Developing Partnerships Between Local Workforce Boards and Community Colleges

A Look at Serving in the Dual Role of CEO of the Local Workforce Development Board and Chief Workforce Officer of a Community College District

U.S Conference of Mayors
Workforce Development Council
September 24, 2018
The Why

- Resource Constraints
- Brand Confusion
- Shared Goals
Regional Scope

Single County LWDB

6 County College Service Area
Strategic Partnership

• Started new division of the college – Center for Workforce & Continuing Education

• Created new strategic and business plan focused upon aligning educational offerings with regional economic need meeting the needs of business

• Worked directly with college leadership – Chancellor, Presidents, VPs, Deans and member of Cabinet
Economic Analysis

- Identify In-Demand Skills and Jobs
  - Full time, part-time, gig economy
  - Living Wages & Benefits
  - Middle Skill Credentials
- Articulate Pathways – short term with ROI
- Use tools to inform decision-making
Targeted Sectors

1. Finance and Insurance
2. Healthcare
3. Manufacturing
4. Professional, Scientific, and Technical Services
5. Transportation and Warehousing
Data Integration

• Array of platforms and tools for Labor Market Intelligence
  o Burning Glass, Chmura’s JobsEQ, State Data

• Occupations *in Demand list* cross walked with all college instructional programs so that Deans, Faculty, and administrators can see how the programs they deliver align with market demands
Pathway Planning Guide

SOC (occupation) Codes that students are prepared for

CIP Codes and # of Completers

Labor market demand & wages
Community Colleges of Spokane
Center for Workforce and Continuing Education

Grants and Contracts
Corporate Training
Industry-Driven Certifications
Youth Services
Community/Open Enrollment
Collaboration

- **Program development** – noncredit instruction, customized training, open enrollment – through the lens of our shared sector strategy
- Created new tools used by credit and noncredit programs to guide *curriculum development*
- **Grant development**
- **Service delivery** – co-located staff in the one-stop to improve connectivity for workforce system customers to education and training
- College funded *Workforce Navigators* who work directly with students, faculty, and businesses to develop WBL activities, job fairs, networking events, and ultimately placement into jobs
Policy Alignment

- Appropriations – Labor-HHS
  - WIOA Title I
  - Pell
- Perkins Reauthorization
- Higher Education Act
- Pell
  - Ability to Benefit
  - Workforce/Short term
  - Summer Pell
- State Budget – FTES/Allocation Formula
Outcomes

• Reached revenue goals and became fully self-supporting ahead of schedule by offering noncredit training geared to industry demand
• New LMI tools embedded within college – Pathway Planning Guide, Occupations in Demand List - provide intelligence for students, faculty, administrators, college advisory boards, program & curriculum development, strategic planning and economic growth
• Guidance to Program Advisory Councils
• Inform Program Review Process
• Responsive grant capability and cohort training modality
• Accreditation process – informed college process with workforce development input
• Respond to Data Requests from faculty and administrators
• Work with Institutional Research – shared Burning Glass and Chmura JobsEQ licenses
• Communicate to regional stakeholders with single voice
Challenges

• Very difficult to change college culture
• Two complex systems with rules and regulatory environments
• Shift to cohort training for the LWDB and college is a bidder
• Change doesn’t occur immediately, but the understanding and trust that have developed between the colleges and WDB have yielded many positive results, and we continue to find ways to integrate their work
Takeaways

• College priorities and key players
• Bring tools and resources that leverage strengths of each entity
• Build relationships to obtain leadership buy-in, set strategic vision, adopt plan that institutionalizes new roles and structures – and fund it
• Need constant communication in order to operationalize it – Cabinet, Presidents, Provost, VPs, Deans, Administrators, Faculty
Thank you!

QUESTIONS?