

Developing & Managing Industry Informed Training Pathways



One Door Many Paths
WIOA Partners Conference
June 27th & 28th , 2016

Session Outcomes

- Learn tangible ways to engage businesses in developing a comprehensive career pathway system.
- Attendees will have a greater awareness of strategies that have net results, enhance business engagement, and evolved the maturity of Industry Sector Boards.

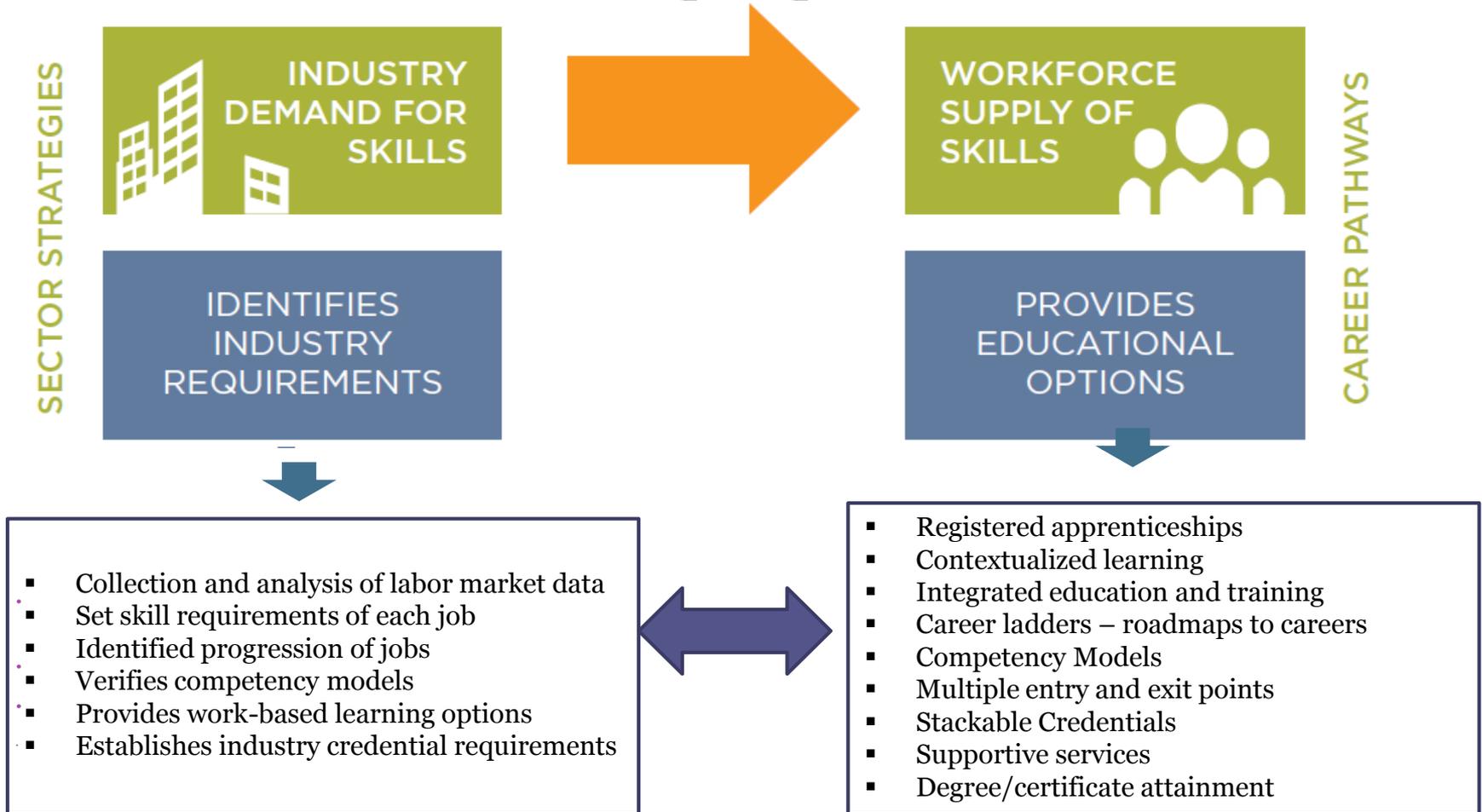
Panel Presenters

- **Des Moines Area Community College**
 - Kay Maher – DMACC Workforce Training Academy
 - Teresa Tripp – Director, Career and Technical Programs, PACE Navigator
- **Kirkwood Community College / Region 10**
 - Ashley Massa - Chair of Advanced Manufacturing Sector Board
Business Process & Analysis Manager
 - Judy Stoffel – Student Access Program Developer
- **Southeastern Community College**
 - Jared Reed – Lead Navigator, PACE Program
- **Division of Community Colleges and Workforce Training**
 - Mike Williams – Education Consultant, PACE, GAP & HiSET

Connecting the Pieces

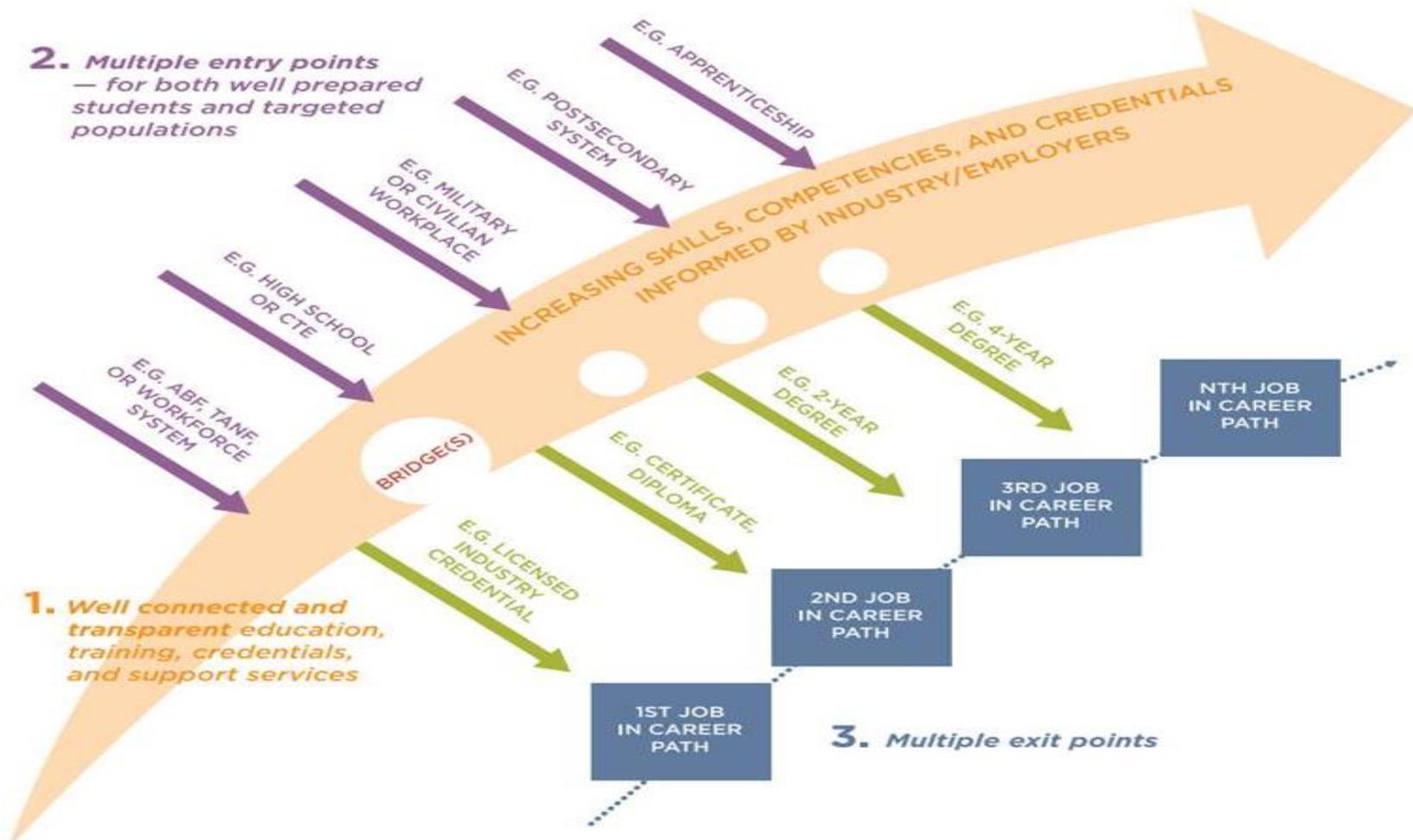


What is a Career Pathway System?



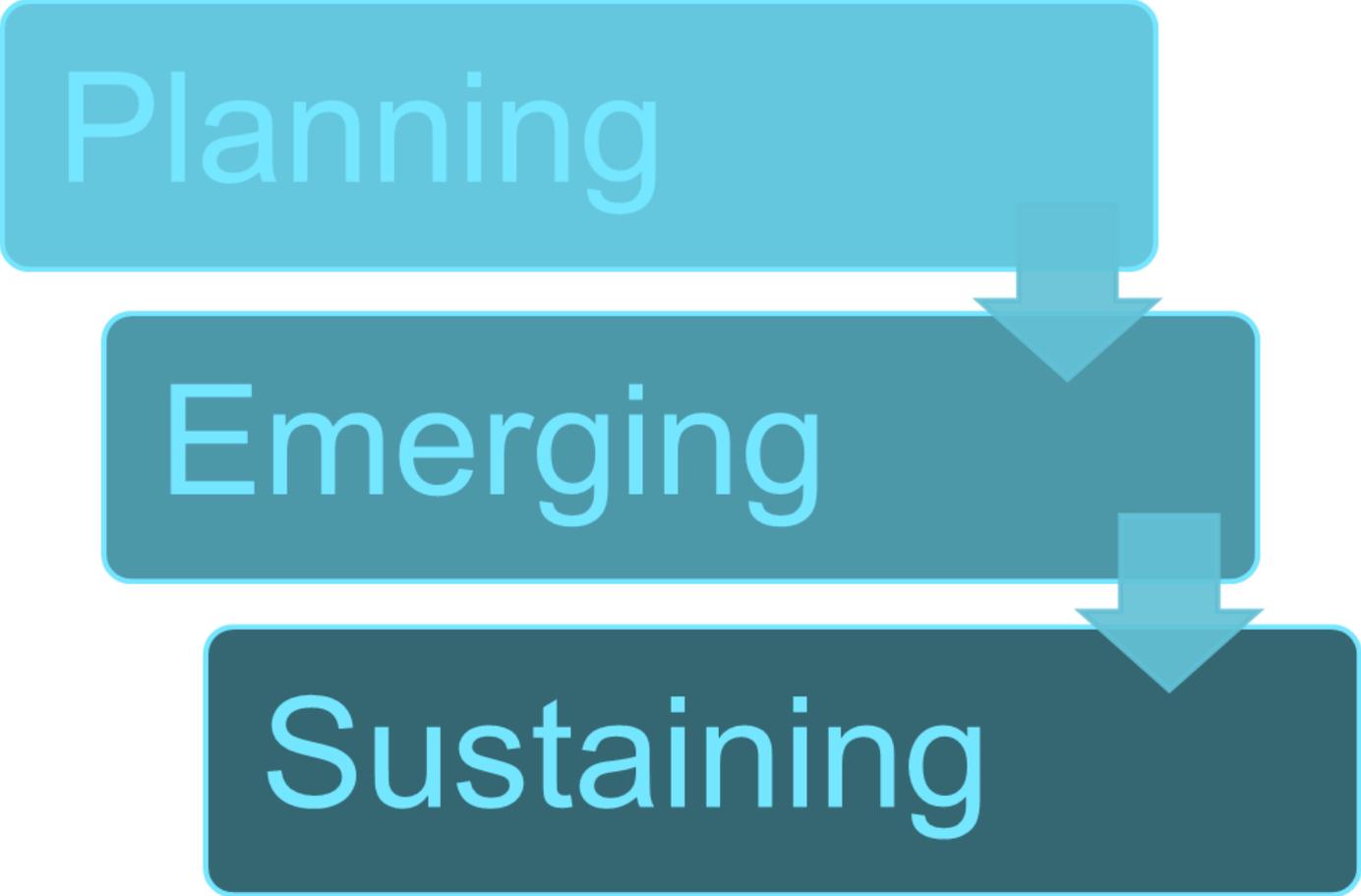
• Source: https://www.doleta.gov/usworkforce/pdf/career_pathways_toolkit.pdf

National Model



Three Stages of Sector Partnering:

Planning



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graph TD; A[Planning] --> B[Emerging]; B --> C[Sustaining];
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Emerging

Sustaining

Planning Strategies: SECC

Engaging Partners in Industry SECTOR Boards

- WIOA, Iowa Workforce Development, education (Community college and K-12) met to discuss need to move forward with sector process
 - Need for a credible 3rd party to convene
 - Southeast Iowa Regional Planning Commission hired as convener
 - Important for the launch → convener rallies everyone to come together
- Steering Committee began meeting in July 2015 to begin SECTORS process
 - Members:
 - Southeast Iowa Regional Planning Commission
 - Iowa Workforce Development
 - Community economic development groups from each of the four counties in service area
 - Workforce Innovation and Opportunity Act
 - PACE
 - K-12

Planning Strategies: SECC

Southeast Iowa Manufacturing SECTOR Partnership

January 29, 2016 – Launch meeting

- 39 attendees
 - 19 manufacturers
 - 18 community partners
 - Convener – intro and purpose
 - Co-chairs – their view on SECTORS
 - Facilitator led (external)
 - Introductions around the room
 - Give one concern about manufacturing

SECTORS Meeting #2 – March 11, 2016

- 33 attendees
 - 15 manufacturers
 - 18 community partners
 - Lower energy than launch meeting
 - Two areas of focus identified: perception of manufacturing and increasing workforce skills
 - Other positives: good attendance, positive side conversations, commitment to next steps
 - Concerns: doing enough to engage manufacturing partners? Time to translate thoughts into proposed actions?

Planning Strategies: DMACC

Accomplishments:

Convened CIOs and IT executives from leading Iowa companies to explore interest in an IT Sector Board.

Gained commitment of initial partners to team up with DMACC to set a new vision and strategy to guide DMACC on the IT skills needed to support their business now and in the future.

Identified the benefits of a neutral party operating as convener.

Explored facilitation strategies and techniques to engage business in first exchange. Peer to Peer

Planning Strategies: DMACC

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Planning Strategies: DMACC

Accomplishments

- Initial IT Industry Partnership Board meeting invitations sent by College President.
- Approximately 25 Chief Information Officers and IT executives from leading Central Iowa companies as well as several supporting associations and alliances.

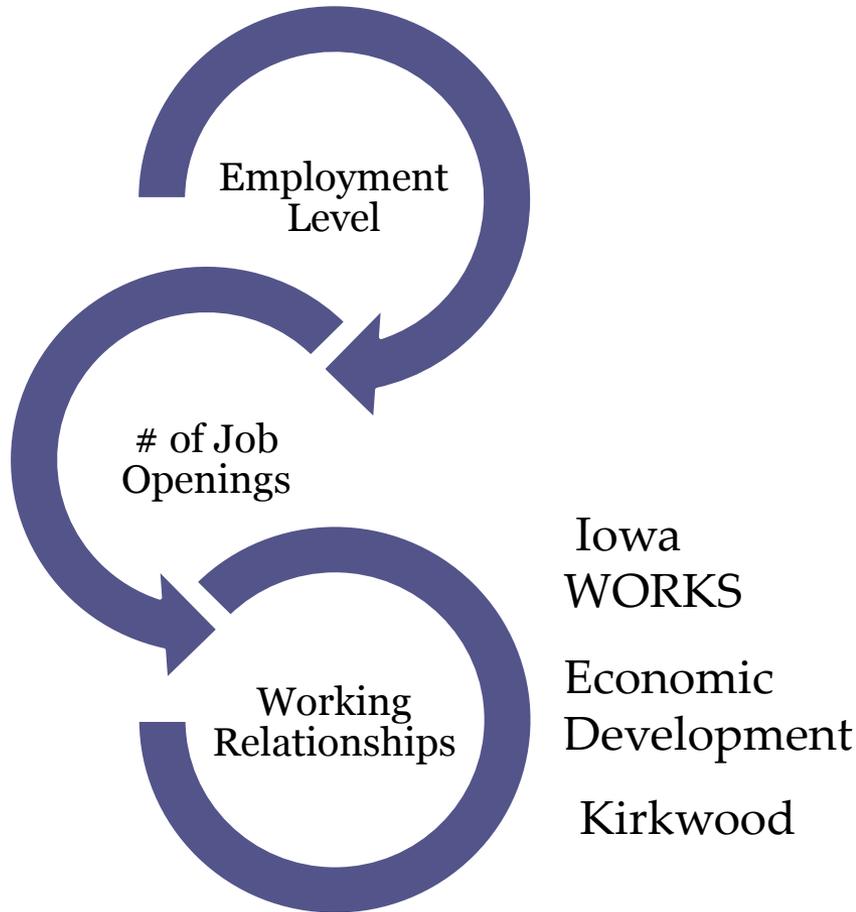
Planning Strategies: Kirkwood



Accomplishments:

- ✓ Explored interest of partners to start up a Sector Board.
- ✓ Gained buy-in of initial partners
- ✓ Identified the need to hire an external consultant
- ✓ Identified facilitation strategy to engage business in first exchange

Planning Strategies: Kirkwood



Accomplishments

- ✓ Meeting invitation sent by College President
- ✓ Approximately 35 Businesses initially invited

Emerging Strategies: SECC

- Stage in between issue expression & prioritize issues
- We need to close the loop – connect potential employees to employers and vice versa
 - Pipeline
 - Link existing workforce and educational resources together to benefit learners and manufacturers by producing a qualified workforce

Emerging Strategies: DMACC

Workforce Training Academy - Our Path to Employer Engagement



Q & A Session

Review training certificates offered & application process.



Navigating Your Journey

Students must successfully complete 17.5 hour pre-enrollment class.

Students set goals, identify strategies for meeting objectives of program.



NCRC EXAM

Ensure Students are academically prepared to handle college level courses.
NCRC Level 4 Scores are required in Applied Mathematics & Reading for Information.



Students attend industry-specific sessions to complete portfolio qualification records.
(i.e., background checks, immunizations, driving records, etc.)



HIGH SCHOOL COMPLETION

Students must verify they have a High School Diploma or HiSet certificate.
They must also meet funding guidelines.



Students are accepted into the program and are registered for classes.

Emerging Strategies: DMACC

Initial Meeting

- Facilitated by external consultant with DMACC support
- Introductions
- Overview of formal structure and composition of the Sector Board
- Reviewed Labor Market Information
- Determined Goals, Objectives to include timelines
- Level of commitment needed to continue, the nuts and bolts of it all

Emerging Strategies: DMACC

Initial Goals and Objectives:

- By the end of 2014, select two IT specific skills to target for growth and development.
- By 1Q 2015, leverage DMACC and company subject matter experts to develop relevant curriculum.
- By 2Q 2015, Begin training programs – using company subject matter experts if needed to conduct specialized classes.
- DMACC will leverage the engagement of this group to promote/advocate these programs to potential student and benchmark results.

Emerging Strategies: Kirkwood

1st Meeting

Led by external consultant with Kirkwood facilitating.

Introductions

Background on Sector Boards and best practices

Level of commitment needed to continue

Following Meetings

Led by external consultant with Kirkwood facilitating.

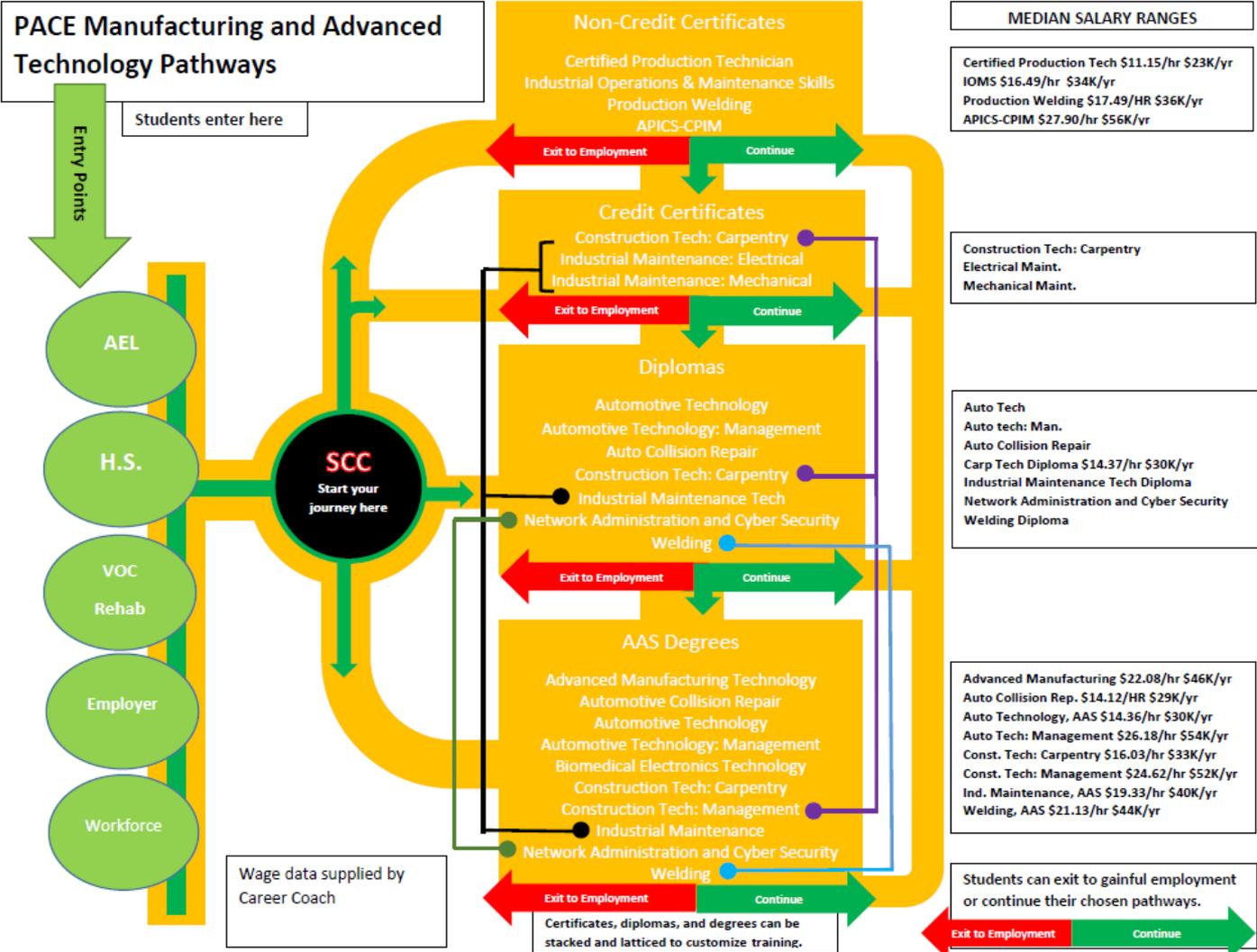
Reviewed regional labor market data relative to the industry

Developed an Occupation Pathway Map and short and long term goals

Formal board structure with Chair, Vice-Chair and bylaws established

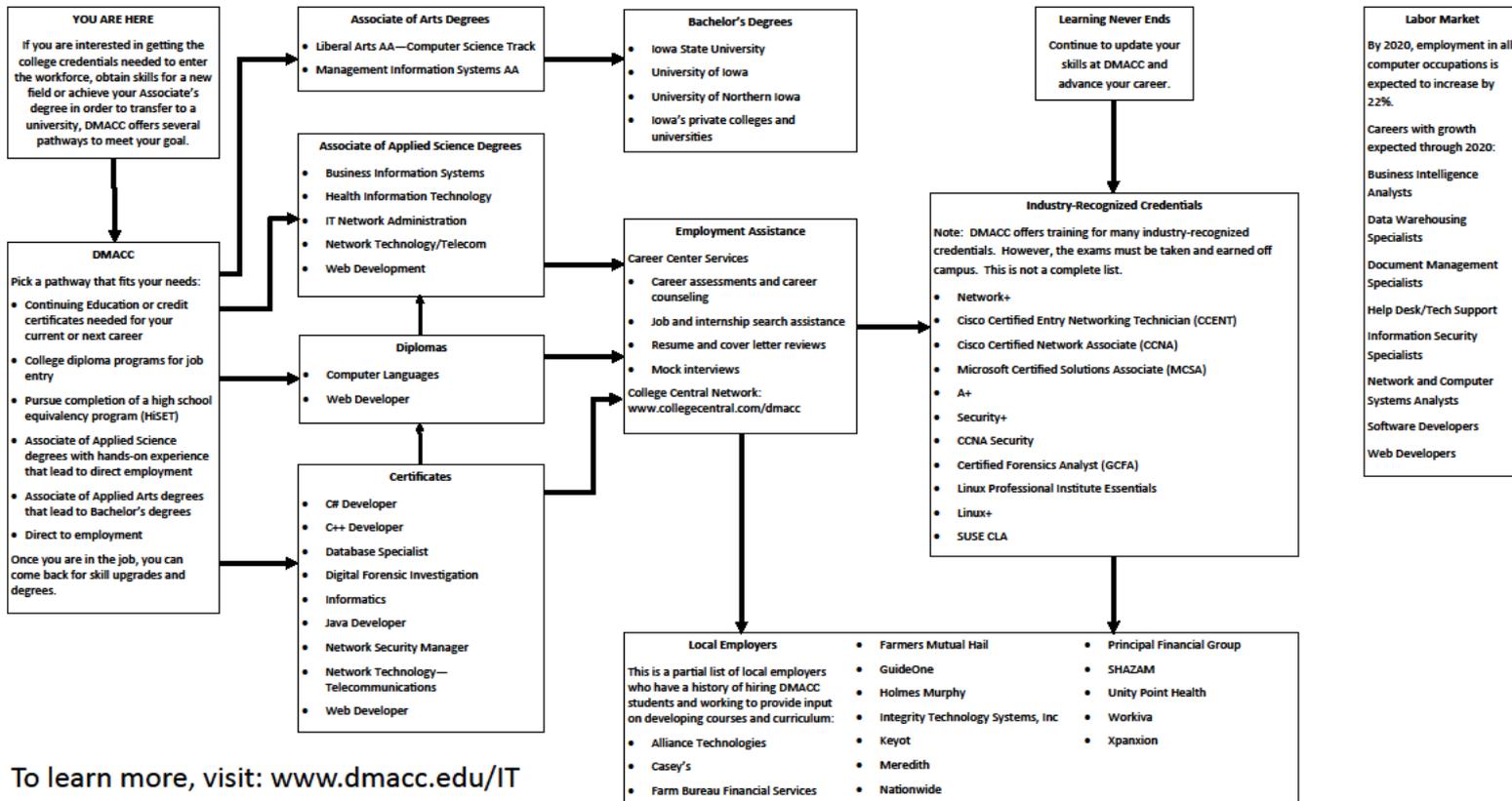
Occupation Pathway Development: SECC

Manufacturing Pathway



Occupation Pathway Development: DMACC

Des Moines Area Community College Information Technology Career Pathways Map



To learn more, visit: www.dmacc.edu/IT

Occupation Pathway Development: SECC

Lessons Learned:

Concentric model vs. dispersed model

- Community partners were originally going to sit along the wall of the back of the room while manufacturers discussed their concerns
- Manufacturers wanted to hear from community partners at the first meeting

Providers are part of solutions

- Key transition in the process
- Objectives are jointly developed between manufacturers and community partners
- Expertise in processes – manufacturers have their expertise and community partners have theirs

Occupation Pathway Development: Kirkwood

Job Demand and Growth Summary

- Occupation title
- Occupation description
- Minimum acceptable education
- Specific credentials required
- Skills/competencies required
- # of new or replacement jobs in the next 12 mo.
- # of new or replacement jobs in the next 1-3 yrs.
- Pay range (Hourly wage and annual salary)

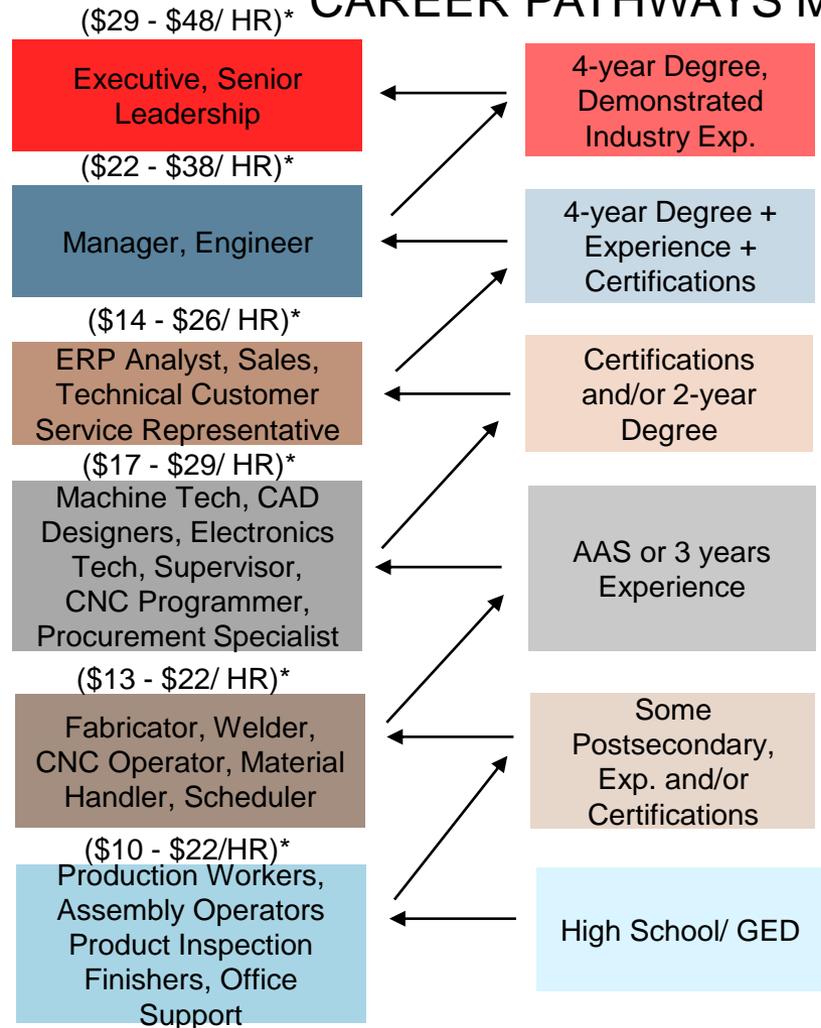
Occupation Pathway Development: Kirkwood

Region 10 Advanced Manufacturing -



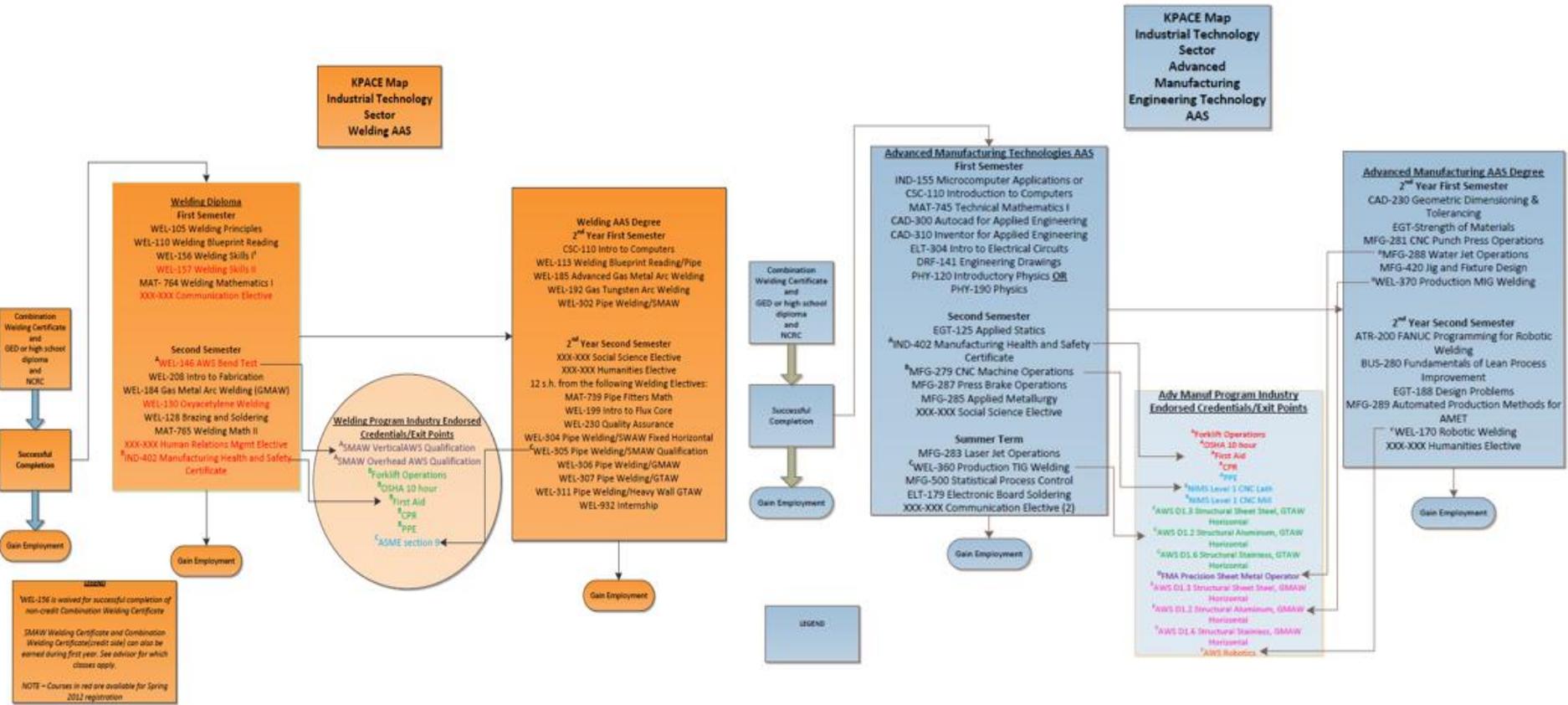
*Base wage rate not including benefits.

CAREER PATHWAYS MAP



Training Pathways: Kirkwood

The next two slides refer to the Training Pathways for Kirkwood



**KPACE Map
Industrial Technology
Sector
Welding AAS**

Welding Diploma
First Semester
 WEL-105 Welding Principles
 WEL-110 Welding Blueprint Reading
 WEL-156 Welding Skills I¹
 WEL-157 Welding Skills II
 MAT- 764 Welding Mathematics I
 XXX-XXX Communication Elective

Second Semester
^AWEL-146 AWS Bend Test
 WEL-208 Intro to Fabrication
 WEL-184 Gas Metal Arc Welding (GMAW)
 WEL-130 Oxyacetylene Welding
 WEL-128 Brazing and Soldering
 MAT-765 Welding Math II
 XXX-XXX Human Relations Mgmt Elective
^BIND-402 Manufacturing Health and Safety Certificate

Welding AAS Degree
2nd Year First Semester
 CSC-110 Intro to Computers
 WEL-113 Welding Blueprint Reading/Pipe
 WEL-185 Advanced Gas Metal Arc Welding
 WEL-192 Gas Tungsten Arc Welding
 WEL-302 Pipe Welding/SMAW

2nd Year Second Semester
 XXX-XXX Social Science Elective
 XXX-XXX Humanities Elective
 12 s.h. from the following Welding Electives:
 MAT-739 Pipe Fitters Math
 WEL-199 Intro to Flux Core
 WEL-230 Quality Assurance
 WEL-304 Pipe Welding/SMAW Fixed Horizontal
^CWEL-305 Pipe Welding/SMAW Qualification
 WEL-306 Pipe Welding/GMAW
 WEL-307 Pipe Welding/GTAW
 WEL-311 Pipe Welding/Heavy Wall GTAW
 WEL-932 Internship

**Welding Program Industry Endorsed
 Credentials/Exit Points**

- ^ASMAW Vertical AWS Qualification
- ^ASMAW Overhead AWS Qualification
- ^BForklift Operations
- ^BOSHA 10 hour
- ^BFirst Aid
- ^BCPR
- ^BPPE
- ^CASME section 9

Combination
Welding Certificate
and
GED or high school
diploma
and
NCRC

Successful
Completion

Gain Employment

Gain Employment

Gain Employment

LEGEND

¹WEL-156 is waived for successful completion of non-credit Combination Welding Certificate

SMAW Welding Certificate and Combination Welding Certificate(credit side) can also be earned during first year. See advisor for which classes apply.

NOTE – Courses in red are available for Spring 2012 registration

**KPACE Map
Industrial Technology
Sector
Advanced
Manufacturing
Engineering Technology
AAS**

Advanced Manufacturing Technologies AAS
First Semester

IND-155 Microcomputer Applications or
CSC-110 Introduction to Computers
MAT-745 Technical Mathematics I
CAD-300 Autocad for Applied Engineering
CAD-310 Inventor for Applied Engineering
ELT-304 Intro to Electrical Circuits
DRF-141 Engineering Drawings
PHY-120 Introductory Physics **OR**
PHY-190 Physics

Second Semester

EGT-125 Applied Statics
^AIND-402 Manufacturing Health and Safety
Certificate
^BMFG-279 CNC Machine Operations
MFG-287 Press Brake Operations
MFG-285 Applied Metallurgy
XXX-XXX Social Science Elective

Summer Term

MFG-283 Laser Jet Operations
^CWEL-360 Production TIG Welding
MFG-500 Statistical Process Control
ELT-179 Electronic Board Soldering
XXX-XXX Communication Elective (2)

Gain Employment

Advanced Manufacturing AAS Degree
2nd Year First Semester

CAD-230 Geometric Dimensioning &
Tolerancing
EGT-Strength of Materials
MFG-281 CNC Punch Press Operations
^BMFG-288 Water Jet Operations
MFG-420 Jig and Fixture Design
^BWEL-370 Production MIG Welding

2nd Year Second Semester

ATR-200 FANUC Programming for Robotic
Welding
BUS-280 Fundamentals of Lean Process
Improvement
EGT-188 Design Problems
MFG-289 Automated Production Methods for
AMET
^FWEL-170 Robotic Welding
XXX-XXX Humanities Elective

Gain Employment

**Adv Manuf Program Industry
Endorsed Credentials/Exit Points**

^AForklift Operations
^AOSHA 10 hour
^AFirst Aid
^ACPR
^APPE

^BNIMS Level 1 CNC Lath
^BNIMS Level 1 CNC Mill

^CAWS D1.3 Structural Sheet Steel, GTAW
Horizontal

^CAWS D1.2 Structural Aluminum, GTAW
Horizontal

^CAWS D1.6 Structural Stainless, GTAW
Horizontal

^DFMA Precision Sheet Metal Operator

^EAWS D1.3 Structural Sheet Steel, GMAW
Horizontal

^EAWS D1.2 Structural Aluminum, GMAW
Horizontal

^EAWS D1.6 Structural Stainless, GMAW
Horizontal

^FAWS Robotics

Combination
Welding Certificate
and
GED or high school
diploma
and
NCRC

Successful
Completion

Gain Employment

LEGEND

Training Pathways: Kirkwood

- Accelerated Welding and Accelerated CNC Machining Training

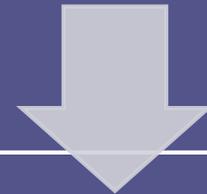
Right Skills Now Certificate (NIMS Credentials)

1 semester (16 weeks) + Internship

- Measurement, Materials, and Safety
- Job Planning, Bench work, and Layout
- CNC Turning (Operator) Level 1
- CNC Milling (Operator) Level 1



Credits transfer to Kirkwood Community College's CNC Machining Technology or Advanced Manufacturing Programs towards an Associate of Applied Science Degree (AAS)



2 + 2 Bachelor of Science Degree
(At select Universities or private colleges)

Strategies: SECC

- Add any further strategies....

Initiatives and Strategies: DMACC

Initiatives

- Realign and define IT courses to determine optimal organization, improve the student experience, increase enrollment, and position DMACC to better respond to business and industry needs.
- Collaborate with the Iowa Communications Alliance to meet the distinct and unique workforce challenges Iowa's 130 rural independent telecommunications service providers are experiencing.
- Launch a new IT marketing initiative across Central Iowa based on specific research to determine the interest and aptitude of prospective traditional aged students.

Initiatives and Strategies: DMACC

Strategies

- Realign DMACC IT coursework to allow for research, information gathering, discovery of individual students talents, attributes, and proficiencies alignment with in the DMACC group of IT program selections.
- Create a required IT survey course to aide in decision making.
- Partnered with the Iowa Communications Alliance and individual Teleco managers to developed a unique IT Scholars program to meet the employment needs of Iowa's rural telecommunications service provides. Grow your own.
- Worked with an outside marketing agency to develop marketing specific to traditional aged students.

Initiatives and Strategies: Kirkwood

- **Goal**: Develop a unified marketing and outreach program to improve the visibility, perception, and understanding of manufacturing careers.
- **Target Audiences**:
 - Middle and High School Students, parents
 - School administration
 - Available Workforce (underemployed, adult and unemployed)
- **Strategy #1**:
 - Video: Next Slide

Kirkwood Video

ADVANCED MANUFACTURING
SECTOR BOARD

Maintaining Business Engagement: Kirkwood

Strategy #2:

- School outreach
 - Facetime with regional centers, school counselors and admins
 - Getting companies involved in annual speaker days through Workplace Learning Center (partner)

Strategy #3:

- Advancing the Future Tours
 - Event Objective: Increase awareness of Manufacturing Careers as well as the products made in the Corridor
 - 15 Employers opened their doors and offered tours
 - 16 Student groups participated in tours
 - Employer and Training Information Session

Maintaining Business Engagement: SECC

- Jared? Anything for here?

Maintaining Business Engagement: DMACC

- Kay and Teresa...

Maintaining Business Engagement: DMACC

WTA Career Readiness

Building Employer Connections

Bringing Together...

Students' skills and career objectives with employers' needs and expectations.



Resumes, Interview Skills



Guest Speakers



Facility Tours



WTA Career Fairs

Maintaining Business Engagement: DMACC

Creating a Network for Success

WTA Career Fairs

WTA and Goodwill invite area employers to a Career Fair each term to meet with students completing certificate training programs.



Employer's Breakfast Club

- An outreach effort to strengthen and enhance WTA and Goodwill partnership with area employers.
- Employers identify hiring and training needs.
- Employers are provided a network for obtaining candidates to fill open positions.



Maintaining Business Engagement: DMACC

Creating a Network For Success



Goodwill Employment Specialists

- Dedicated Employment Training Specialist experienced in recruiting help place WTA graduates with Central Iowa employers.
- Employment Specialist are industry aligned and have employment and hiring expertise in the industry for which the students are studying.
- Provide customized approach to find the perfect employment match for WTA students.

Maintaining Business Engagement: DMACC

Creating a Network For Success

Training Classes



- **“I was impressed by the engagement of students and their enthusiasm for manufacturing careers.** The class definitely helped provide tools to navigate their career and define the realities of the career they are pursuing.”
-Rich Kacmarynski, Vermeer Corporation

Student Supports



- **“Today, with DMACC’s assistance and persistence, I got over a lot of humps and hurdles...** Where were you 30 years ago? Who knows what type of job I would have already had under my belt for 30+ years (smile). **I have new self confidence thanks to the staff at DMACC.”**
- J. Levell
Patient Intake & Billing Student

Placement Opportunities



- **Patient Access Assoc-Registration Lutheran Hospital(Job Id 8086)**
Location: US:IA:DES MOINES
High school diploma or equivalent. **REQUIRES TYPING SKILLS OF 40 WPM. MUST PASS TYPING TEST AT TIME OF INTERVIEW.**
- Previous medical office, GPMS, and third party payors experience is desirable.
- Medical terminology is required or must complete class within first year of employment.
DMACC Patient Access Certificate preferred.
Persons interested in enrolling or finding out if they qualify for tuition assistance for this certificate can contact DMACC Workforce Training Academy at 515 697- 7710.

Maintaining Business Engagement: DMACC

Preparing a Job Ready Workforce

DMACC WORKFORCE TRAINING ACADEMY

2014 – 2015

1,259 Attended Q & A Sessions

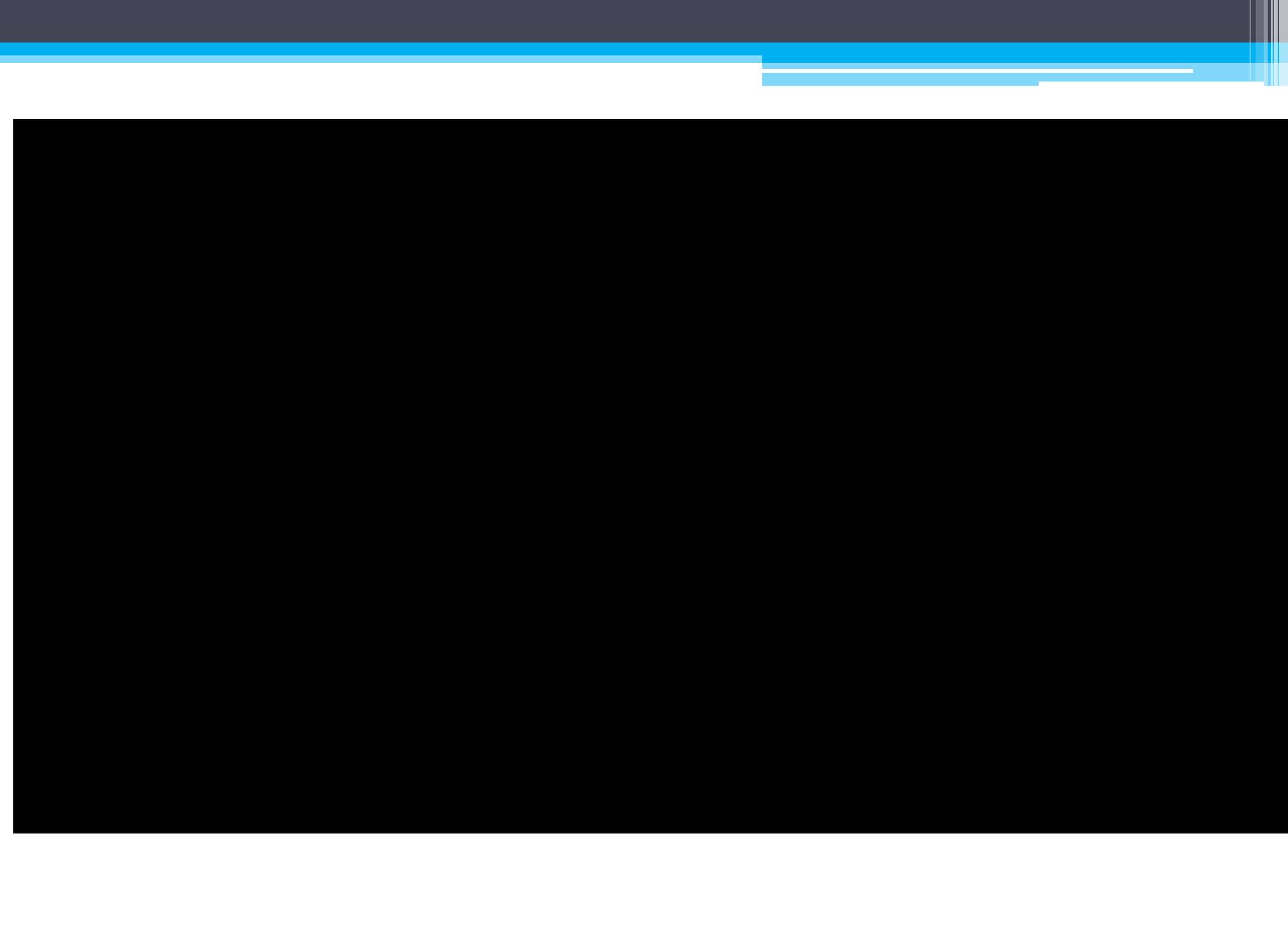
**427 Enrolled in WTA Certificate
Programs**

96.7% Completion Rate

**72.7% Employment Rate
(60% New Employment)**



**Welcome Aboard! You're
Hired !**



Maintaining Business Engagement: Kirkwood

- ✓ Redefining business goals and priorities
 - ✓ Measurable
 - ✓ Achievable
 - ✓ Task oriented
- ✓ Goal focused subcommittees
- ✓ Continued business recruitment
- ✓ State and national level engagement on behalf of mission/board

Maintaining Business Engagement: Kirkwood

Sector Board Engagement Level Pyramid

LEADING:

- ✓ Hold chair/co-chair role on board or sub-committee
- ✓ Share vision and lead without prompt
- ✓ Work at local, state and national level on behalf of board/industry

OWNING:

- ✓ Recruiting members/partnerships
- ✓ Attend more than 75% of meetings
- ✓ Serving on Sub-committee
- ✓ Sense of forward thinking
- ✓ Work at local level

CONTRIBUTING:

- ✓ Serves on sub-committee (if applicable)
- ✓ Active participation at meetings
- ✓ Partnering/participating in activities that align with the board's priorities
- ✓ Attend at least 50-75% of meetings

FOLLOWING:

- ✓ Attend less than 50% meetings or have inconsistent representatives at meetings
- ✓ Minimal contribution to meeting content
- ✓ Little to no partnering/participating in activities that align with the board's priorities

OBSERVING:

- ✓ External observation or knowledge of sector board existence
- ✓ Receiving minutes through email
- ✓ No attendance at meetings

LEADING

OWNING

CONTRIBUTING

FOLLOWING

OBSERVING

RECRUITMENT & PIPELINE

Questions?

Contact Information

- **Division of Community Colleges and Workforce Training**

- Mike Williams / Mike.Williams@iowa.gov / 515-725-2005

- **Des Moines Area Community College**

- Kay Maher / klmaher@dmacc.edu / 515-697-7710
- Teresa Tripp / tmtripp1@dmacc.edu / 515-633-2416

- **Kirkwood Community College / Region 10**

- Ashley Massa / amassa@highwayequipment.com / 319-286-3135
- Judy Stoffel / Judy.Stoffel@kirkwood.edu / 319-398-5503

- **Southeastern Community College**

- Jared Reed / jreed@scc Iowa.edu / 319-208-5200

Developing and Managing Industry Informed Training Pathways



One Door Many Paths

a WIOA partners conference

June 27-28, 2016