

Wisconsin Career Pathways Technical Assistance Policy Brief Aligned Employer Engagement – Perkins CTE & WIOA

AUGUST 2017

Background

The Wisconsin Pathways (WPC) asked CLASP to research promising practices and work with them to consider strategies and guidance to **align high school and college employer advisory committees with local Workforce Development Board industry partnerships**. *How do we optimize these structures and provide more guidance to partners?* There are several things driving interest in exploring this including requirements of the Carl D. Perkins Career and Technical Education Act (CTE), Workforce Innovation and Opportunities Act (WIOA), the New Skills for Youth grant, ACT2, and the desire to develop a career pathway system that aligns policy and practice among agencies.

Federal Guidance

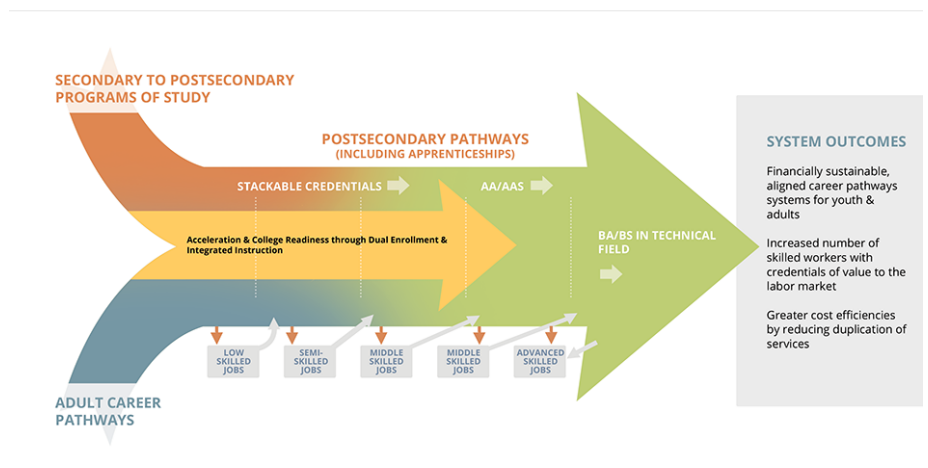
The US Education Office of Career and Technical Education created this Integrated Career Pathways Model to demonstrate the alignment between Perkins secondary and postsecondary CTE and adult career pathways under WIOA in their **Advancing CTE in Career Pathways** project.

The federal interagency **Career Pathways Toolkit: An Enhanced Guide and Workbook for System Development** calls for partnership between WIOA and Perkins CTE in developing and implementing career pathways, including employer engagement strategies.

Framing Questions

Who is leveraging their Perkins and WIOA employer engagement strategies and to what effect? How can Wisconsin state leaders promote best practices in this area?

Integrated Career Pathways Model



This model was developed as part of the *Advancing Career and Technical Education in State and Local Career Pathways Systems* project.

PROJECT & INITIATIVE	SUMMARY / DESCRIPTION	RESOURCES / CONTACT
STATE EXAMPLES INCLUDE GUIDANCE - FORMAL & INFORMAL:		
<p>Colorado Community College System¹</p>	<p>State system leaders develop and release guidance to local agencies encouraging CTE programs to utilize sector partnerships as their Advisory Board:</p> <p>“Colorado Community College System had said for quite some time that it was perfectly fine for schools to use a sector partnership as their advisory board. It really didn't "click" or "seem real" until our State CTE Director who is an Assistant Provost at CCCS, Sarah Heath, implemented a policy and publicly announced that it was permissible and encouraged CTE programs to utilize sector partnerships as their advisory board when possible. Additionally, the CTE office at CCCS worked with the Sector Partnership conveners to coordinate the opportunity and make sure that it was done in a way that was a positive experience for both the schools and the partnerships.” – Stephanie Veck</p> <p>“We have been promoting it mostly through our regional meetings with all CTE stakeholders and through our CTE Director listserv. We are in the process of updating our Admin Handbook to draw more attention and provide links to the information on CDWC's website etc.</p> <p>Here is the current link to our advisory resource that will be revised:</p> <p>http://coloradostateplan.com/administrator/advisory-committee/</p> <p>At this point, Colorado only has two CTE content areas where the sector partnership meets regulations for the meetings to count for our CTE requirements - Manufacturing and Healthcare. We have our staff attend to be the minute takers and I speak with the planning committees to ensure the agenda meets the Perkins pieces of advisory.” – Sara Heath</p> <p>See CO sample communication to Perkins CTE administrators on alignment (page 9)</p>	<p>Sarah Heath Assistant Provost, CCCS State CTE Director sarah.heath@cccs.edu</p> <p>Stephanie Veck Director Colorado Workforce Development Council Stephanie.veck@state.co.us</p>

PROJECT & INITIATIVE	SUMMARY / DESCRIPTION	RESOURCES / CONTACT
<p>Kentucky Community and Technical College System - Possibility for cross state collaboration</p>	<p>Kentucky has multiple examples of industry sector partnerships operating across multiple workforce service areas and even across state lines Employers First Regional Workforce Network.</p> <p>KY FAME is a highly sophisticated partnership supporting youth and adult career pathways in advanced manufacturing: To date, there is no state level guidance for supporting joint work under WIOA industry partnerships and Perkins advisory councils, but the state college system is interesting in pursuing such guidance.</p>	<p>Harmony Little Workforce Solutions Coordinator Kentucky Community and Technical College System Chancellor’s Office of Workforce Solutions 300 North Main Street Versailles, KY 40383</p>
<p>LOCAL AREA EXAMPLES PRIMARILY INDICATE CROSS FERTILIZATION ON COMMITTEES AND SOME INVOLVEMENT IN DEVELOPING STRATEGIC PLANS:</p>		
<p>South Central Workforce Council</p> <p>South Central Minnesota</p>	<p>Workforce board director on the Perkins Advisory Council which is primarily made up of High School Superintendents and representatives from post-secondary.</p> <p>Perkins staff are on local workforce board Youth Council (actually was the chair for a period of time) and Career Pathway Committee. This Youth Council reviews the Perkins Plan and last year brought it to the full Workforce Council as well.</p> <p>Board director is part of their planning committee in developing Perkins plan, and Perkins staff provides input into the local WIOA plan through their participation on the Youth Council.</p> <p>WIOA and Carl Perkins CTE align resources for specific efforts:</p> <ul style="list-style-type: none"> • Development of Youth Directories (of services) for the region • Career Exploration activities and events for high school students – we have events that focus on health care, on manufacturing, and one on construction trades. • Workforce Council staff review high school requests (through a quasi-RFP process) for Perkins funding with Perkins staff – they feel we have a more objective perspective. <p>2017 plans focus on being more strategic with career exploration opportunities with 9th graders that can lead to interest in CTE opportunities such as High Step (Health Care) and Project Lead the Way (Manufacturing) – in addition to ag programs, etc. available in the high schools.</p>	<p>Diane Halvorson Executive Director South Central WorkForce Council 706 N. Victory Drive Mankato, MN 56001 (507) 345-2408 Fax: (507) 345-2414 www.workforcecouncil.org</p>

PROJECT & INITIATIVE	SUMMARY / DESCRIPTION	RESOURCES / CONTACT
<p>Greater Wichita Partnership</p> <p>Wichita, Kansas</p>	<p>Wichita is using one industry partnership in advanced manufacturing and one in aviation manufacturing to carry out their sector and CTE requirement for an advisory board (per Mary Clagett, JFF)</p> <p>Aviation manufacturing partnership example:</p> <p>Sedgwick County Technical Education and Training Authority (SCTETA) oversees local technical education – including Wichita Area Technical College. Six of 11 board members are from local private industry and provide guidance on current relevant training needs. SCTETA oversees the \$50 million (224,000 square foot) National Center for Aviation Training, a world-class aviation and advanced general manufacturing training center on the grounds of Jabara Airport in northeast Wichita. NCAT has capacity to provide technical training for at least 1,500 students in both day and night classes. The facility has received Federal Aviation Administration (FAA) approval. Groundbreaking occurred in March 2008, and classes at the site began in August 2010. All NCAT programs are now active.</p> <p>In April 2015, business leaders formed the Partnership to expand on existing efforts to make our region competitive for job creation, talent attraction, capital investment and therefore long-term economic prosperity.</p> <p>The Partnership has six key priorities:</p> <ul style="list-style-type: none"> • Grow Primary Jobs • Diversification through Entrepreneurship • Enhance Education Attainment and Workforce Development • Internal and External Perceptions • Downtown Vitality • Attract and Retain Talent 	<p>Greater Wichita Partnership 501 E. Douglas Wichita, KS 67202-2970 (316) 268-1128 info@greaterwichitapartnership.org</p> <p>Duane Smith Research Director Greater Wichita Partnership 316.268.1124 duane@greaterwichitapartnership.org</p>

PROJECT & INITIATIVE	SUMMARY / DESCRIPTION	RESOURCES / CONTACT
<p>Regional Employment Board of Hampden County</p> <p>Massachusetts</p>	<p>Massachusetts Career Pathway Projects that build talent at all levels.</p> <p>Advanced Manufacturing Grades 9-14 Career Pathway System:</p> <ul style="list-style-type: none"> • Industry led • Data driven • Small and medium sized enterprises • Traditional high school delivery model • Community college • Private investment start up • Local workforce board as intermediary <p>Other sectors:</p> <p>Western MA Healthcare Partnership</p> <p>Western MA Information Technology Partnership</p>	<p>David Cruise President and CEO Regional Employment Board of Hampden County dcruse@rebhc.org</p>
<p>WISCONSIN LOCAL AREA EXAMPLES:</p>		
<p>Manufacturing Works</p>	<p>Manufacturing Works; Advanced Manufacturing Network-Northwest: http://www.goldcollarcareers.com/</p> <p>“Thanks to the generosity of supporting manufacturing organizations, the efforts of key manufacturing leadership, the support of CESAs at the secondary education level, post-secondary colleges, and Workforce Development organizations much has been done to fill the pipeline to producing trained technicians in North West Wisconsin. Regional groups such as EMMA, 7-Rivers, Manufacturing Works, Grow North, Centergy, and others began to create an enhanced regional West Central Wisconsin Manufacturing image and helped to fill the supply chain for these manufacturing technology education programs.</p> <p>Many of the regional groups were connected with a Wisconsin Technical College Initiative called Advanced Manufacturing Solutions and numerous funding grant opportunities. Wisconsin was divided into four quadrants. The NW Quadrant or Advanced Manufacturing Network - Northwest, was established and linked six technical college districts from Superior to La Crosse and from Hudson to Wausau. These six districts make up approximately fifty percent of Wisconsin's geographic area so that outreach was a challenge.</p> <p>The regional efforts to promote manufacturing careers have been successful to date with more work to do. Many of the mall kiosks, youth academies, robotics competitions, welding camps, nanotechnology camps, movie trailers, teacher in-service training, publications, outreach and PowerPoint presentations have begun to fill the manufacturing training programs.”</p>	<p>Christie Schmock Chair Manufacturing Works</p> <p>Jeff Sullivan Chair Advanced Manufacturing Network-Northwest</p> <p>Liz Pizzi Youth Initiatives Specialist Workforce Resource Inc. info@goldcollarcareers.com pizzie@workforceresource.org</p>

PROJECT & INITIATIVE	SUMMARY / DESCRIPTION	RESOURCES / CONTACT
The Workforce Hub	<p>In partnership with the North Central Wisconsin Workforce Development Board, the Wausau Region Chamber of Commerce has recently re-launched the Workforce Hub to</p> <ul style="list-style-type: none"> • Connect and convene partner organizations in their full capacity to work together; • Identify and create Opportunities that will assist in developing, retaining, and attracting workforce to the Wausau region and Marathon County; • Develop and maintain a digital resource hub where members can easily identify and access an abundance of organizations that are working to develop the talent pipeline; • Educate our membership and partners as to ongoing needs for each, the evolving economy, and to support the alignment of education, business, and not for profits. <p>40+ organizations including secondary, postsecondary, corrections, not-for-profits serving a variety of populations as well as small and large businesses from manufacturing, healthcare, finance and insurance, trades, and commercial sectors.</p> <p>https://issuu.com/wausauchamber/docs/chamberconnectionmarch17</p>	<p>David Eckmann President/CEO 715-848-5946</p> <p>Renae Krings Talent Dev Director 715-848-5942</p>
The New North	<p>New North, Inc. is a 501(c)3 nonprofit, regional marketing and economic development organization fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. New North is a regional partner to the Wisconsin Economic Development Corporation (WEDC) and the State of Wisconsin, as well as local economic development partners and represents more than 100 private Investors.</p> <p>Six Key Initiatives</p> <ul style="list-style-type: none"> • Attract, develop and retain diverse talent • Foster targeted industry clusters and new markets • Support an entrepreneurial climate and small business • Encourage educational attainment • Elevate sustainability as an economic driver • Promote the regional brand <p>http://www.thenewnorth.com/</p>	<p>Jerry Murphy Executive Director New North, Inc. 920-336-3860</p>

PROJECT & INITIATIVE	SUMMARY / DESCRIPTION	RESOURCES / CONTACT
INSPIRE Sheboygan County	<p>MISSION</p> <p>The Mission of INSPIRE Sheboygan County is to connect students to meaningful career experiences in the Sheboygan County Area.</p> <p>VISION</p> <p>Our Vision is that all students graduate with an inspiring and realistic academic and career plan informed by connections and experiences provided through INSPIRE Sheboygan County.</p> <p>INSPIRE Sheboygan County is a collaborative workforce development initiative made possible by its member companies and schools.</p>	<p>Nicky Kiss info@inspiresheboygancounty.org</p>

Recommendations

Wisconsin Workforce Development Association & Local Workforce Boards

- Encourage WWDA support for a WIOA Memorandum of Understanding (MOU) best practice strategy of ongoing (e.g., monthly or quarterly) meetings with education partners to continuously improve partnership and alignment strategies, including the opportunity to talk with technical colleges about employer advisory and industry sector partnership alignment.
- Create a checklist or ‘cheat sheet’ for use by local boards when reviewing WIOA title II applications in the upcoming competition of WIOA title II funds to support local areas in knowing what to look for in a title II application (e.g. Integrated Education & Training, aligned employer engagement) recognizing that while there are common elements of best practice, each WWDA board & WIOA title II partnership is unique.

Wisconsin Department of Workforce Development

- In next iteration of WI WIOA state plan, modify or enhance the sector partnership information to include guidance to local workforce boards on aligning industry sector partnerships with Perkins Career and Technical Education secondary and postsecondary employer advisory boards to improve employer engagement in career pathways.
- Work with WTCS to create guidance on leveraging the required WIOA title II board membership to align industry sector partnerships and career pathway bridge employer advisors.

Wisconsin Department of Public Instruction

- Leverage New Skills for Youth capacity and focus in four WTCS areas (Indianhead, Moraine Park, Madison, Milwaukee) as places to test industry sector partnerships that include K12 and technical colleges discussing workforce development needs and employer interests (e.g. career pathways).
- Create guidance for secondary Perkins CTE to encourage K12 utilization of & representation on WTCS industry advisory groups (e.g., see WTCS ESM language).

Wisconsin Technical College System

- Amend Perkins CTE planning documents to encourage alignment between CTE advisory boards and WIOA sector partnerships.
- Provide guidance to WIOA title II providers on aligning employer engagement (e.g., career pathways, integrated education and training – IET) with regional WIOA title I industry sector partnerships.

Perkins CTE/WIOA/Economic Development

- Consider capacity building activities needed to “collectively... address the challenges of training the next generation of the ... workforce,” e.g., communication from Colorado’s joint CTE and WIOA healthcare partnership:

EXAMPLE OF COMMUNICATION ON JOINT CTE AND INDUSTRY SECTOR PARTNERSHIPS

The Colorado Community College System and the Greater Metro Denver Healthcare Partnership, in collaboration, are convening a statewide Career & Technical Education (CTE) Advisory Board meeting for Health Science Education on X at X from X to X to call attention to how collectively we can address the challenges of training the next generation of the healthcare workforce.

This innovative approach will bring together individuals from industry, workforce development, and education to discuss the talent pipeline and the education required succeeding in the future. How do we reach out to those who are interested in healthcare whether they are at the beginning or their career or in career transition? What skills are needed to address the growing demand for services and increased population growth?

The goals of the day include:

1. Raise awareness of the challenges confronting healthcare and education industries;
2. Develop effective strategies for revitalizing the training programs to meet the needs of employers in metro Denver;
3. Provide an opportunity to engage in two-way dialogue between employers and educators of health science programs.

Preliminary agenda will cover a range of topics that are required at advisory meetings. Topics include:

Programs of study & career pathways; Program standards; Strategies for the future; Upgrade of equipment; Demographics including data on enrollment, completion rates and placements.

The following are the planned breakout sessions, by disciplines.

- Allied Health (general)/Patient Care Tech
- Dental Assisting
- EMS/EMT
- Holistic Health/Massage Therapy
- Human Performance/Exercise Science/Sports Medicine
- Medical Assisting
- Medical Lab Tech/Phlebotomy
- Nurse Aide
- Pharmacy Technician
- Radiologic Technologies
- Surgical Technology

When you RSVP, let me know what discipline you are in so I can have industry representation at the meeting.

I would be very appreciative if you could do the following for me by X

- Ask each program to call or email their advisory committee members to see who would be able to attend the meeting on X from 8:00 – 11:30am.
- Send me the name, contact information, and program for the industry partners who will be in attendance – we will send a formal invite.

This is a great opportunity for high school teacher, post-secondary instructors, and industry to be in the same room to discuss Programs of Study, career pathways, and seamless transition for our students at each level.

The Challenge is to gain timely insights into issues and identify tactics to streamline programs that impact all stages of the talent pipeline from high school to community college to employment.

The Promise – this meeting is designed to reduce redundancies and become more effective in the way we utilize our employers' expertise in designing and delivering health science curriculums to be effective and competitive in tomorrow's marketplace.

CALL TO ACTION – Please join us as we further develop these creative solutions by staying targeted on the needs of industry as we prepare the workforce for health care industry. RSVP to Tara Bell by X by accepting this Outlook invitation and/or call X for additional information.

Sarah Heath, Asst Provost CCCS

Jeana Capel-Jones, Project Coordinator Greater Metro Denver Healthcare Partnership

Tara Bell, Program Director Health Science & Public Safety

DOL Disclaimer Statement

This ACT program is 100% funded with a TAACCCT Round IV \$19.9 million grant awarded by the U.S. Department of Labor's Employment and Training Administration.

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The U.S. Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.



Except where otherwise noted, this work is licensed under the [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).