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# WIB Toolkit & Collaboratory Projects 1.7 & 3.14 Bruce Stenslie, CWA

Sustainability/Integration Webinar August 21, 2007

Corridor WIRED Transformation Vision (from the PIP)  
***Integration of education, workforce and economic  
development systems/innovation strategies in a  
regional (CIC) framework***





# Overview: Sustainability Project 1.7

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- **A Resource Toolkit for Development of 21<sup>st</sup> Century Knowledge & Innovation Workers**
  - Create a toolkit that describes and informs the several innovative roles for WIBs, in conjunction with elected officials and industry, to advance and advocate for proactive strategies for local and regional innovation, industrial rejuvenation and talent development.



# Overview: Sustainability Project 3.14

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## ❑ Learning Collaboratory

- Establish a learning community among WIBs, for information, training, technical assistance
- **Focus is on building WIB capacity for innovation in:**
  - ❑ Talent development, STEM, advanced manufacturing
  - ❑ Effective linkages between workforce & economic development
  - ❑ Industry demand models for regional challenges
  - ❑ Enhancing environments conducive to entrepreneurship



# Key Products/Deliverables Sustainability Project 1.7

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- ❑ *Focus Group of WIB and Ec Dev leaders, review and development of Toolkit structure, materials, July 2007*
- ❑ *Introduction of Toolkit in Plenary Session at CWA “Meeting of Minds” Conference, Monterey, September 5, 2007*
- ❑ *Completion of Toolkit early 2008*
- ❑ *Dissemination, on-going demonstration, promotion of progressive roles for WIBs in workforce leadership*



# Key Products/Deliverables Sustainability Project 3.14

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- ❑ *Pre (Benchmarking) and Post Surveys of WIBs*
- ❑ *Policy Recommendations*
- ❑ *Self-Assessment Model for WIBs, Measuring Regional Innovation*
- ❑ *Five Monographs*
- ❑ *Transformation of WIB Agenda: Keeping California Competitive, Creating Opportunity*
  - *Improved WIB/workforce system focus on, and access to, training and training resources*
  - *Improved WIB/workforce system orientation to demand-driven models of service*
  - *Re-orientation of WIB role to leadership functions, in convening, brokering, workforce intelligence, community voice*



# Key Findings to Date

- ❑ **Characteristics of Innovation**
  - **Importance of Re-Tooling WIB perspective, less operational, broader leadership, in four roles:**
    - ❑ **Convening, brokering, workforce intelligence, community voice**
  
- ❑ **Issues around Talent Development**
  - **Increasing focus on investment in training services, shifting away from one-stop operating structures based on labor exchange**
    - ❑ **Challenge in shifting operating modes, sharing resources in new organizational structures, creating new partnerships**



## Key Findings to Date (cont'd)

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- ❑ **Success Factors in Global Competitiveness & Developing an “Innovation Ecosystem” or “Innovation Culture”**
  - Turning “workforce crisis,” and the impact of science and technology on industry, into motivation for operational change
  - Challenge in developing pathways to new practice
- ❑ **Success Factors in Developing Talent**
  - Reinforcing the message that a demand driven model serves both business & worker prosperity equally well



# Cross-Sustainability Project Contacts Made/Results

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**Which of the other Sustainability Projects have you worked with since our June 5 webinar and what discussions, alignment and/or integration has resulted?**

1.4, with San Diego Workforce Partnership, on developing a document that describes how WIB's can make supporting innovation and the development of emerging industries part of their primary missions. Featuring 1.4 at the Monterey Conference in September. Facilitating a focus group of WIB Directors in Monterey, September 6.

WIRED projects broadly, working on a plenary session at the Monterey Conference, September 6, on innovative employer practices. Continue to connect WIBs with industry.





# Sustainability Project Products/Deliverables

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**What products and/or deliverables would you have ready to share by Sept. 6-7 at Project Leads Meeting at the Monterey Marriott?**

- **Draft Toolkit**
- **Benchmarking Survey**
- **Recommendations on Policy Priorities**
- **Monograph, Approaches to Regional Workforce Strategies**
- **Monograph, Building Communities with a Competitive Workforce Advantage: Connections with Community Colleges and Economic Development**



# Project Needs/Desires

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**What does your project need/desire...**

- From Project Leads of Sustainability Projects today?**
  - Status updates on all
  
- From Project Leads at Sept. 6-7 Forum?**
  - More on the Economic Development Toolkit



# Long – Term Revenue Strategies

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**What steps have you taken to identify future revenue streams to sustain the WIRED initiative(s) you are leading?**

- ❑ Amendments to proposed new legislation, SB 21 (Torlakson), directing training resources to CWIB, creating resources and improving position of state workforce leadership
- ❑ Proposed WIA amendments, advocacy for improved access to training resources, new Title for sector initiatives
- ❑ Improved access to Employment Training Panel funds
- ❑ Using EDGE campaign to explore skills panels model, greater participation from industry associations
- ❑ Improving service integration, WIA & State Job Service, freeing resources for demand-driven assessment, skills enhancement
  
- ❑ **We are interested in serving on the Resource Development Task Force**



# Key Corridor Conclusions at Close of WIRED

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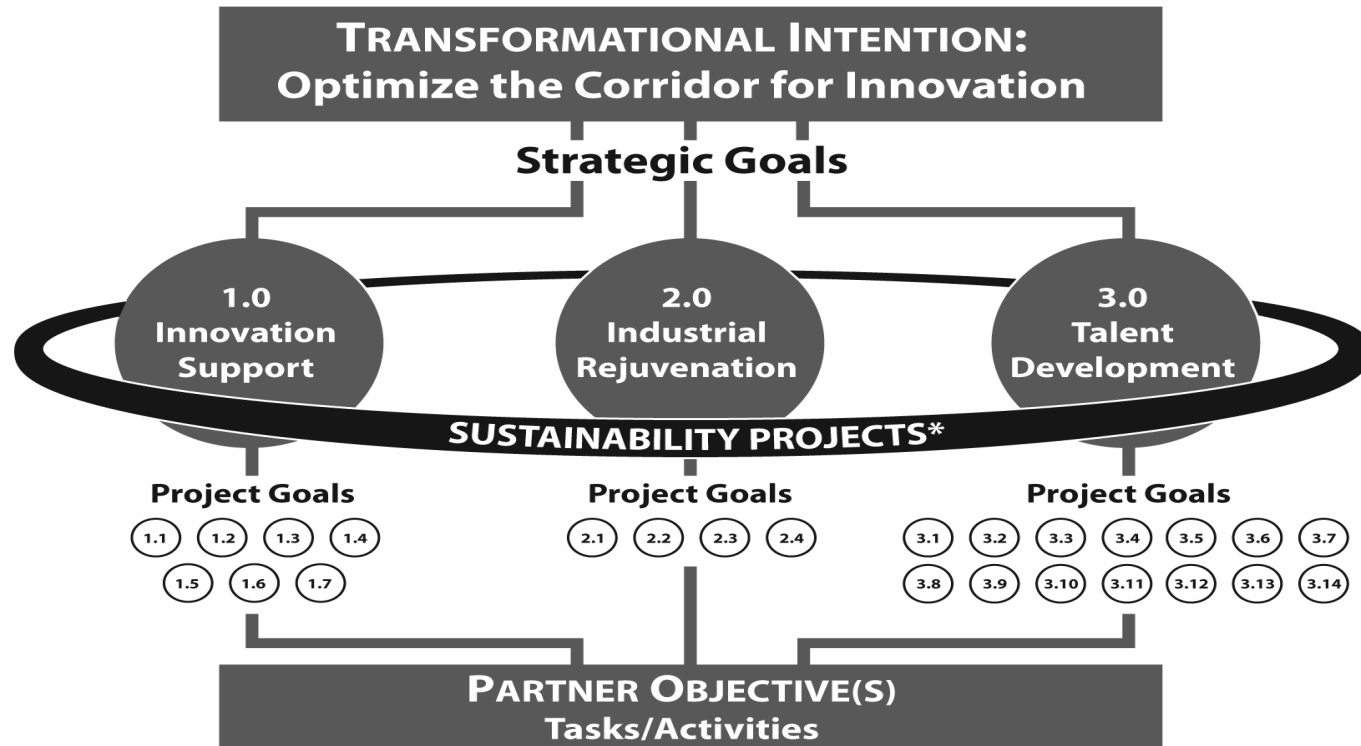
**What conclusions is your project reaching about “Optimizing the Corridor for Innovation and 21<sup>st</sup> Century Workforce Development”?**

1. Our focus extends far beyond the Corridor, to the Statewide workforce development system; we can't promote change in the workforce system if the transformation agenda is region-specific.
2. The workforce system's role for promoting innovation in business is tied to our ability to move the workforce system toward greater attention to skills assessment and enhancement, in demand driven models of service.



# California Innovation Corridor WIRED Initiative (cont'd)

## CIC WIRED PROGRAM



**\*Sustainability projects are those projects supporting both a strategic transformational goal and the overall WIRED grant initiative as well**

