

Executive Summary

Workforce System Data and Collaboration: Engaging Employers Together

6/16/21

Moderator: [Zodie Makonnen](#)

Speaker(s): [Mary Roberto](#), [Mark Mattke](#), [Mark Hill](#), [Jemiel Rose](#)

Partnerships with the workforce system is essential to helping community college systems ensure accessible, relevant, high-quality education; this is a key strategy for scaling and sustaining apprenticeships. This webinar focused on strategies for sharing and utilizing data to market programs and engage employers. The facilitator provided information on the overall goals of the workforce system and basic information on how to collaborate with the local workforce board. After the overview, a panel of participants shared their implementation experiences and insights. The webinar provided:

- Foundational knowledge of the workforce development system, including how to connect with higher education institutions
- Information on how to use labor market information to inform apprenticeship program implementation
- Tips and strategies useful in connecting with workforce boards
- Examples of successful partnerships

[Zodie Makonnen](#) welcomed participants and provided an overview of the presentation and then [Mary Roberto \(MSG SA TA Coach\)](#) facilitated a conversation among [Mark Mattke \(Spokane Workforce Council\)](#), [Mark Hill \(Eastern Connecticut Workforce Investment Board\)](#), and [Jemiel Rose \(National Advanced Manufacturing Apprenticeship Project\)](#), as they shared their strategies for implementing successful strategies for workforce system collaboration.

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