

# SUSTAINING SECTOR APPROACHES (201): HOW SECTOR STRATEGIES BECOME HOW WE DO BUSINESS

From Pilot Projects to “The Way We Do Business”

May 17, 2016



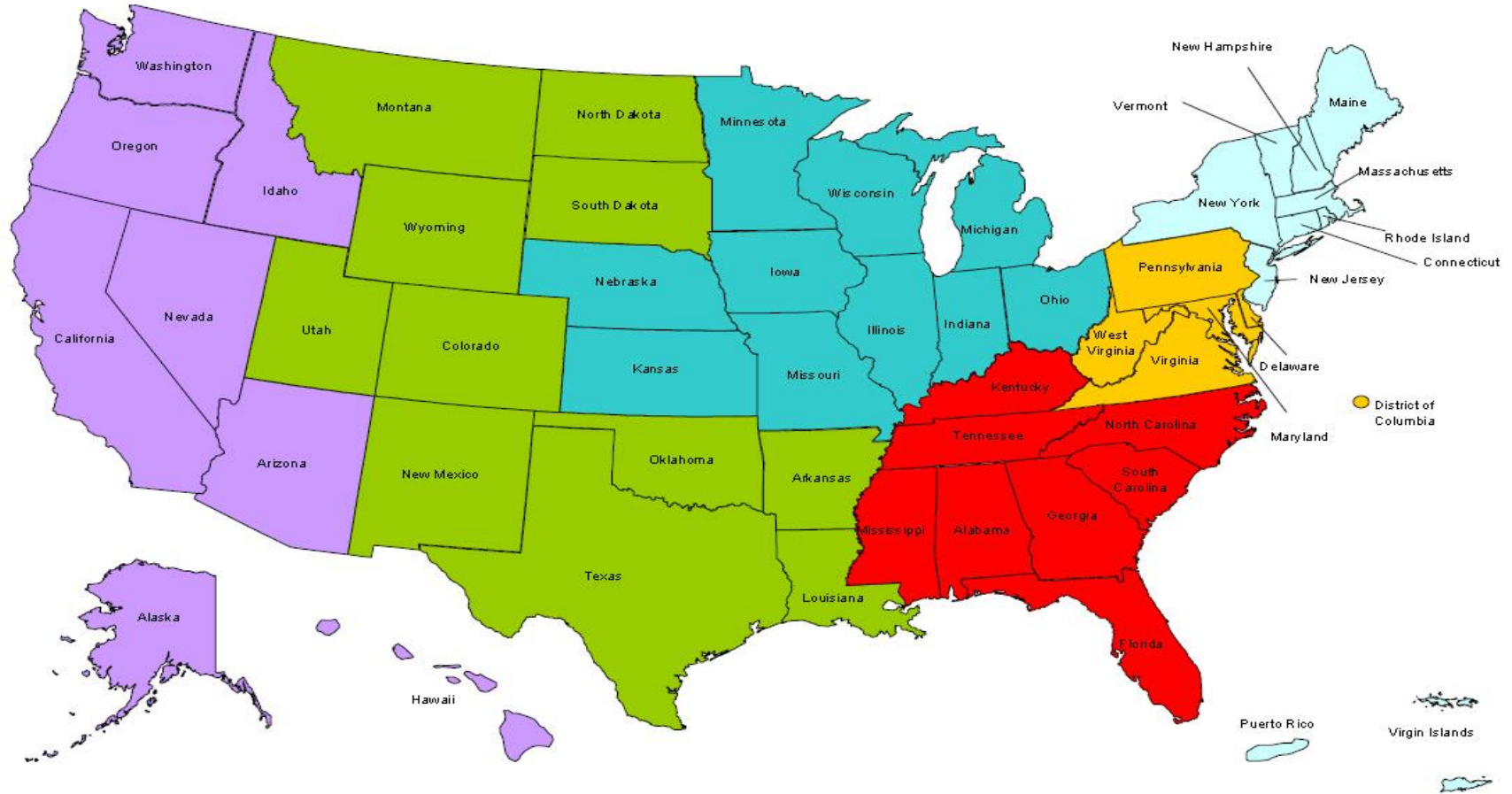
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UNITED STATES DEPARTMENT OF LABOR



**Innovation &  
Opportunity  
Network**  
Implementing WIOA

# WHERE ARE YOU?

*Enter your location in the Chat window – lower left of screen*



# MEET OUR PRESENTER



## ■ CHRISTINA HERZOG

*Senior Policy Analyst*

Maher & Maher



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# AGENDA

## ■ Opening Presentation (20 minutes)

- *Christina Herzog, Facilitator – Set context & introduce speakers*
- *Melissa Aguilar, Field Expert – Kentucky Workforce Innovation Board*
- *Cindy Read, Field Expert – Kentuckiana Works*

## ■ Facilitated Breakout Rooms (25 minutes)

- *Attendees will be divided into two rooms*
- *A facilitator (Christina Herzog or Todd Cohen) and Field Expert will be in both rooms*

## ■ Re-Convening Q&A (15 minutes)

- *Facilitators will briefly summarize discussion from their room*
- *Additional Q&A*



# OBJECTIVES

- ✓ Learn how other Workforce Development Boards have implemented sector strategies
- ✓ Consider the structural changes that need addressing before moving to the next level
- ✓ Identify potential obstacles and gain ideas for overcoming them



# ETA SECTOR STRATEGIES FRAMEWORK

- A sector strategy is a partnership of **multiple employers** within **a critical industry** that brings together education, economic development, workforce systems, and community organizations to identify and collaboratively meet the **workforce needs** of that industry within a **regional labor market**.





# MEET OUR PRESENTERS



## ■ **MELISSA AGUILAR**

*Executive Director*

Kentucky Workforce  
Innovation Board  
Frankfort, KY

## ■ **CINDY READ**

*Deputy Director*

KentuckianaWorks  
Louisville, KY

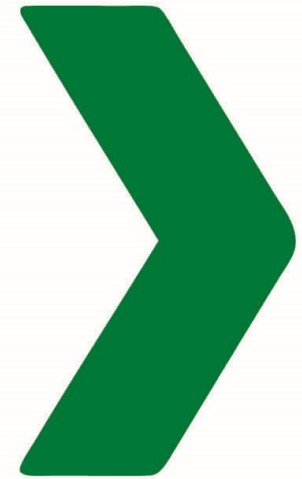


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# Kentucky

**WORKFORCE  
INNOVATION BOARD**





# KENTUCKY WORKFORCE INNOVATION PROFILE

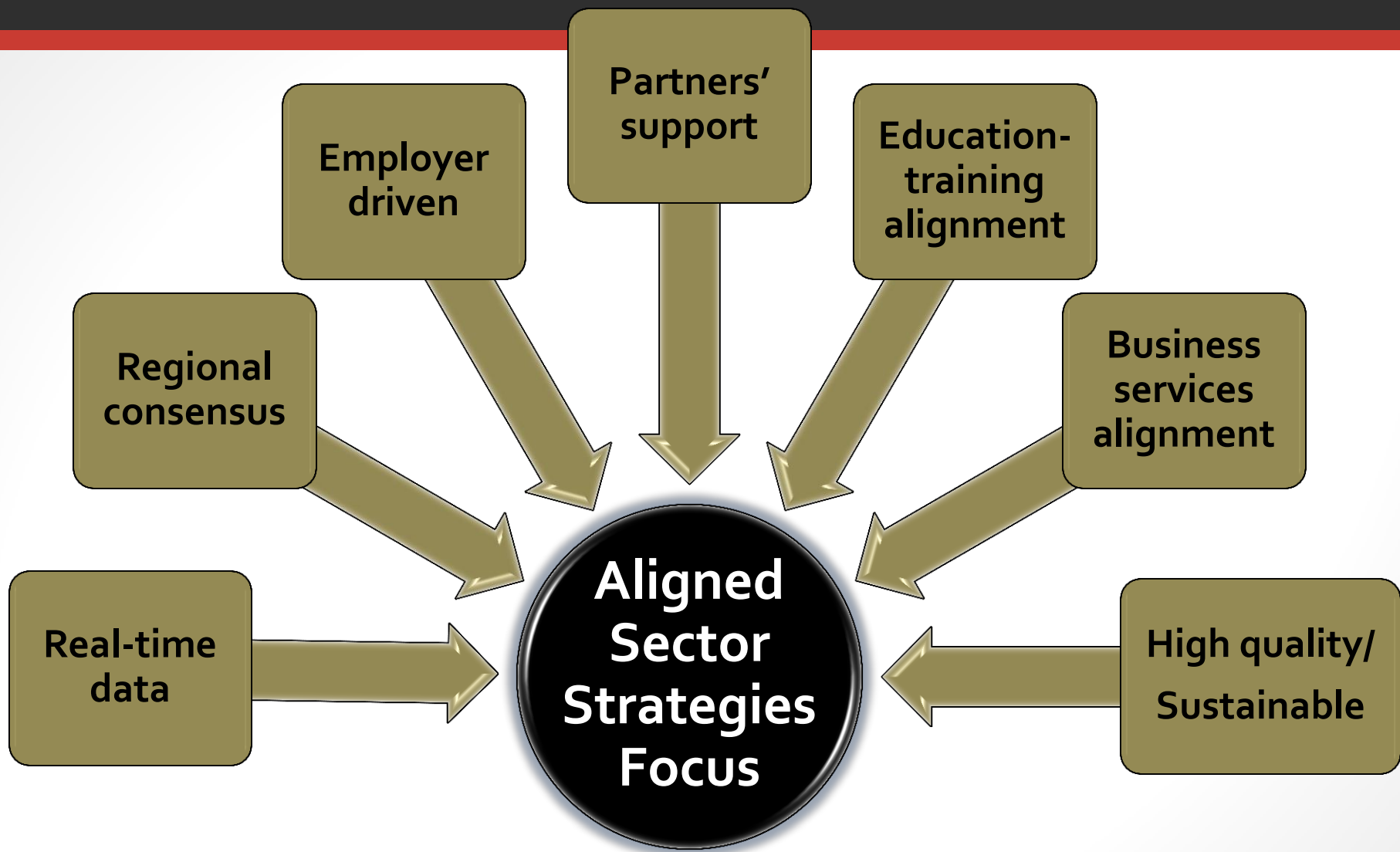
- 42 Members honoring the composition intent of WIOA Law
- New Board as of July 2015 – To Be Renewed July 2016 under Governor Bevin (newly elected)
- Committee Structure (Championed by Private Industry)
  - ▣ Best Practices
  - ▣ Data, Performance, and Accountability
  - ▣ Policy and Process Review
  - ▣ Business and Education Alignment



# SECTOR STRATEGY FOCAL LENS

- Past History of Adopting a Sector Strategy Approach as Focal Lens to Workforce Development
  - ▣ Industry Sector Partnership Incentive Grants
  - ▣ Sector Strategies 1.0 to be Updated Soon to 2.0
- Alignment of Industry, Workforce, Education, and Economic Development is a Vital Element
  - ▣ Upcoming Sector Strategy Work to Begin Alignment of Career Technical Education, Community College, Post-Secondary Data Systems
  - ▣ Supply and Demand Analysis through Kentucky's Longitudinal Data System





# KENTUCKIANAWORKS



Sector Projects in Advanced Manufacturing and Healthcare



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# KENTUCKIANAWORKS PROFILE

- Seven-county Workforce Development Board including Louisville and six suburban and rural counties
- 50% of agency funding is WIOA
- 6 career centers:
  - ▣ 3 comprehensive with state partners
  - ▣ 1 primarily funded by us with one partner (Voc Rehab)
  - ▣ 2 “sector-focused” centers that are funding 100% by us with WIOA and other grant funding



# KENTUCKY MANUFACTURING CAREER CENTER

- Sector work catalyzed by National Fund for Workforce Solutions grant in 2011
  - ▣ Industry Partnership – started with 12 employers
  - ▣ Leveraged WIA/WIOA funds and services in a “One Stop”
  - ▣ Training based on National Association of Manufacturers “stackable credentials”





# KMCC RESULTS SINCE MAY 2013



- 750 placed into employment
- 602 earned NCRC
- 270 earned MSSC “Certified Production Technician” credential
- 60+ employers involved



# HEALTHCARE



- Industry partnership – Health Careers Collaborative of Greater Louisville
- Asked WDB to fund a healthcare career center
- Kentucky Health Career Center opened November 2015



# ISSUES TO ADDRESS FOR SUSTAINABILITY

- How to move from “boutique” project to part of the system
- How to change the system to accommodate new learning from sector projects?
- Resource allocation – how to distribute funds among sectors
- How to serve customers who are in sectors without industry partnerships?
- How to serve customers who don't know what sector they're interested in?
- How to stay nimble for new sector development



# RESOURCES

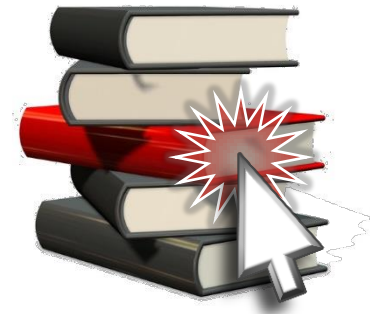
## ■ SYSTEMS CHANGE IN THE NATIONAL FUND FOR WORKFORCE SOLUTIONS

*(INCLUDES PROFILE OF THE KY MANUFACTURING CAREER CENTER)*

[HTTP://NFWSOLUTIONS.ORG/PUBLICATIONS/SYSTEMS-CHANGE-NATIONAL-FUND-FOR-WORKFORCE-SOLUTIONS](http://nfwsolutions.org/publications/systems-change-national-fund-for-workforce-solutions)

## ■ CHARACTERISTICS OF A HIGH-PERFORMING INDUSTRY PARTNERSHIP

[HTTP://WWW.NFWSOLUTIONS.ORG/SITES/NFWSOLUTIONS.ORG/FILES/PUBLICATIONS/CHARACTERISTICS\\_OF\\_A\\_HIGH-PERFORMING\\_INDUSTRY\\_PARTNERSHIP\\_NFWS\\_12.29.14.PDF](http://www.nfwsolutions.org/sites/nfwsolutions.org/files/publications/characteristics_of_a_high-performing_industry_partnership_nfws_12.29.14.pdf)



# BREAKOUT QUESTIONS

- How have you worked to communicate to your Board and Stakeholders the value and/or importance of making the Sectors approach a sustainable way to do business?
- What have you been able to change or modify in old structures, or what have you created to facilitate the institutionalization of the Sectors approach?
- What is currently preventing you from making systems change?



For Group Discussion



# BREAKOUT FACILITATORS

## ■ Breakout 1 Facilitator

- ▣ Christina Herzog, Senior Policy Analyst, Maher & Maher

## ■ Breakout 2 Facilitator

- ▣ Todd Cohen, Director of Strategic Initiatives, Maher & Maher





# QUESTION & ANSWER SESSION

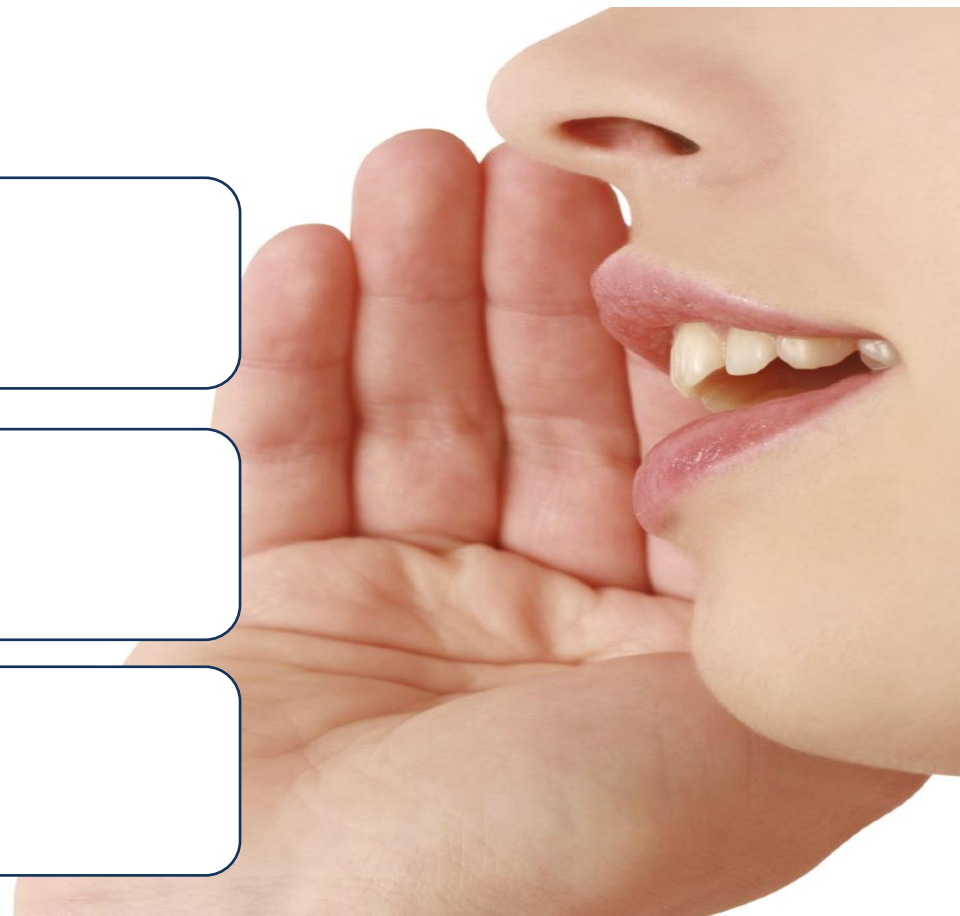


# SPEAKERS' CONTACT INFORMATION

**Speaker:** Melissa Aguilar  
**Organization:** Kentucky Workforce Innovation Board  
**Email:** [Melissa.aguilar@ky.gov](mailto:Melissa.aguilar@ky.gov)

**Speaker:** Cindy Read  
**Organization:** KentuckianaWorks  
**Email:** [cindy.read@kentuckianaworks.org](mailto:cindy.read@kentuckianaworks.org)

**Speaker:** Christina Herzog  
**Organization:** Maher and Maher  
**Email:** [cherzog@mahernet.com](mailto:cherzog@mahernet.com)



# TO REGISTER FOR OTHER SESSIONS THIS WEEK (SPACE IS STILL AVAILABLE BUT LIMITED!)

Visit: <https://www.workforcegps.org/> and see  
“Recent Events”: “Sectors Virtual Institute”



# Thank



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SECTOR  STRATEGIES

# POLLING QUESTION

After attending this Virtual Institute, or any of the other Sector Strategies TA events, do you feel your organization:

1. Is better prepared to advance sector strategy approaches?
2. Has more tools to adapt quality practices?
3. All of the above
4. None of the above

