



This workforce solution was funded by a grant awarded under Workforce Innovation in Regional Economic Development (WIRED) as implemented by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This solution is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.

**Workforce Innovation
through Regional Economic Development**



California Innovation Corridor



Project Integration, Communications and Start-Up
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March 1-2, 2007
Second Generation WIRED Session





California Space Authority-Led California Innovation Corridor WIRED Initiative

- 13 Counties
- 60+ Partners
 - economic development entities
 - WIBs
 - nonprofits
 - companies
 - universities
- Three Tracks of Activity
 - Innovation Support
 - Industrial Rejuvenation/Supply Chain Strategy
 - Talent Development
- 25 individual projects



- # Intentional Start-Up Activities
- Leadership Team Identification (13 pp)
 - Project Leads Identification (25 entities)
 - Orientation Meeting for Partners
 - Six Month Project Plan
 - Project Staffing Matrix/Job Descriptions
 - Partner Protocol
 - Project Integration Protocol
 - Scope of Work Template
 - Communications
 - Periodic Partner Meetings
 - Bi-Weekly Communications Tool



Challenges Encountered in Intentional Start-Up Activities

- Role for Project Leads evolved, difficult to describe at start
- Orientation meetings helpful but could not answer contract questions – contract materials not received from DOL/State
- Unanticipated DOL interfaces and requirements demanded time/attention, were not originally identified in 6-Mo Project Plan
- No scope of work template found, required development



Unanticipated Challenges/Opportunities Requiring Attention

- Grant Implementation Plan
- Metrics guidelines would evolve over time, not be given at start
- Development of Technical Assistance plan
- Rescoping of individual projects to accommodate great new ideas
- WITS



Project Integration Protocol (PIP)

Overarching Goal/Intention of the California Innovation Corridor WIRED

Initiative:

*Optimize the Corridor for Innovation,
21st Century Workforce
Competitiveness*

Three “Strategic Transformational Goals” flow down from this, one for each of the three CIC tracks of activity...





Project Integration Protocol (cont'd)

- Strategic Transf'l Goal – Innovation Support
 - Create atmosphere in which the culture, environment and systems are characterized and driven by innovation and flourishing entrepreneurship
- Transf'l Goal – Industrial Rejuvenation
 - Ensure common “smart supplier” competitiveness and enterprise-driven outcomes across supply chain training provider/support network
- Transf'l Goal – Talent Development
 - Integrate consideration of current and future industry enterprise needs into workforce and education planning and policymaking



Project Integration Protocol (cont'd)

Five “Sustainability Projects” interface with and link the other projects, provide

Infrastructure for future:

- Economic Development/Innovation Kit
- Innovation Asset Inventory
- WIB Toolkit
- STEM Collaborative Action Plan
- WIB Learning Collaboratory



Project Integration Protocol (cont'd)

CIC WIRED PROGRAM

TRANSFORMATIONAL INTENTION:
Optimize the Corridor for Innovation

Strategic Goals

1.0
Innovation
Support

2.0
Industrial
Rejuvenation

3.0
Talent
Development

SUSTAINABILITY PROJECTS*

Project Goals

- 1.1
- 1.2
- 1.3
- 1.4
- 1.5
- 1.6
- 1.7

Project Goals

- 2.1
- 2.2
- 2.3
- 2.4

Project Goals

- 3.1
- 3.2
- 3.3
- 3.4
- 3.5
- 3.6
- 3.7
- 3.8
- 3.9
- 3.10
- 3.11
- 3.12
- 3.13
- 3.14

PARTNER OBJECTIVE(S)
Tasks/Activities





Need for Task Forces Developed

- Data Task Force
 - WITs coordination
- Policy/Issues Identification Task Force
 - Identify/address policies/issues that arise
- Resource Development
 - Addressing sustainability
 - WIRED can support strategic planning
- Communications Task Force
 - Identity/visibility
 - Successes
 - Internal Communications
 - External Communications



CIC Communications Development

- Collective identity for region, none existed
- “Success Story” online database
 - Projects, Partners, Accomplishments
- Internal Communications
 - Project Leads Meetings – 2x/year + webinars
 - Suite of communications tools for projects
- External Communications
 - Communications Task Force
 - www.InnovateCalifornia.net
 - Media Relations Kit/Support

Start-Up Lessons Learned



- Spend enough time upfront (during start-up stage) on collective identity, collaborative goals/objectives
- Finalize project staffing needs/recruit sooner
- Allow evolution of project(s) from input of strong, creative partners
- Develop effective communications protocol early, support identified partner needs
- Tie scope of work format to desired goals/objectives, e.g. CIC SOWs tied to PIP
- Identify/address DOL interfaces and requirements – build into timing of start-up