BREAKING THE BUBBLE
DEVELOPING SECTOR PARTNERSHIPS TO EXPAND WORKFORCE EFFORTS

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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
Fall 2016: Secure Partial Funding for Initiative

February 2017: Core Team identified:
- Technical College Career Center
- Local Econ Dev
- Job & Family Services
- Ohio Association of Community Colleges
- Manufacturing Champion

March 2017: Conference calls with core team members
Secure additional funding

May 2017: Conference call with select team members

June 2017: Half day meeting with core team members and facilitator

August 2017: Meeting with select team members

September 2017: Launch !!!
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?

Things we already knew

- Automation is growing
- Applicants need to show up for interview
- Skilled workforce shortage
- Too much general knowledge taught in school
- Applicants need to pass drug test
- Not many people want to do manual labor
- Make manufacturing “Sexy”
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
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?

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