

Strategies for



Engaging
the
business
Community



Society Challenges 2010 to 2025



Up to 78 million Baby Boomers leave the U.S. workforce or change work focus



Only 40 million Gen X'ers and Y'ers will be available to replace them



New Workplace Norm

Increased productivity brought about by technology

Workplace will require advanced technical skills-work with advanced computer systems

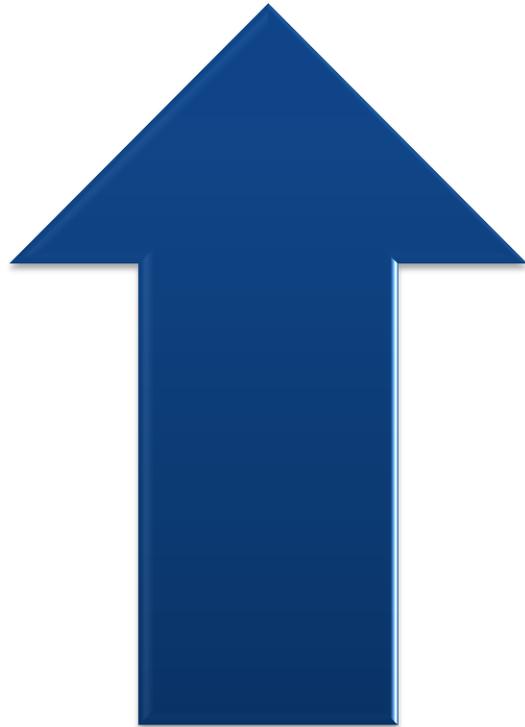
Workplace

Availability of skilled workers drives decisions on business locations

Collaboration between business, education, community groups, and policy impact decisions



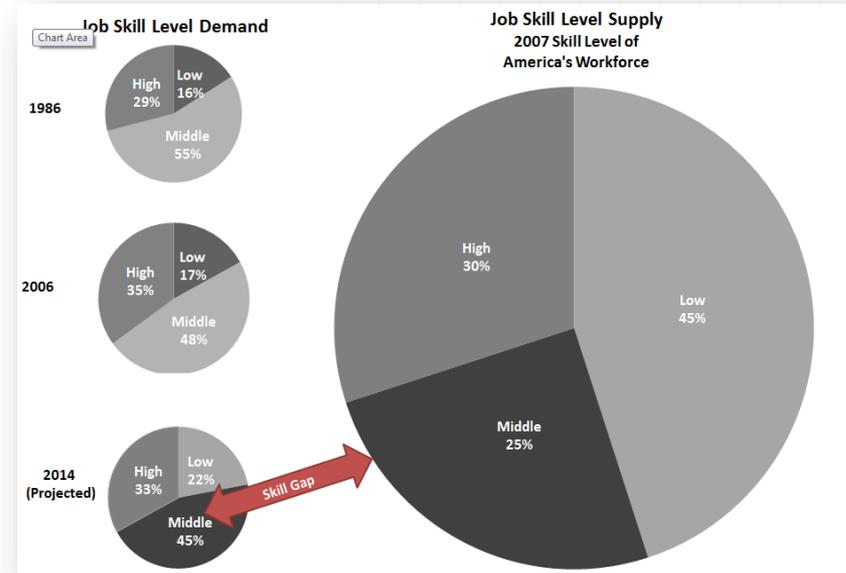
The Changing Workplace



- By 2018
 - need 22 million new college degrees
 - fall short by at least 3 million associate or better
 - need at least 4.7 million new workers with postsecondary certificates
- 90% of the fastest-growing jobs will require an education beyond HS
- 31% of small business owners can't fill positions
- 41% of manufacturers

Middle Skill Workers Changing

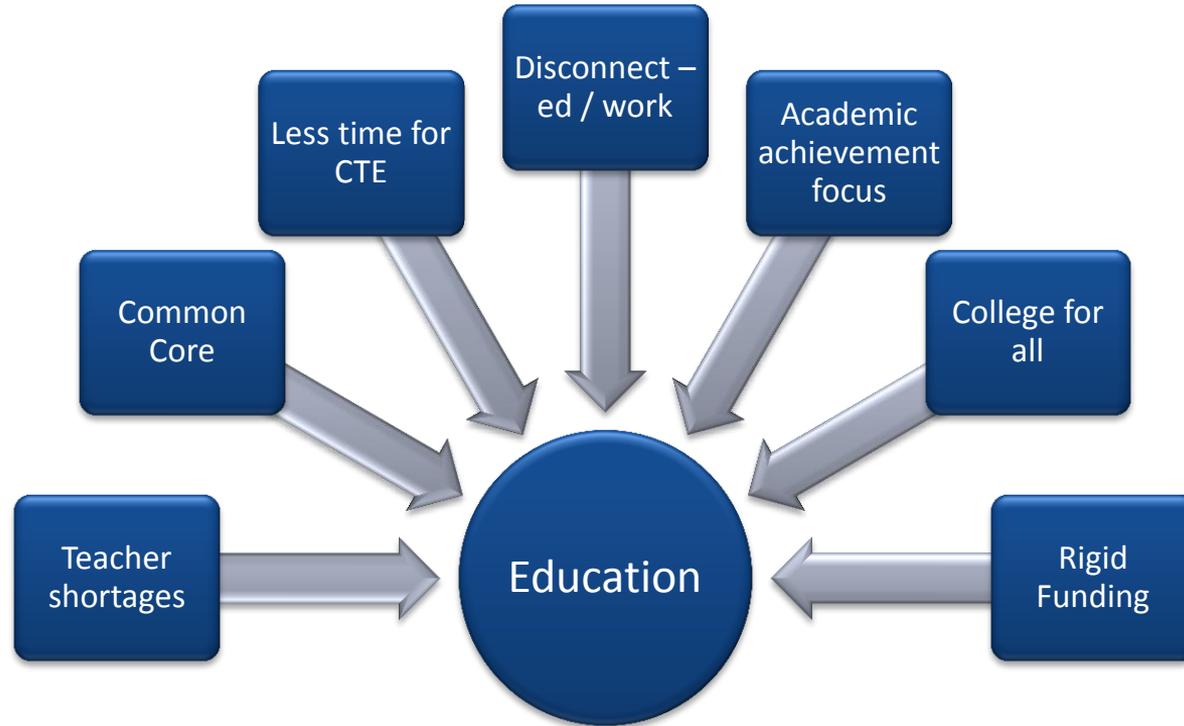
- 29 million middle jobs pay \$35,000 or more
- 11 million+ middle jobs pay \$50,000 or more
- 4 million+ pay \$75,000 or more
- 40%+ require education beyond HS / less than a Bachelor's degree
- New and enhanced skill requirements / increased reliance on tech



Source: Association of Career & Technical Education

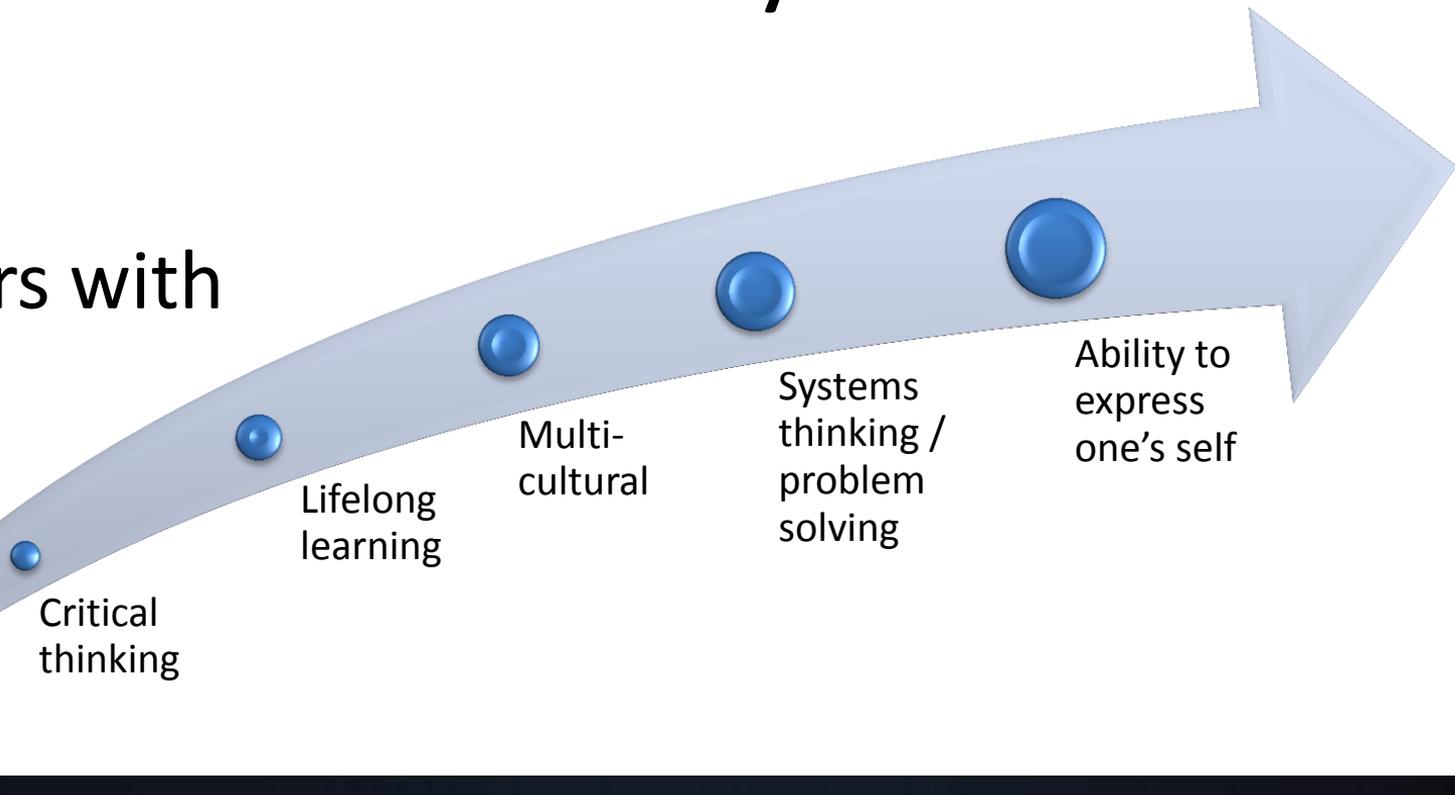


Education Challenges



What industry needs

Workers with



Why should industry be involved?

- Increase pool of qualified applicants
- Lower training costs
- Reduce cost of selection
- Lower employee turnover
- Increase positive public relations/ provide greater exposure in the marketplace

Tampa Industry/Education Partnerships

Hillsborough
Maritime academy

Other advisory
boards, use, value

Creating strong
industry
connections

What education
needs from
industry (non-
monetary)

Business advisory
board playbook



Industry First

- Propeller Club approaches schools
- Pilot program (10 day unit)
- Expansion to Middle School
- Curriculum Design
- Expansion to High School



Implementation Challenge

- Lack of Understanding by Educators
- Lack of Understanding by Industry
- Career and Technical Education is Key



Maritime Curriculum



16 Units of Study (Engineering to
Oceanography)

Entire Industry Represented (IPC Members)

Exposure to All Career Paths

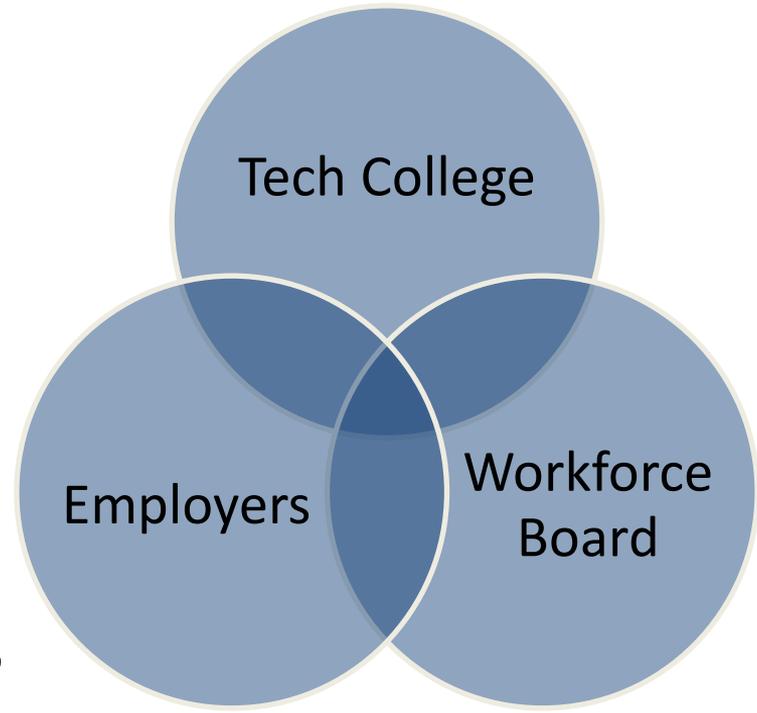
Pathway and Community Recognition

- The port is now engaged with the community
- Businesses are supporting education
- Legislators are highly interested in local efforts to create jobs
- Win – win situation

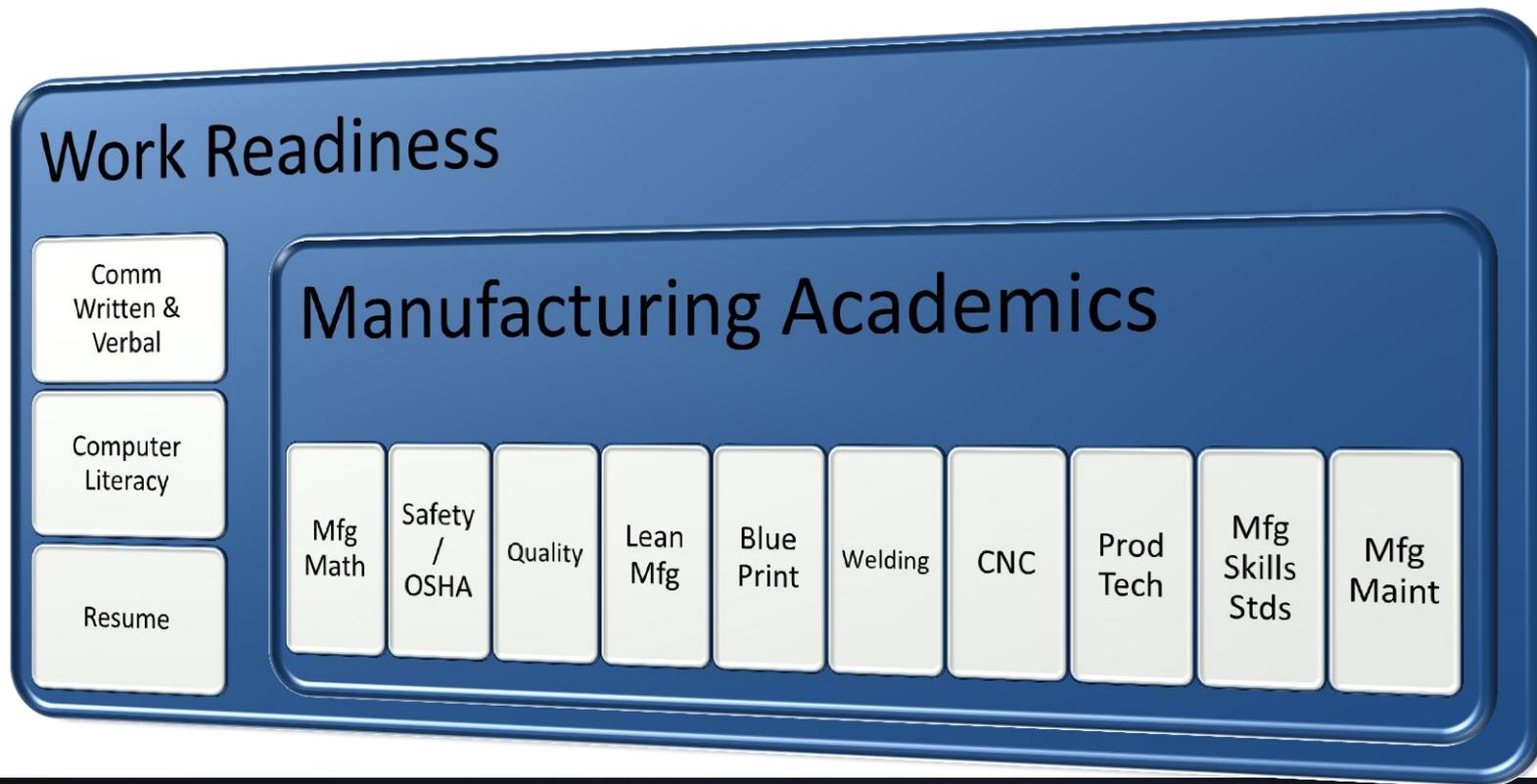


Manufacturing Academy

- Partnerships
 - Workforce Board
 - Tech College
 - Employers
- Dislocated workers
 - Expanding to outh
- Specific to employer needs



Manufacturing Academy Modules



Manufacturing Academy Design

Training Method

- Specific to employer and job seeker needs
- Combined classroom and hands-on training
- Industrial setting
- Academic Tutorial Support
- Work-Based Applied Learning

Trainee Commitment

- 12-16 week duration
- 6-8 hours training per day

Employer Engagement

- Participate
 - Training
 - delivery
 - trainee selection
- Job trials for successful trainees

Manufacturing Academy Process

Assess Skills vs Job Requirements

Training plan to address skills needs

Participate in Training Modules

Job Trial followed by OJT

Quality Worker Certification



Taking business to school

- Milacron
- Hypertherm
- UPS
- Siemens
- AAR
- Pacific Gas & Electric



Work-based learning

Unpaid Employment Experiences

- ✓ job shadows
- ✓ company tours
- ✓ volunteer service
- ✓ student work-skill activities (including assisting with a school-based entrepreneurial venture or completing tasks within the school district)
- ✓ unpaid work experiences
- ✓ service learning programs
- ✓ unpaid internships

Paid Employment Experiences

- ✓ part-time employment (while in school or over the summer)
- ✓ employment connected with DVR
- ✓ Youth Transition On-the-Job Training
- ✓ earning income through a self-employment venture
- ✓ Employability Skills Certificate Program
- ✓ Cooperative Education Skill Standards Certificate Program
- ✓ WI Youth Apprentice Program
- ✓ Paid internships



Questions?

