SUSTAINING SECTOR APPROACHES (201): HOW SECTOR STRATEGIES BECOME HOW WE DO BUSINESS

From Pilot Projects to “The Way We Do Business”
WHERE ARE YOU?

Enter your location in the Chat window – lower left of screen
MEET OUR PRESENTER

Christina Herzog
Senior Policy Analyst
Maher & Maher
AGENDA

- **Opening Presentation (20 minutes)**
  - Christina Herzog, Facilitator – Set context & introduce speakers
  - Melissa Aguilar, Field Expert – Kentucky Workforce Innovation Board
  - Cindy Read, Field Expert – Kentuckiana Works

- **Facilitated Breakout Rooms (25 minutes)**
  - Attendees will be divided into two rooms
  - A facilitator (Christina Herzog or Todd Cohen) and Field Expert will be in both rooms

- **Re-Convening Q&A (15 minutes)**
  - Facilitators will briefly summarize discussion from their room
  - Additional Q&A
Objective

✓ Learn how other Workforce Development Boards have implemented sector strategies
✓ Consider the structural changes that need addressing before moving to the next level
✓ Identify potential obstacles and gain ideas for overcoming them
A sector strategy is a partnership of multiple employers within a critical industry that brings together education, economic development, workforce systems, and community organizations to identify and collaboratively meet the workforce needs of that industry within a regional labor market.
MEET OUR PRESENTERS

MELISSA AGUILAR
Executive Director
Kentucky Workforce Innovation Board
Frankfort, KY

CINDY READ
Deputy Director
KentuckianaWorks
Louisville, KY
Kentucky Workforce Innovation Profile

- 42 Members honoring the composition intent of WIOA Law

- New Board as of July 2015 – To Be Renewed July 2016 under Governor Bevin (newly elected)

- Committee Structure (Championed by Private Industry)
  - Best Practices
  - Data, Performance, and Accountability
  - Policy and Process Review
  - Business and Education Alignment
Past History of Adopting a Sector Strategy Approach as Focal Lens to Workforce Development
- Industry Sector Partnership Incentive Grants
- Sector Strategies 1.0 to be Updated Soon to 2.0

Alignment of Industry, Workforce, Education, and Economic Development is a Vital Element
- Upcoming Sector Strategy Work to Begin Alignment of Career Technical Education, Community College, Post-Secondary Data Systems
- Supply and Demand Analysis through Kentucky’s Longitudinal Data System
Aligned Sector Strategies Focus

- Employer driven
- Partners' support
- Regional consensus
- Education-training alignment
- Business services alignment
- Real-time data
- High quality/Sustainable
KentuckianaWorks

Sector Projects in Advanced Manufacturing and Healthcare
KentuckianaWorks Profile

- Seven-county Workforce Development Board including Louisville and six suburban and rural counties
- 50% of agency funding is WIOA
- 6 career centers:
  - 3 comprehensive with state partners
  - 1 primarily funded by us with one partner (Voc Rehab)
  - 2 “sector-focused” centers that are funding 100% by us with WIOA and other grant funding
Kentucky Manufacturing Career Center

- Sector work catalyzed by National Fund for Workforce Solutions grant in 2011
  - Industry Partnership – started with 12 employers
  - Leveraged WIA/WIOA funds and services in a “One Stop”
  - Training based on National Association of Manufacturers “stackable credentials”
KMCC RESULTS SINCE MAY 2013

- 750 placed into employment
- 602 earned NCRC
- 270 earned MSSC “Certified Production Technician” credential
- 60+ employers involved
Industry partnership – Health Careers Collaborative of Greater Louisville

Asked WDB to fund a healthcare career center

Kentucky Health Career Center opened November 2015
HOW TO MOVE FROM “BOUTIQUE” PROJECT TO PART OF THE SYSTEM

HOW TO CHANGE THE SYSTEM TO ACCOMMODATE NEW LEARNING FROM SECTOR PROJECTS?

RESOURCE ALLOCATION – HOW TO DISTRIBUTE FUNDS AMONG SECTORS

HOW TO SERVE CUSTOMERS WHO ARE IN SECTORS WITHOUT INDUSTRY PARTNERSHIPS?

HOW TO SERVE CUSTOMERS WHO DON’T KNOW WHAT SECTOR THEY’RE INTERESTED IN?

HOW TO STAY NIMBLE FOR NEW SECTOR DEVELOPMENT
RESOURCES

- **Systems Change in the National Fund for Workforce Solutions**
  
  *(Includes profile of the KY Manufacturing Career Center)*
  
  HTTP://NFWSOLUTIONS.ORG/PUBLICATIONS/SYSTEMS-CHANGE-NATIONAL-FUND-FOR-WORKFORCE-SOLUTIONS

- **Characteristics of a High-Performing Industry Partnership**
  
  HTTP://WWW.NFWSOLUTIONS.ORG/SITES/NFWSOLUTIONS.ORG/FILES/PUBLICATIONS/CHARACTERISTICS_OF_A_HIGH-PERFORMING_INDUSTRY_PARTNERSHIP_NFWS_12.29.14.PDF
**Breakout Questions**

- How have you worked to communicate to your Board and Stakeholders the value and/or importance of making the Sectors approach a sustainable way to do business?
- What have you been able to change or modify in old structures, or what have you created to facilitate the institutionalization of the Sectors approach?
- What is currently preventing you from making systems change?
Breakout Facilitators

- **Breakout 1 Facilitator**
  - Christina Herzog, Senior Policy Analyst, Maher & Maher

- **Breakout 2 Facilitator**
  - Todd Cohen, Director of Strategic Initiatives, Maher & Maher
**Speakers’ Contact Information**

**Speaker:** Melissa Aguilar  
**Organization:** Kentucky Workforce Innovation Board  
**Email:** Melissa.aguilar@ky.gov

**Speaker:** Cindy Read  
**Organization:** KentuckianaWorks  
**Email:** cindy.read@kentuckianaworks.org

**Speaker:** Christina Herzog  
**Organization:** Maher and Maher  
**Email:** cherzog@mahernet.com
TO REGISTER FOR OTHER SESSIONS THIS WEEK (SPACE IS STILL AVAILABLE BUT LIMITED!)

Visit: https://www.workforcegps.org/ and see “Recent Events”: “Sectors Virtual Institute”
Thank You
Polling Question

After attending this Virtual Institute, or any of the other Sector Strategies TA events, do you feel your organization:

1. Is better prepared to advance sector strategy approaches?
2. Has more tools to adapt quality practices?
3. All of the above
4. None of the above