

Next Generation Employer Engagement Strategies

GENZ
—consulting—



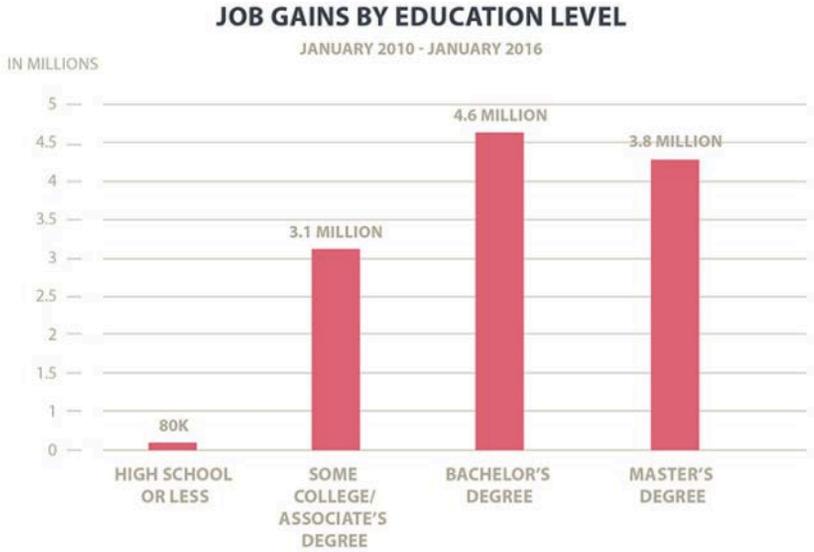
THE
BUZZ
ON THE
SKILLS
GAP



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.

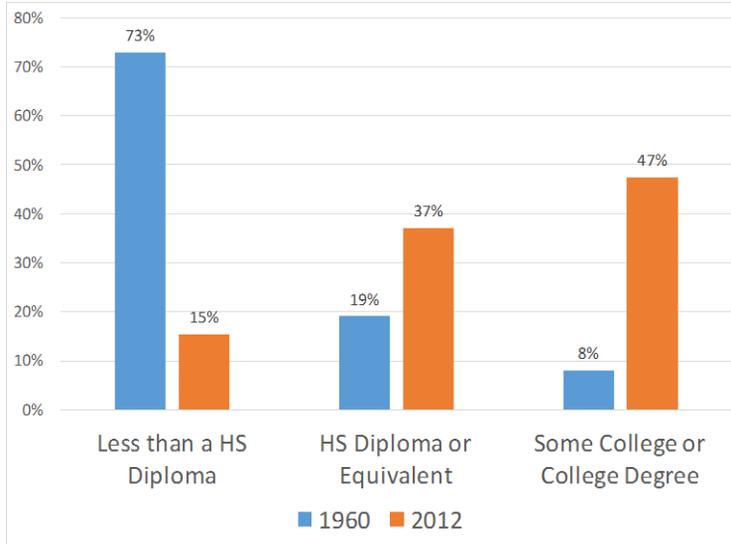
GROWING DEMAND FOR SKILLED WORKERS



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.



**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

THE RISK

- ▶ We all hear the same call to action and double down on **independent** employer outreach efforts



Community
College



Community
College



Workforce
Development
Organizations



Community
College



K-12 CTE



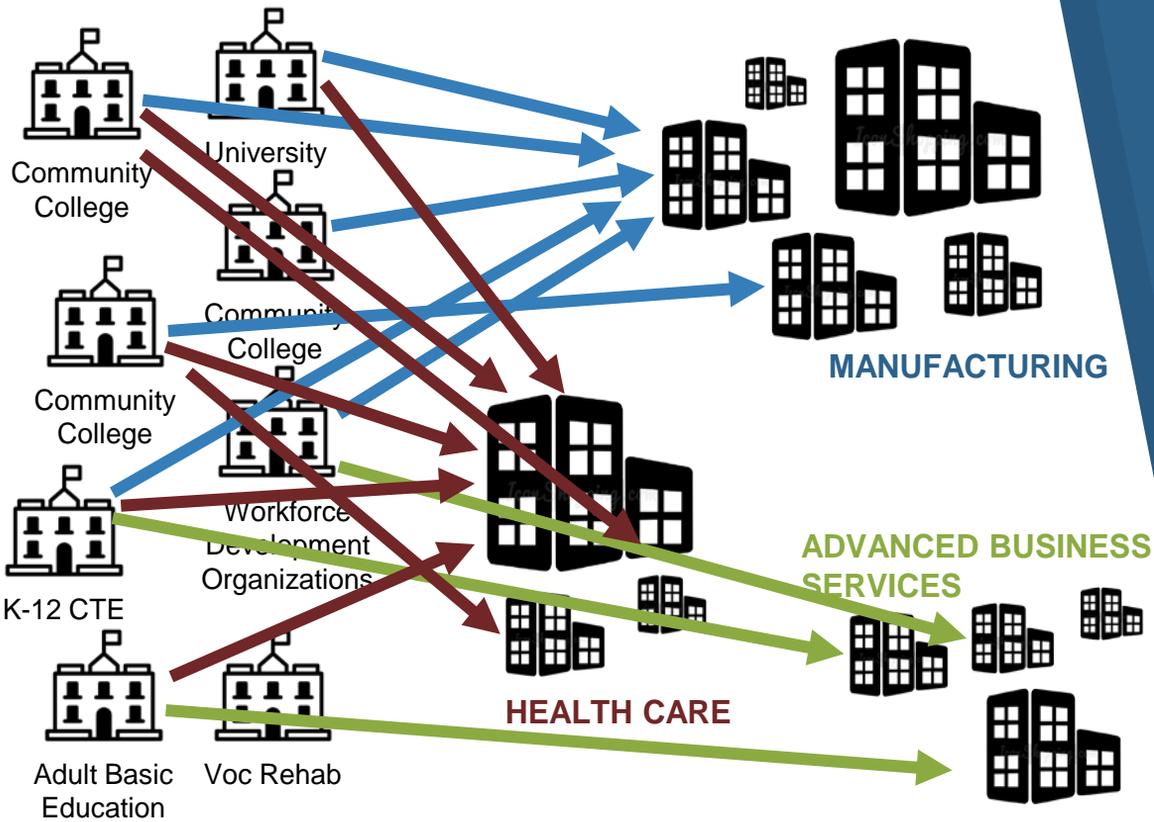
Voc Rehab



Adult Basic
Education



University



THE PROBLEM

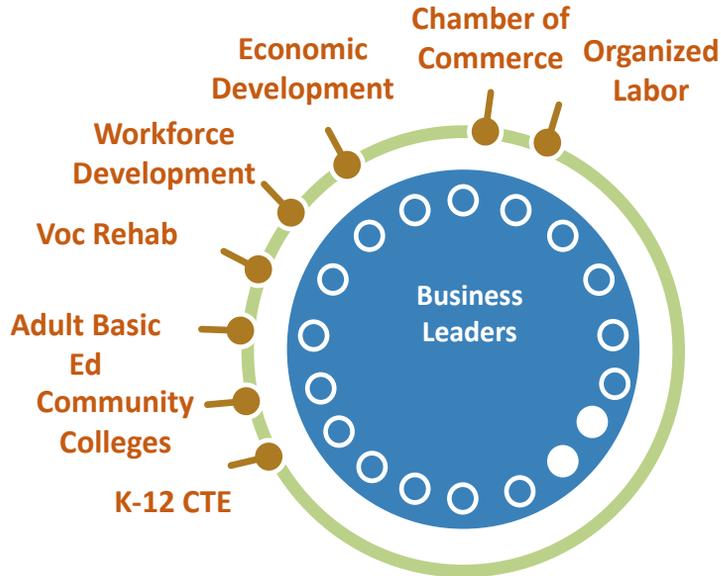
- ▷ Employer burnout and fatigue
- ▷ Failure to achieve true critical mass
- ▷ Risk of undersupplying the labor market
- ▷ Risk of oversaturating the labor market
- ▷ Students have a harder path to jobs and careers

WHAT'S AN **ALTERNATIVE**?

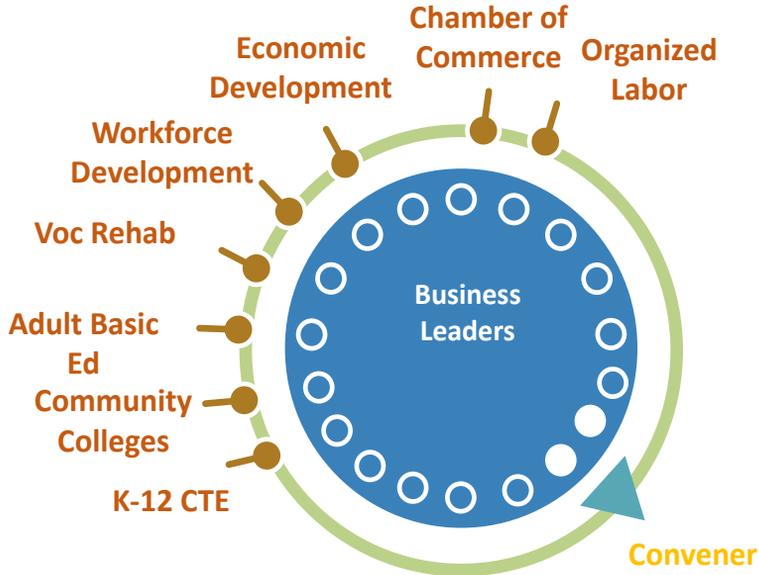
INDUSTRY-LED SECTOR PARTNERSHIP



INDUSTRY-LED SECTOR PARTNERSHIP



INDUSTRY-LED SECTOR PARTNERSHIP



**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

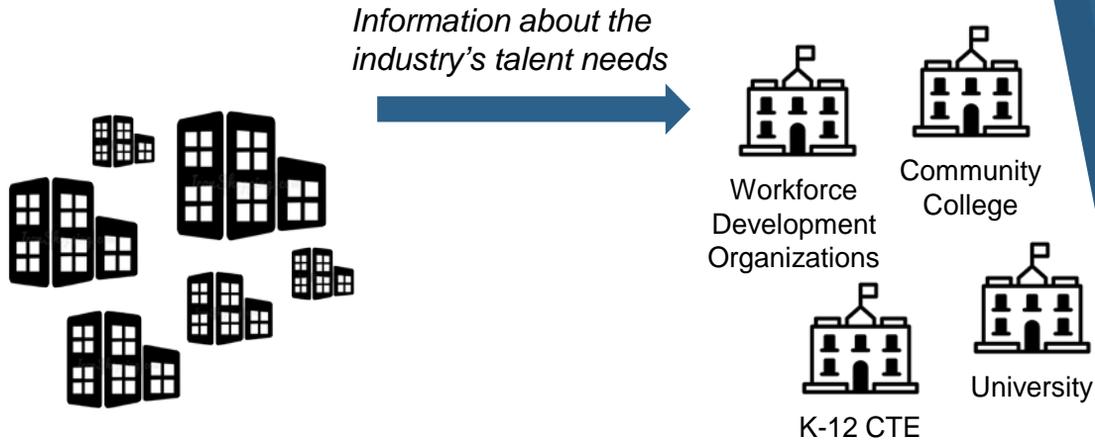
THE BOTTOM LINE

- ▶ 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

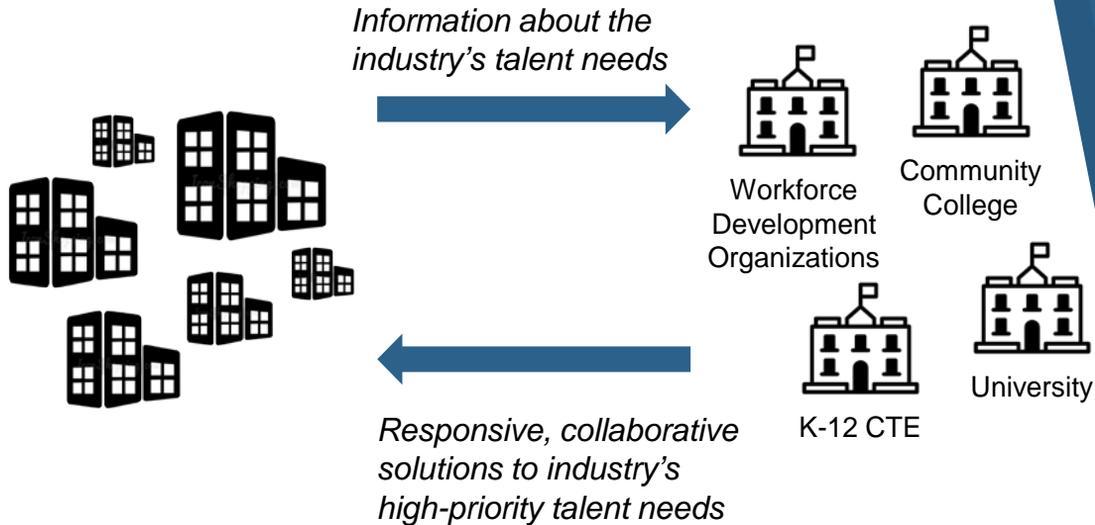
KEY ELEMENTS OF CAREER PATHWAY SYSTEMS-BUILDING



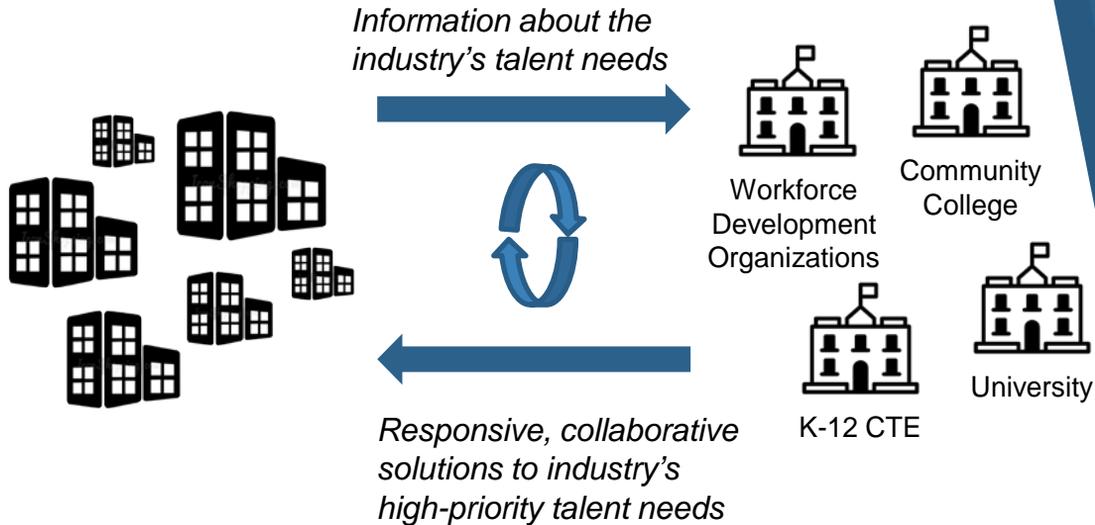
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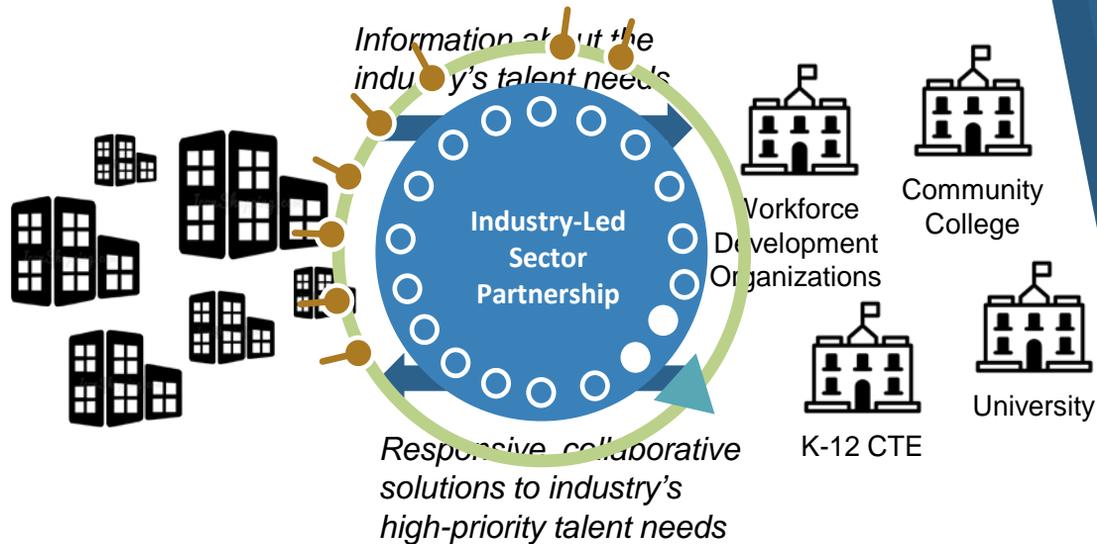
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WHAT'S THE **STARTING** PLACE?

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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