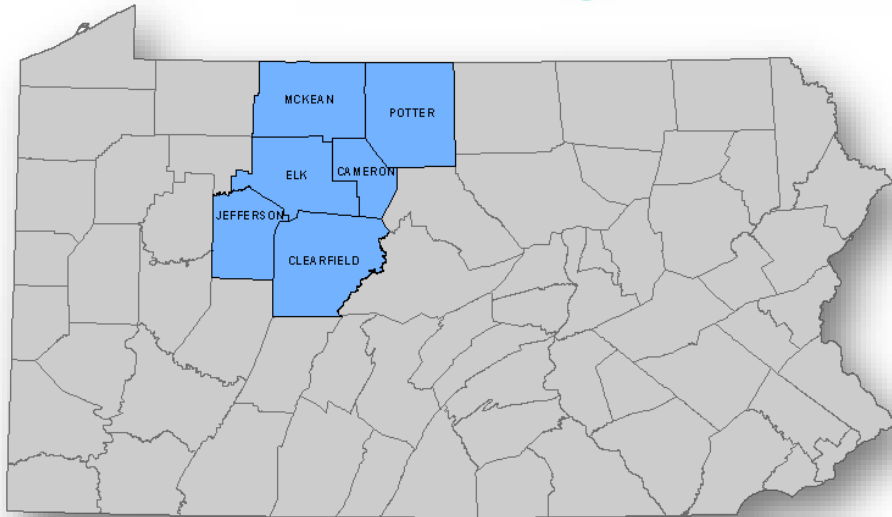


5th Annual AHEN Conference

Business and Education Connections - Workforce
Development Boards as Intermediaries

June 2018



Who We Are

Workforce Development Board (WDB) serving the counties of Cameron, Clearfield, Elk, Jefferson, McKean and Potter

One of 23 WDBs across the Commonwealth

- **VISION:** The North Central Workforce Development Board will be a strategic **workforce development** leader focused on promoting **economic prosperity** and **self-sufficiency** of individuals by creating a workforce that is competitive in the global marketplace.
- **MISSION:** The North Central Workforce Development Board serves as the premier facilitator of an innovative **workforce development system** that meets the changing human capital needs of our **employers** and provides resources for our **job seekers** that maximizes their career potential and focuses on the customers' needs.



Goals

- Enhancing Public-Private Partnerships
- Engaging in Sector Strategies
- Designing Innovative Workforce Strategies
- Identifying Career Pathways
- Maintaining a Customer-Centered Approach



Our Role in the Region

- Develop the Regional Strategic Plan for the Workforce System in our region.
- Policy and Administration
- Recipient of Workforce Innovation and Opportunity Act (WIOA) funding
- Charter the PA CareerLink® (One-Stop) system
- Provide Labor Market Information (LMI)
- **Implement Sector Partnerships**
- **Business and Education Connect Initiative**
- Maintain Eligible Training Provider List
- Collaboration – Connector – Intermediary Services
- Collaborate with county Economic Development and North Central PA PREP Partners.



Special Initiatives



Implement Sector Partnerships

- Identify Major Sectors within our Region
 - Manufacturing and Healthcare
- Assess their needs
- Identify Opportunities/ Resources
 - Next Gen Partnerships
 - Industry Partnerships
 - MEEA
 - Department of Community and Economic Development
- Collaboration with our Partners

Customized Employer Training

- Die Setter Training
- CNC Training
- E & I Training
 - Assess Needs
 - Develop Criteria
 - Issue Request for Quotes
 - Collaborate with Training Providers



FIT4 Manufacturing Training - collaboration with local Title I and Title II providers, the PA CareerLink® and the Community Education Center to create an Integrated Education and Training (IET) model



Connecting Business and Education

- Career Cruises
 - Educator in the Workplace
 - Industry Day
 - Tours, Job-Shadowing, Tools and Resources
-
- What's So Cool About Manufacturing? www.whatssocool.org
 - 26 Public Schools Served
 - 9,500 Students Served
 - Collaboration with
 - our Partners
 - Youth Retention Strategies



Success in the New Economy

- <https://www.youtube.com/watch?v=zs6nQpVI164>
- Kevin Fleming
- Reactions....



Career Planning Process



Coordinate the Annual Dream It Do It PA –What's So Cool About Manufacturing Video Contest



Customer-Centered Design Process

A collaborative, discovery-based journey.



Get inspired by the people you're serving.

Start by listening to people to get new ideas about how to design for them.



Identify patterns and surprising insights to inspire new opportunities for design.



Brainstorm new ways to serve your customers.



Try out your ideas and get feedback from customers – so you can revise your prototypes and get more feedback.



Try out a pilot program and experiment with ways to implement your new ideas.

Building Your Design Team

- Engage a diverse group with at least 5 members
- If the team is too small you may lose the benefits of a multidisciplinary team, but too large and it may be difficult to coordinate schedules and make decisions.
- Select people from different backgrounds or of different skill sets, and you'll have a better chance of coming up with unexpected, innovative solutions.
- Select people from different backgrounds or of different skill sets, and you'll have a better chance of coming up with unexpected, innovative solutions.

Think about people from...

- ♦ Core partner organizations
- ♦ Stakeholders that “touch the customer”
- ♦ Front line staff
- ♦ Business services staff from various partners
- ♦ Customers



Brainstorming Activity - Rules

- 1 – Defer Judgement – Creative spaces don't judge – they let ideas flow, so that people can build on each other.
- 2. Encourage wild ideas as they can give rise to creative leaps.
- 3. Build on the ideas of others.
- 4. Stay focused on the topic.
- 5. One conversation at a time.
- 6. Be visual – use colored markers and post-its and draw your ideas.
- 7. Go for quantity.(in a good session, up to 100 ideas are generated in 60 minutes).



Our challenge is:

"How might we better connect with employers..."



Contact Information

Susie Snelick, Executive Director

814-245-1835

ssnelick@ncwdb.org

Pam Streich, Director of Strategic Planning and
Project Management

814-245-1835

pstreich@ncwdb.org

