

Skills@Work Twin Cities Overview

GOAL

Skills@Work is a statewide campaign to engage employers, educators, community and workforce organizations in developing solutions to increase adult credential attainment in demand occupations.

THREE BROAD STRATEGIES

Engage key stakeholders in creating sector-based regional plans for recruiting, training, retaining and advancing employees to skilled jobs.

Align strategy, resources and policy.

Develop a statewide goal and shared metrics across systems to measure increased credential attainment.

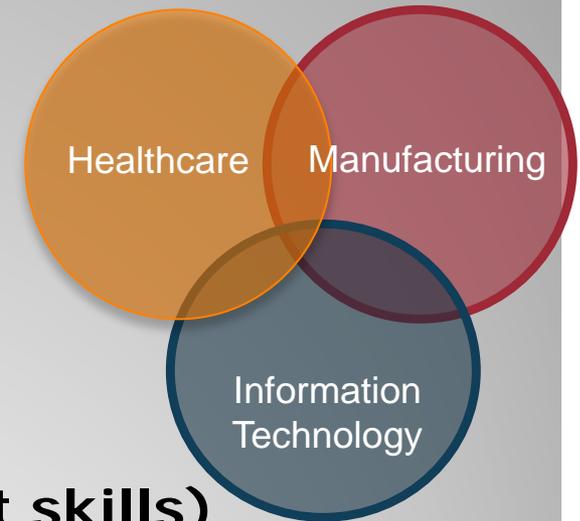
Twin Cities Sector Initiatives

Sector initiatives are industry-specific, regional partnerships that address employers' needs for skilled workers and workers' needs for good jobs.

Skills@Work Sectors:

- Healthcare (Older Adult Services)
- Information Technology
- Manufacturing

Cross Sector Barriers/Challenges



1. Lack of Skilled Workers

→ Need to adapt to changing industry needs

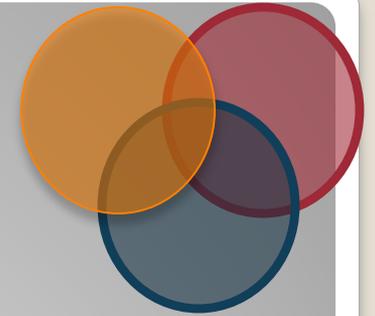
2. Lack of workplace skills (soft skills)

→ Prepare people for range of workplace needs

3. Inaccurate perception of industry

→ Increase awareness

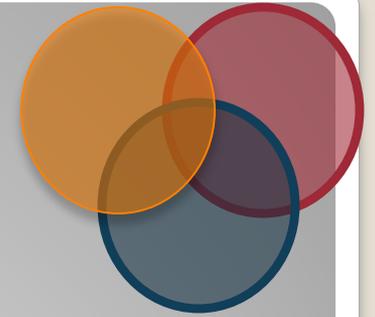
Cross Sector Strategies



1. Lack of Skilled Workers

- Evaluate and enhance higher education and other training program curriculum to meet evolving occupational needs
- Increase stackable, industry-recognized credential attainment for credit
- Create/scale experiential learning (internships, on-the-job training, apprenticeships)

Cross Sector Strategies



2. Lack of workplace skills (soft skills)

- Expand career pathway models that include workplace education
- Create/Scale experiential learning opportunities (internships, on-the-job training, apprenticeships)
- Assess employer's interest in a credential that demonstrates acquisition of workplace knowledge and skills (Mfg and IT)

Cross Sector Strategies



3. Inaccurate perception of industry

- Enhance Image/Increase Awareness
- Attract high school students into sector
- Provide financial assistance
- Increase screening/assessment tools for incoming students and employees

Healthcare Challenges/Barriers Themes

High Turnover/Low Retention

- Wages and benefits are not competitive with acute care settings
- Opportunities for enhancing image of industry (older adult services)
- Need more workers with skills, knowledge and abilities specific to working with older adults

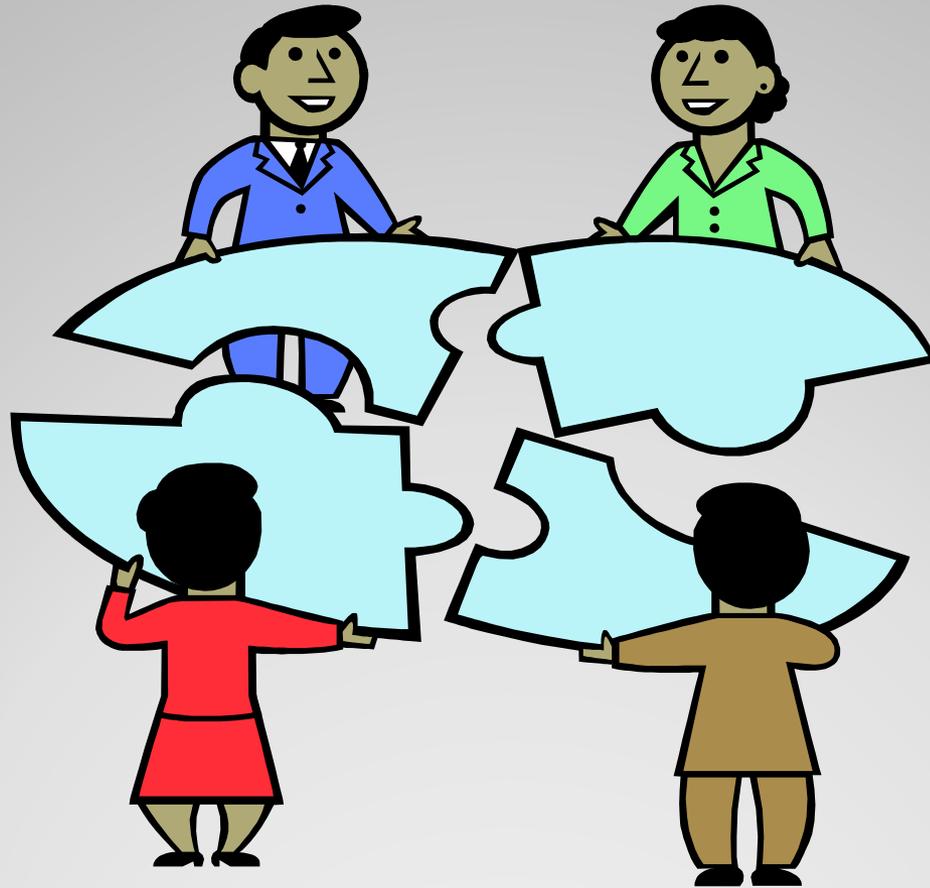
Current training programs not meeting needs

- Not responsive to industry (older adult services) needs
- Employees aren't aware of skills specific to older adults
- Need for contextualized remedial education

Healthcare Strategy Themes

- Alignment of training for older adult services
 - Improve education to focus on older adult care competencies
 - Expand on-the-job training and paid internships
- Increase employment and improve retention for specific occupations w/in older adult services
 - Address wage and benefit disparities
 - Enhance the image of opportunities
 - Build out innovative educational: employer partnerships focused on transition into employment

Meeting Skill Needs



SKILLS@WORK
closing Minnesota's skills gap

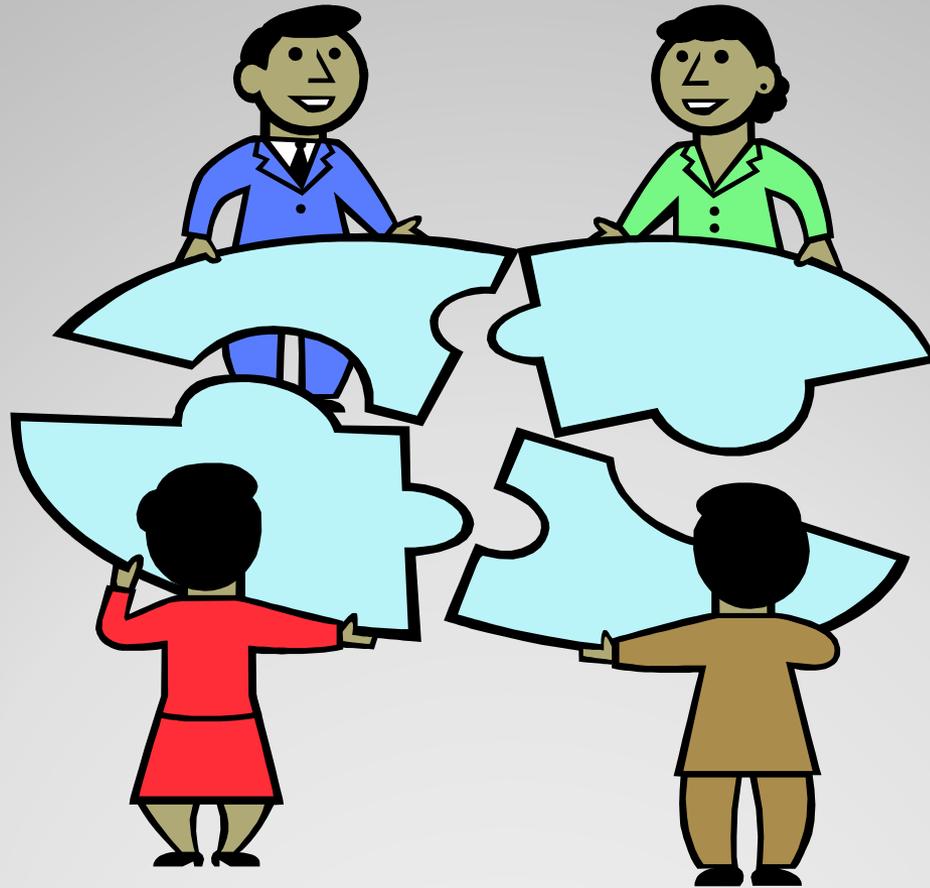
IT Challenges/Barriers Themes

- Maintaining relevant curriculum in context of rapidly changing environment
- Lack of awareness of IT opportunities and pathways
- Lack of access to necessary real-time data analytics

IT Strategy Themes

- Collaboration
 - One stop shop for all IT jobs, internships and job seekers
 - Coordinated information and communication across business, education and government agencies
- Credential attainment
 - Increase credential attainment
 - Promote career pathways
- Relevance
 - Expand on-the-job training and paid internships
 - Update higher ed. curriculum to meet industry demand

Meeting Skill Needs



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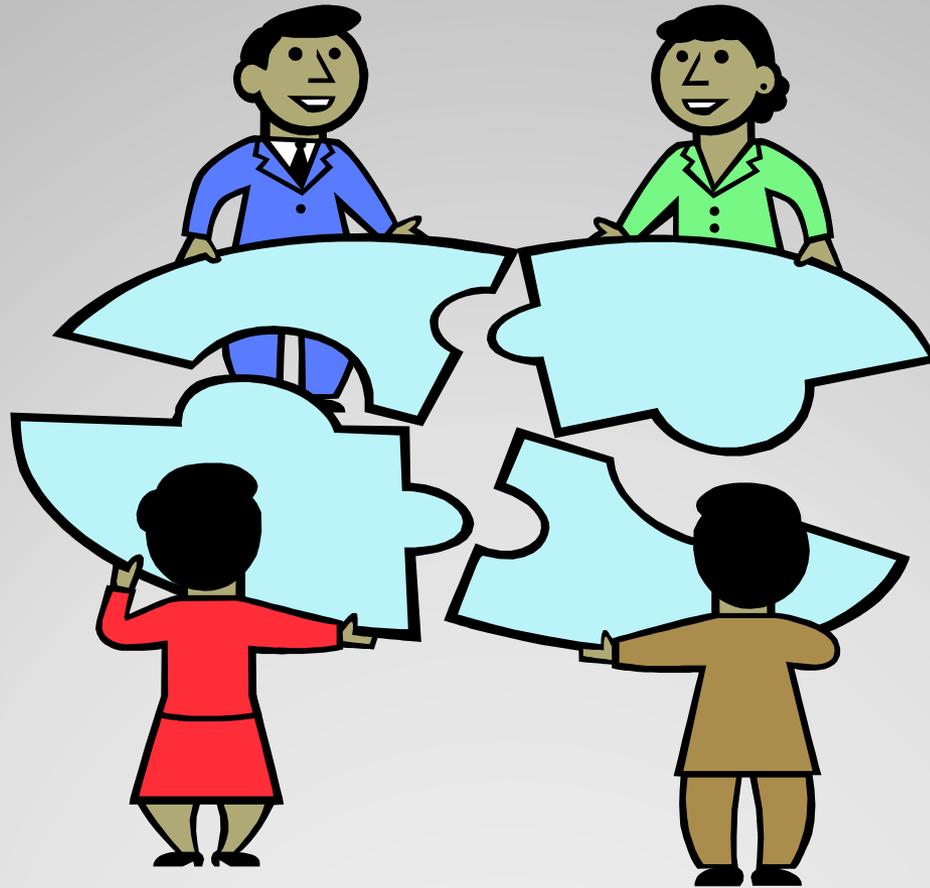
Manufacturing Challenges/Barriers Themes

- Negative image of manufacturing industry
- Relevance of training to industry need
 - Need to adapt to changing demographics
 - Need to redesign training programs to align with industry needs
 - Lack capacity
 - Desired core competencies and agreed upon credentials across industry unclear
 - Remedial education needs

Manufacturing Strategy Themes

- Industry awareness
 - Increase understanding and awareness of industry and career opportunities
 - Increase awareness of necessary aptitudes for manufacturing careers and educational/training programs
- Relevance
 - Identify recognized upon industry defined core competencies and credentials
 - Align education with industry needs

Meeting Skill Needs

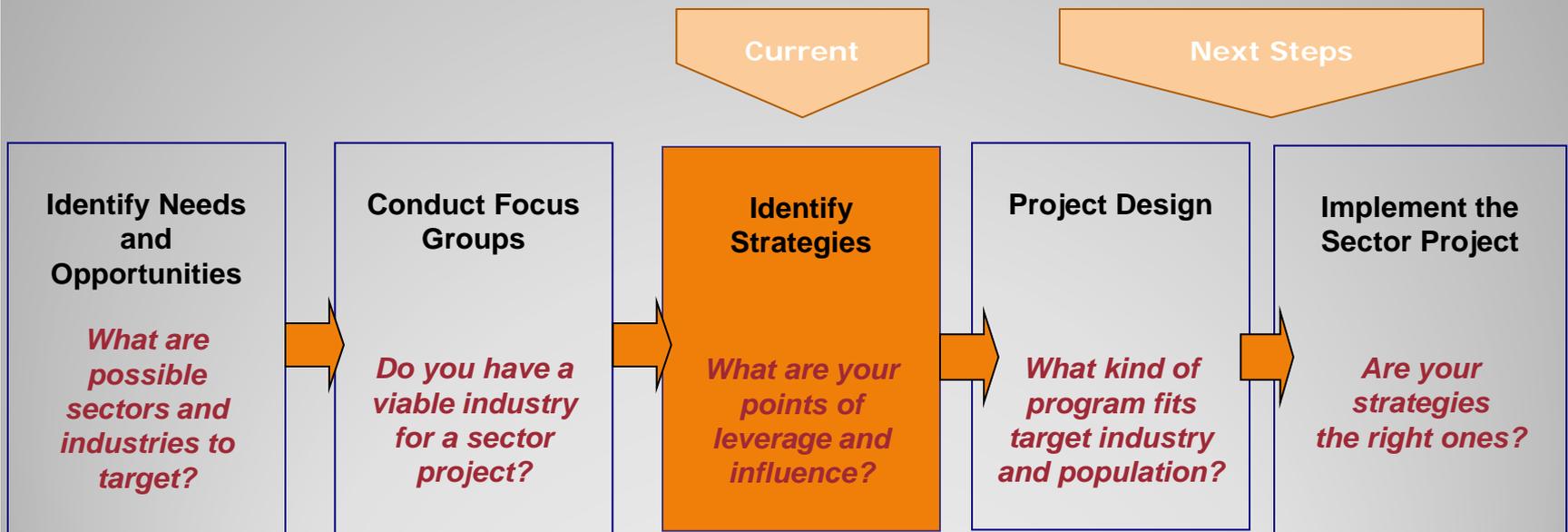


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Implementation Strategy

Industry Skill Panel Plans

Sector Initiative Research and Design



Implementation Structure

Industry Skills Action Alliance

Accountability for objectives, strategies activities and outcomes to close the skills gap

Facilitation Entity

Provides staff support for Alliance and process for decision making, communications, project formation, evaluation and reporting

Objective
1

Objective
2

Objective
3

Objective
4

Lead Implementation Organizations

Propose and execute approved project plans

Strategy 1

Strategy 1

Strategy 1

Strategy 1

Strategy 2

Strategy 2

Strategy 2

Strategy 2

Role of Greater Twin Cities United Way and Governor's Workforce Develop Council

Policy



Start-Up
Funding and
Technical
Assistance



Report Card

