech disciplines
- Innovative activity
- Magnet for creative entrepreneurs
- Magnet for great ideas and great talent from elsewhere (clustering)
- Magnet for venture capital
- Pursue grand community challenges
Brain Hubs (continued)

**Impact**

- Productive trade sector
- JOBS
- Multiplier effect
- Creates social benefits
- Connect smart people (learners) to local industry and start-up companies
- Links technical challenges with industrial and government goals to enhance competitiveness
- Creates a mix of interdisciplinary theme-based partnerships
Action Plan to Take Charge of the Skills Gap (ASTD Recommendations)

**STEP 1**
Understand the region’s key strategies, goals, and performance metrics.

**STEP 2**
Identify competencies and skills that map to strategies and performance.

**STEP 3**
Assess the skills gap.
Action Plan (continued)

**STEP 4**
Set goals and prioritize the path to filling gaps.

**STEP 5**
Implement solutions.

**STEP 6**
Monitor and measure results and communicate the impact.
Conclusion

• What have we learned?

• What can we **strategically** do and how soon?

• Who will we **partner** with to do something?