

BREAKING THE BUBBLE

DEVELOPING SECTOR PARTNERSHIPS TO EXPAND WORKFORCE EFFORTS



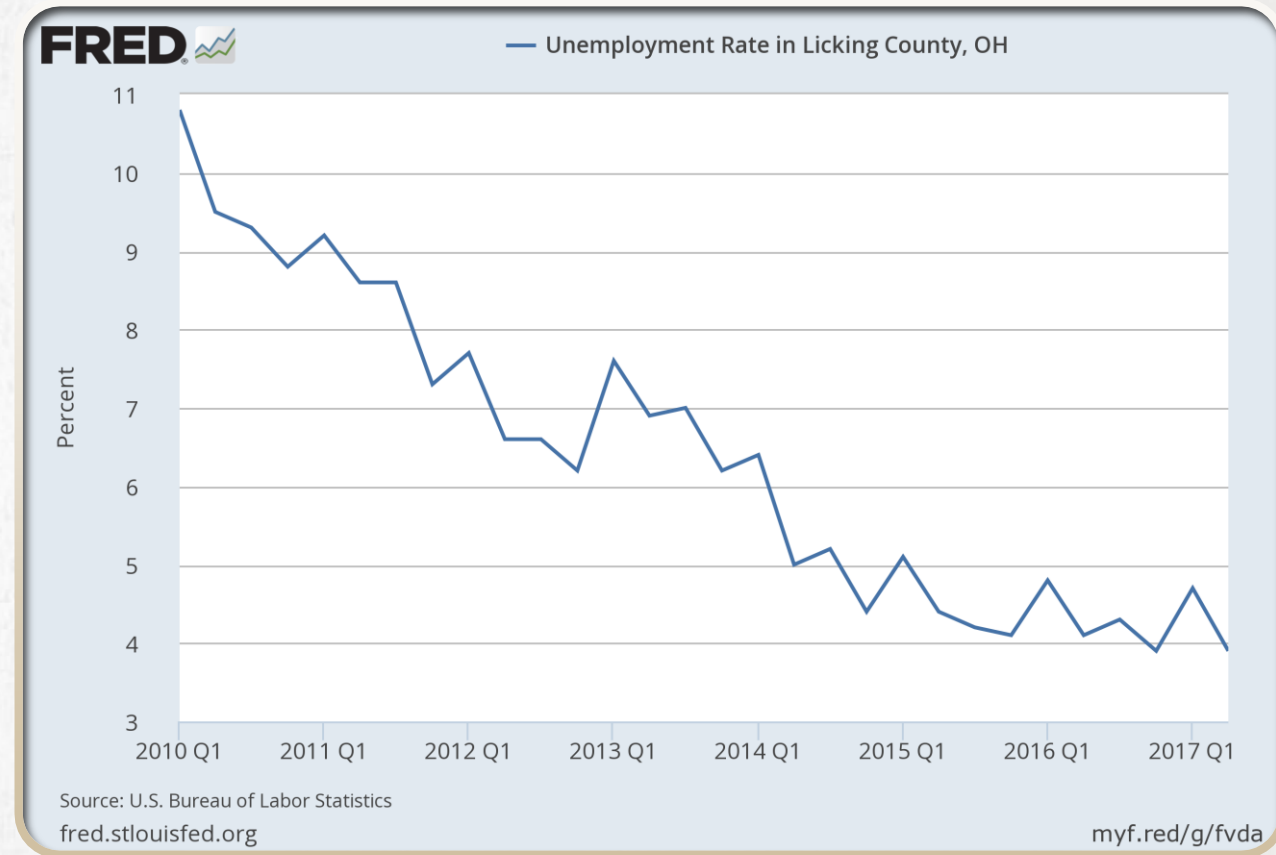
Mr. Nate Strum
Director of Economic Development
GROW Licking County CIC
nstrum@growlickingcounty.org



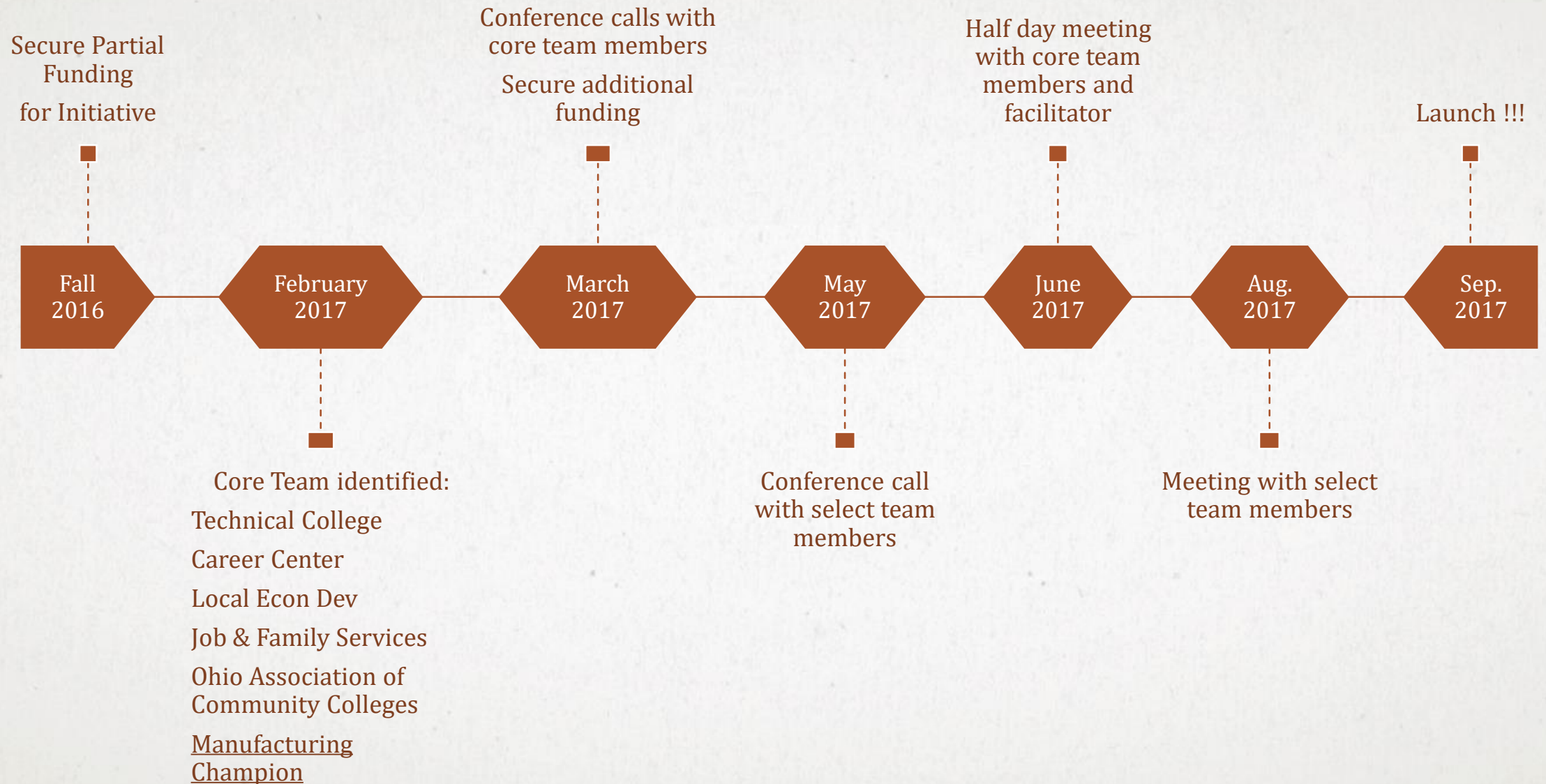
Rich Rogers
Site Lead
Covestro, LLC
rich.rogers@covestro.com

PURPOSE OF PARTNERSHIP

- Form a partnership to focus on education, workforce training needs, industry competitiveness to ensure deep, broad and long-term engagements.
 - Companies from the same sector, in a shared labor market region
 - Education
 - Workforce Development
 - Community Organizations



TIMELINE

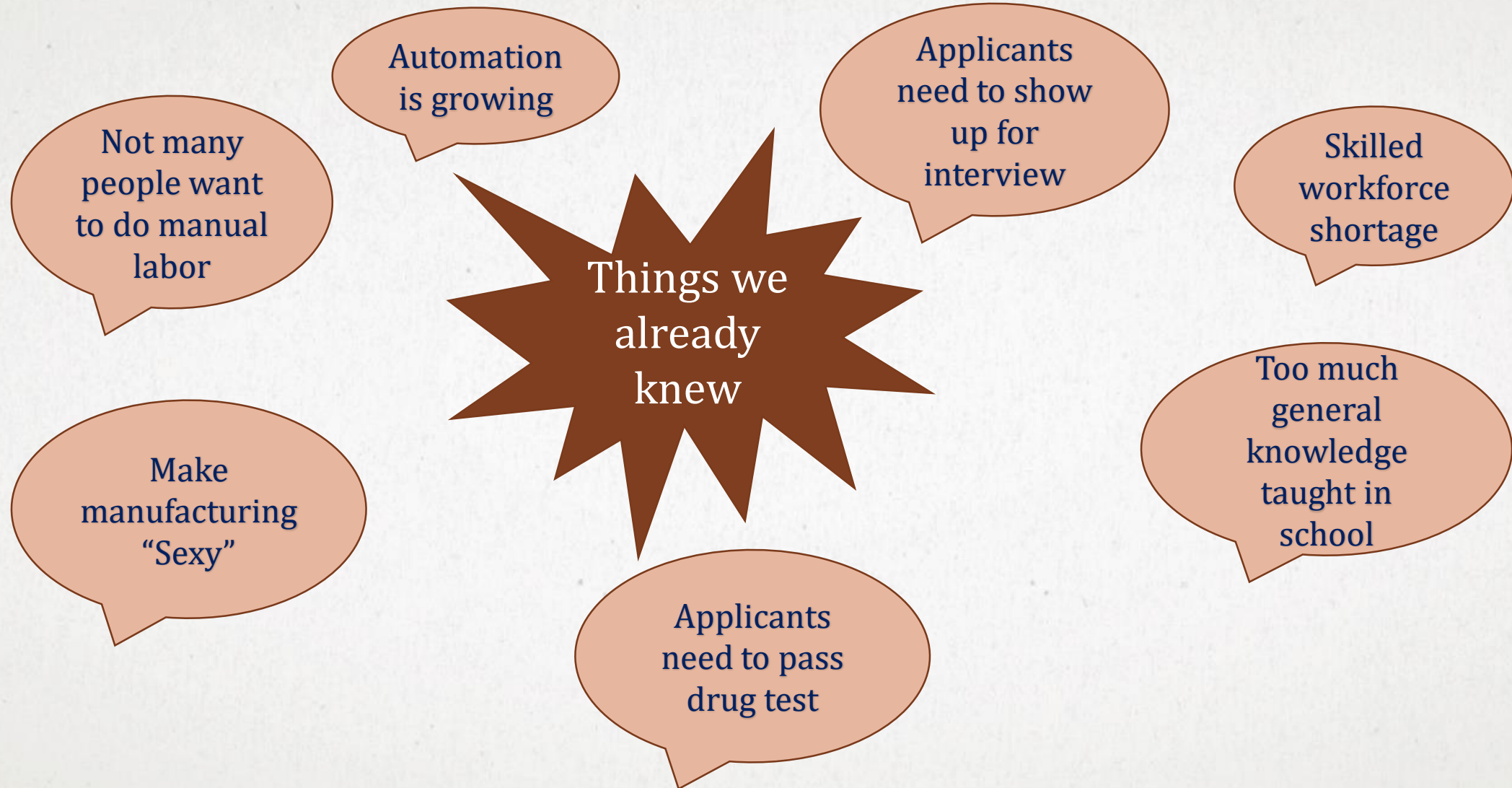


LAUNCH

- 16 industry partners
- 25 service partners
- 1 facilitator
- 1 room
- 4 ½ hours
 - 2 hours – industry partners' discussion
 - 2 ½ hours – service partners' discussion



WHAT DID WE HEAR FROM INDUSTRY PARTNERS?



WHAT DID WE HEAR FROM INDUSTRY PARTNERS?

Appreciation
for the support
from many
service
providers

Desire to create
stronger
partnerships
between the
college &
industry

Investigate an
apprentice-like
program
involving high
school
students

Interest in
faculty
externships

No blame on
service
providers for
not having
educated
workforce

Willingness to
participate in a
survey to identify
types of equipment
used in industry

Surprises

LAUNCH DEBRIEF

- 2 hours
 - Open discussion; anything could be said by anyone
 - End with around the room so everybody had opportunity to talk.
 - “What I can contribute to the identified target areas”
 - “What I still need from this group of industry partners”
 - Sharing of practices by county economic development offices
 - College and career centers collaboration
 - Service providers acknowledgement of letting industry partners take the lead
 - Slow introduction of service providers to assist industry partners
 - Role is to continue managing the energy and momentum of the industry partners
-

LAUNCH A'HA MOMENTS

- Communication between “us” and “them” needs improvement!
- How do we pull together the people who need jobs and determine their needs to be able to be successful with the job?
- Interesting to see that in a fairly small area, many industries were unknown until the launch.
 - How does peer-to-peer connecting of industry partners occur?
- Industry partners need to identify leads for the topics identified.
 - Service partners will support and provide information
- Missing entities:
 - Local Non-Profits
 - Local School Districts

FOLLOW-UP/NEXT STEPS

- Conference calls were conducted covering the three topic areas (as identified by industry partners)
 - Promoting Careers in Manufacturing
 - Marketing the Region to Attract Talent
 - Strengthening & Improving Technical Training
- Follow-Up Meeting Occurred on February 1st
 - Challenges Presented
- Partnership Next Steps

QUESTIONS? COMMENTS?

- Mr. Nate Strum, Director of Economic Development
nstrum@growlickingcounty.org
GROW Licking County CIC

- Mr. Rich Rogers, Site Lead
rich.rogers@covestro.com
Covestro, LLC

