



# **Collaboration with the Workforce Investment System:**

**Workforce Investment Act &  
Workforce Innovation in Regional Economic Development**



## **OUR OBJECTIVES**

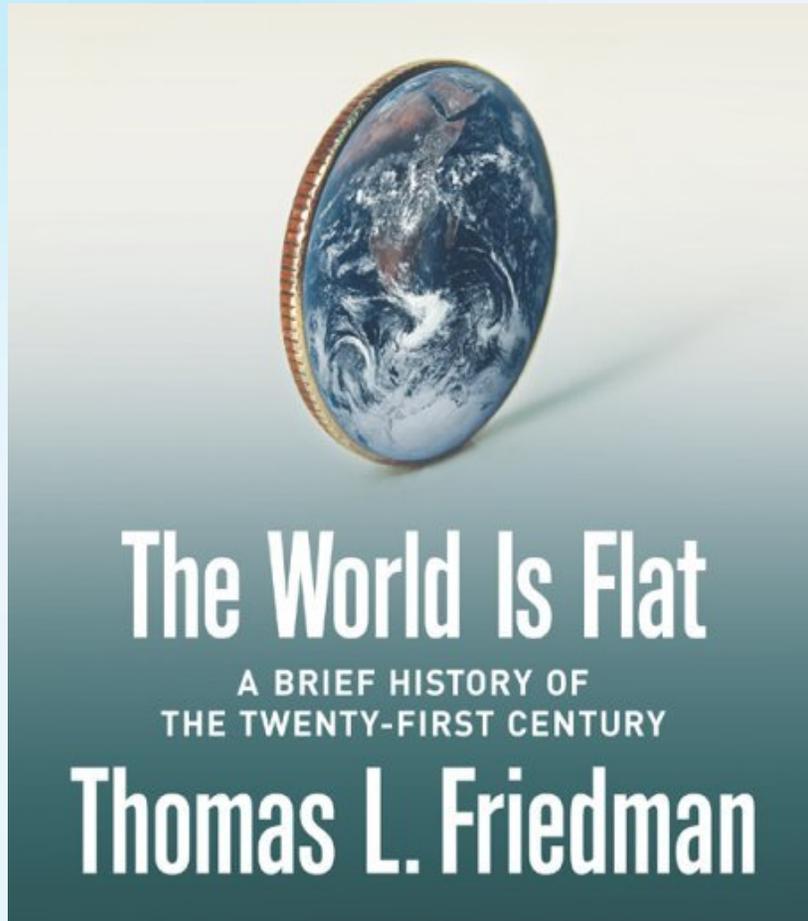


**Consider the current economic context in which we are working.**

**Understand the WIA workforce system transformational elements**

**Identify strategies you as earmark grantees can use to partner and support the creation of talent development systems in regional economies**





**America is  
witnessing one of  
the greatest  
economic  
transformations in  
history**



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***“China’s size does not merely enable low-cost manufacturing; it forces it. Increasingly, it is what Chinese businesses and consumers choose for themselves that determines how the American economy operates.”***

—Ted Fishman/“The Chinese Century”  
*The New York Times Magazine*

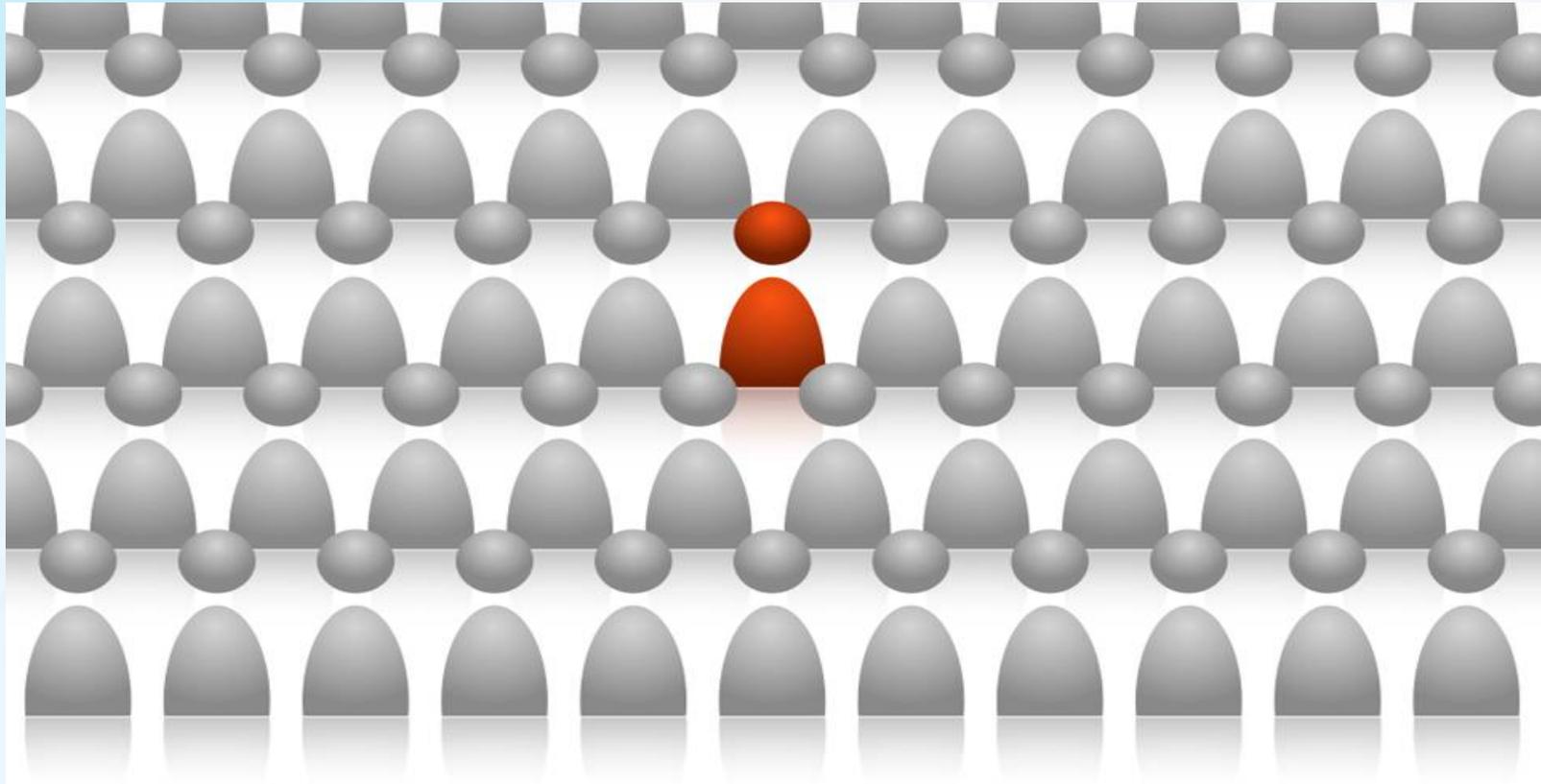




# Sometimes size does matter

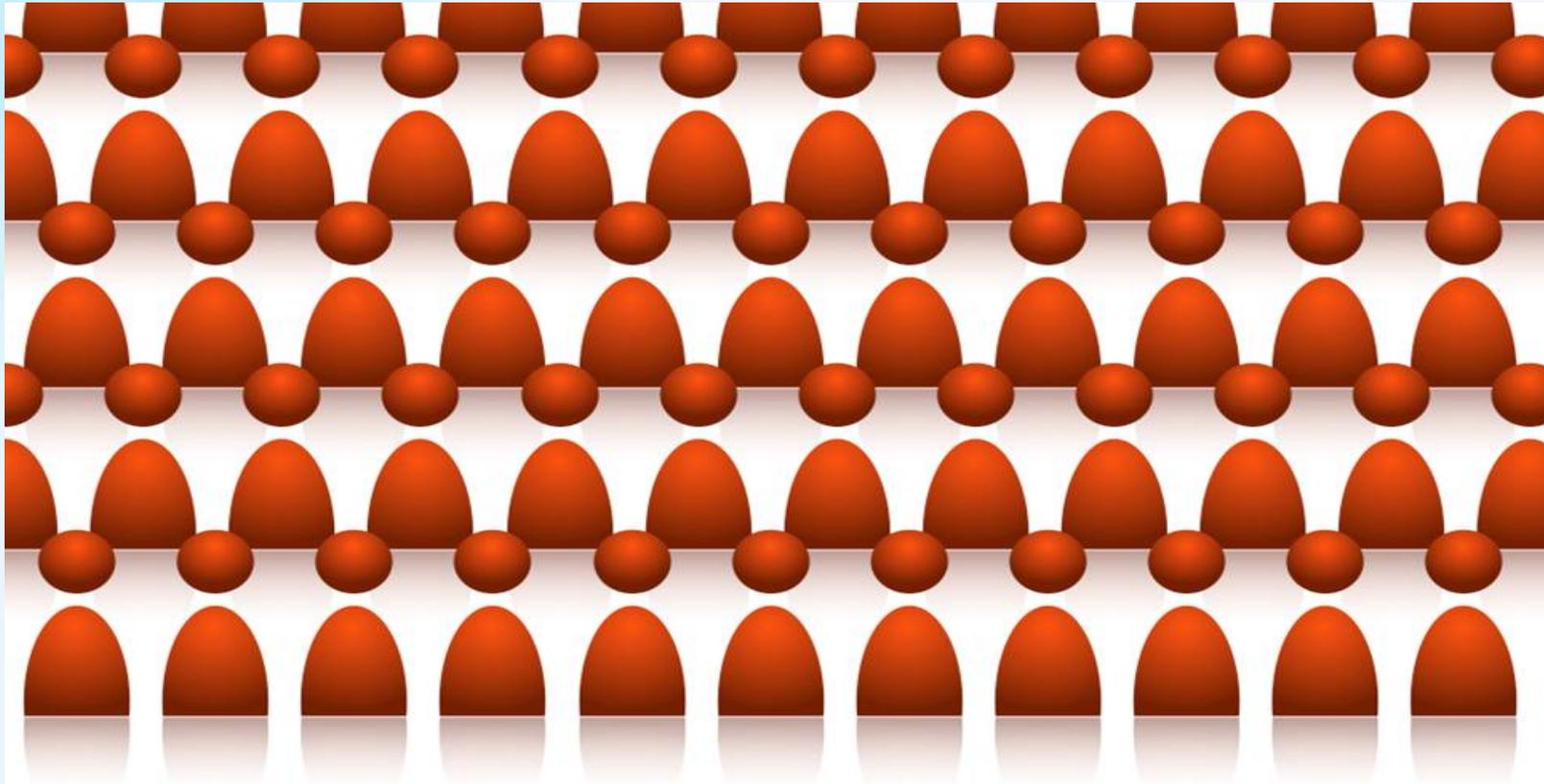


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**If you're one in a million in China...**





**...there are 1,300 people just like you**





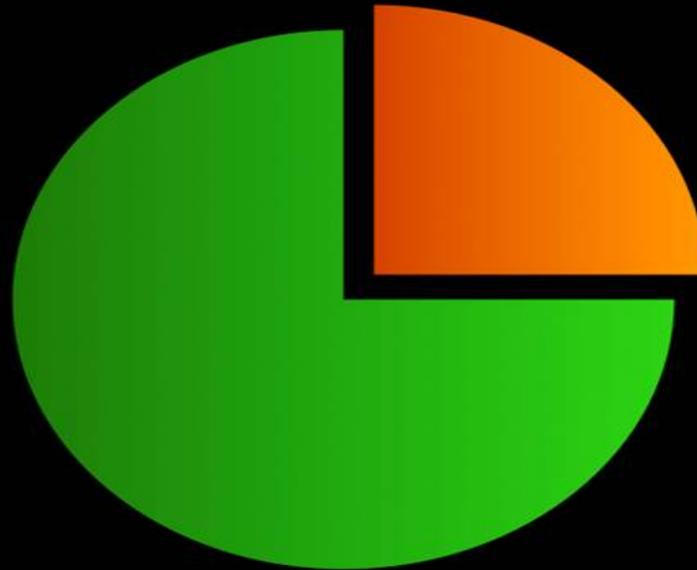
In India there are 1,100 people  
**just like you**



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**The 25% of the population in China  
with the highest IQ's...**





**...is greater than the total population  
of North America.**





**In India, it's the top 28%**





# Translation:

**They have more honors kids  
than we have kids**





***“There is no job that is America’s God-given right anymore. We have to compete for jobs.”***

— Carly Fiorina,  
former Hewlett Packard CEO





***“The prosperity and security of all Americans – now and in the foreseeable future – depends increasingly on our nation’s enduring and evolving capacity to learn, create, inspire, and innovate.”***



**Council on  
Competitiveness**





## **Three key areas for a winning strategy combined at the regional economic level**

**Capital Investment &  
Entrepreneurship**

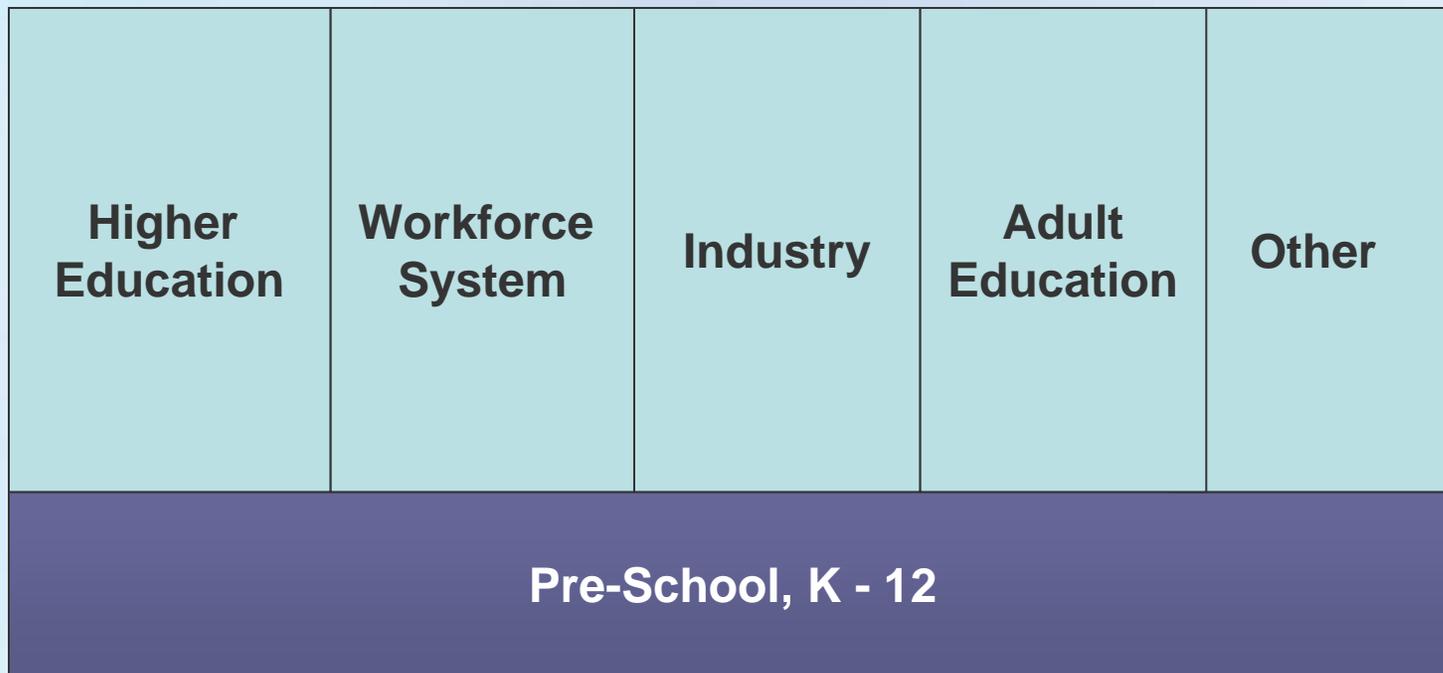
**Infrastructure**

**Talent Development**





**The ETA approach is a comprehensive strategy to develop regional talent development systems that drive regional economic competitiveness, job growth and new opportunities for American workers.**





# **The ETA Strategy and You**

## **Key Terms Transformational Elements and Regional Economies**





# Job Training vs. Talent Development

## Job Training:

- Transactional
- Individual
- Jobs that exist NOW
- Immediate results
- Workforce System operates more independently

## Talent Development:

- Strategic
- Sector focused
- Designed to CREATE jobs
- Longer-term, sustainable results
- WIS operates with and through partners
- Transformative in nature





# **Workforce Investment System Transformational Elements and You**



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## **Workforce Investment System Transformational Element #1**



The workforce investment system at all levels operates as a catalyst to bring together strategic partners to operate in the WIRED Framework and integrates workforce development, economic development, and education.





## Workforce Investment System Transformational Element #2

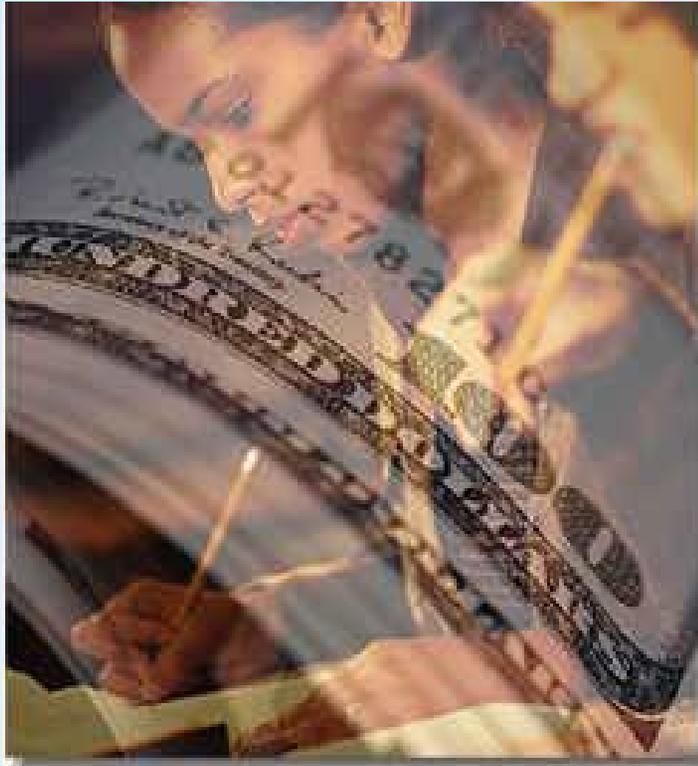


The workforce system operates as a talent development system; it can no longer be defined as a job training system. Its goal is an educated workforce on a U.S. or global standard.





## **Workforce Investment System Transformational Element #3**



Workforce system formula funds must be transformed, providing the opportunity for post-secondary education for lifelong learning opportunities aligned with the region's talent development strategy.





## **Workforce Investment System Transformational Element #4**



**The workforce system can no longer operate as an array of siloed programs and services.**





## **Workforce Investment System Transformational Element #5**



**Workforce investment boards must be structured and operate on a regional basis and be composed of regional strategic partners who drive investments, aligning spending with a regional economic vision for talent development.**





## **Workforce Investment System Transformational Element #6**



**Economic and workforce development regions must be aligned, and these regions should adopt common and innovative policies across the workforce, education, and economic development systems and structures that can support talent development and the regional economy.**





## **Workforce Investment System Transformational Element #7**



The workforce investment system must be agile enough to serve the innovation economy, recognizing the reality that 2/3 of all new jobs are created by small businesses.





## **WIRED Transformational Element #8**



The workforce investment system must actively collaborate with Economic Development, Business and Education Partners in order to:

- Create new knowledge about regional economies
- Support strategic planning
- Routinely track economic condition
- Measure outcomes
- Benchmark economic competitiveness in the global marketplace





## Why Regional Economies?

- A broader collection of assets
- Foster innovation
- Offer a global competitive advantage
- Are not defined by political and geographic boundaries
- Do not necessarily align with workforce areas or community college district areas





# The WIRED framework integrates workforce development, economic development and education regionally





## Identify the Regional Economy



**Identify the surrounding communities and counties that share a regional economy**

**Continually assess and reassess the boundaries to include assets, organizations and resources necessary for growth!**



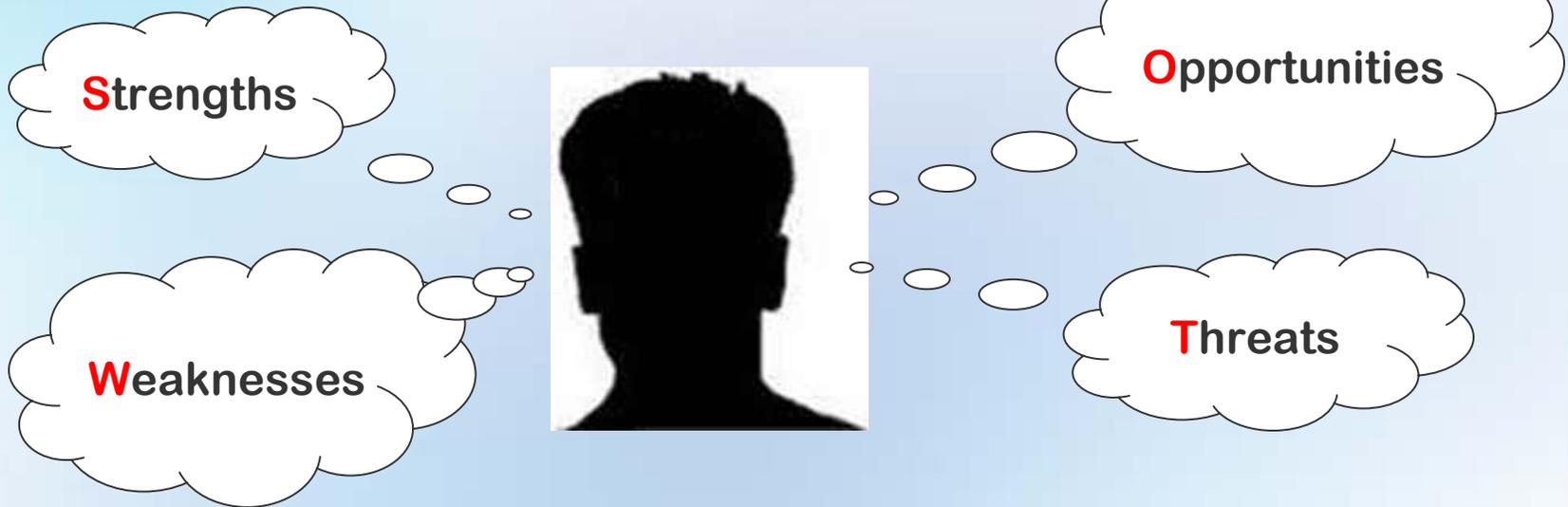


# Core Leadership Group





## SWOT Analysis



Goal: To fully understand assets in region & challenges/gaps that need to be addressed.

Tool: Asset Mapping Roadmap Guide





# Strategies for Partnering

**What are you going to do  
differently when you go home?**





## **In Summary:**

- **Globalization brings new challenges to American workers.**
- **You are part of a comprehensive strategy to develop regional talent development systems that drive regional economic competitiveness, job growth and new opportunities for American workers.**

