

# Greater Metropolitan Workforce Council Sector Skills Academy

**Informational Webinar  
Wednesday, March 28, 2018**

*Supported by: GMWC and MSPWin*

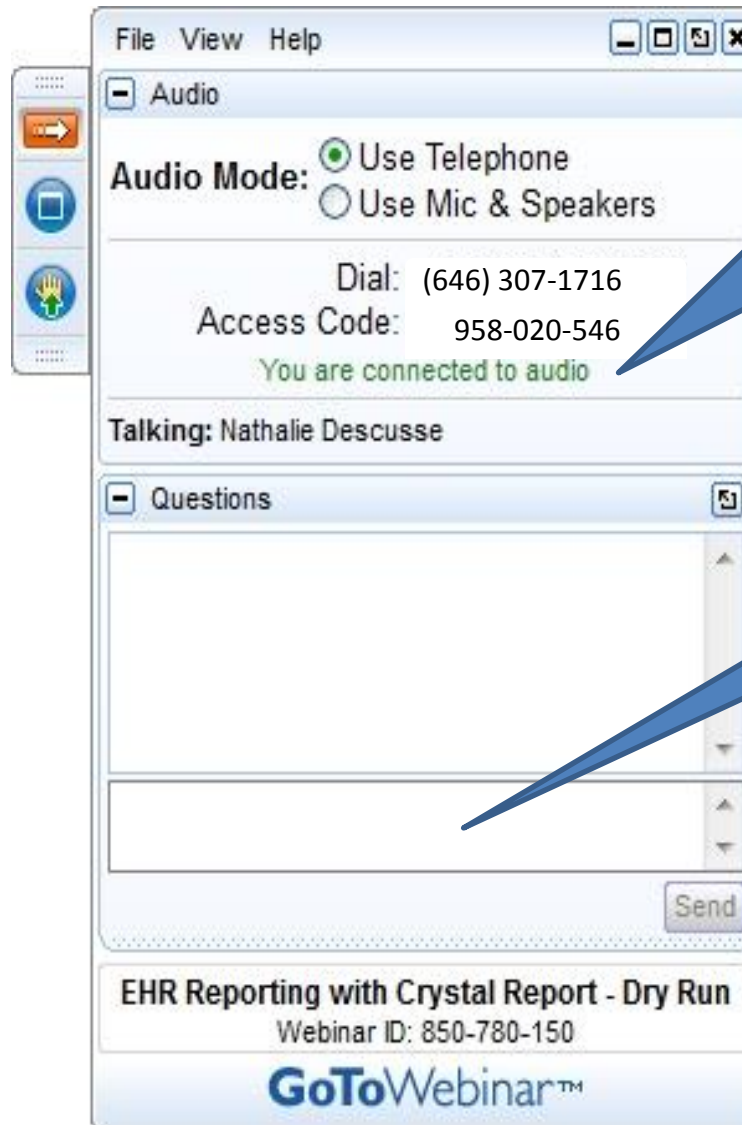
*Facilitated by: Corporation for a Skilled Workforce (CSW) &  
Aspen Institute*



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# Today's Agenda

- GMWC Sector Skills Academy Overview
- Academy Participation Requirements
- Applicant Requirements
- Application and Cohort Selection Timeline
- Comments and Questions



# GMWC Sector Skills Academy Planning Team

- Brant Ingalsbe, GMWC
- Bryan Lindsley, MSPWin
- Adesewa Adesiji, MN DEED
- Shirley Barnes, Crestview Senior Community
- Jeannine LaPrad, Kysha Frazier and Taryn MacFarlane, CSW
- Marty Miles and Dee Wallace, Aspen Institute



# GMWC Academy Supporters & Facilitators

- **Greater Metropolitan Workforce Council:** provides oversight and direction to publicly-funded workforce development services in Twin Cities region.
- **MSPWin:** a philanthropic collaborative committed to strengthening the workforce in the seven-county Minneapolis Saint Paul region.
- **Corporation for a Skilled Workforce (CSW):** a national non-profit focused on good jobs and thriving communities. We have 15 years' experience in sector strategy work, and led a similar Academy in Detroit in 2017. We also led past Benchmarking work in the Twin Cities area.
- **The Aspen Institute's Economic Opportunities Program:** advances promising strategies and policies to help low- and moderate-income people thrive in today's dynamic economy. Aspen ran a national Sector Academy model for 9 years.



# CSW & Aspen Team



Jeannine LaPrad  
CSW



Kysha Frazier  
CSW



Taryn MacFarlane  
CSW



Dee Wallace  
Aspen Team



Marty Miles  
Aspen Team

# GMWC Academy Context

Key component of State's WIOA plan is to support Sector Strategies. Reflects GMWC's investment in developing high-performing sector partnerships with specific focus on communities facing disparities.

- Sector Academy model is part of broader national investment by DOL, states and organizations like CSW, NFWS, and others in supporting and growing use of sector strategies.
- CSW and the Aspen Institute are leveraging years of experience in delivering Sector Academies to practitioners across the country to develop a customized Academy for the Twin Cities region.
- Your responses to questions in the Academy application are a way for you to have input on content and learning agenda.



# Academy Goals

1. **Build capacity** to become high-performing regional sector partnership teams
2. **Develop region-wide sector plans** including goals, activities
3. **Increase understanding** of initiatives & alignment toward shared outcomes
4. **Formalize agreements** to support sector partnerships
5. **Build community of leaders** with social capital to support shared solutions





# Your Academy Experience

Select group of leaders working in industry sector teams.  
12 months of professional development using a combination of learning, planning and doing, to create blueprints for industry sector partnerships.

## You will:

1. Work with your fellow participants to **build out a vision & plan for your sector** and drive deeper collaboration
2. Leverage expertise from local peers & national experts to **put ideas into action**
3. Work with new tools to **drive organizational & industry sector change**
4. Grow your leadership skills to **lead a collaborative effort with equity focus**

**It does not matter if you are an emerging leader or seasoned veteran!**

What matters is your desire to use a collaborative approach to improve the way employers' talent demands and communities' employment needs are met.



# Which sectors are represented today?

Thinking about your sector work, or sectors in which you focus, which one represents a sector where you currently work?

- Construction
- Educational Services
- Business & Finance Services
- Health Care Industries
- Information Technology
- Manufacturing
- Government or Public Administration



# What is a Sector Strategy?

Industry-specific workforce development approaches designed to meet the talent-demands of employers and the employment needs of communities.

- 1) Targets a specific industry or cluster of occupations;
- 2) Intervenes through a credible organization, or set of organizations, crafting workforce solutions tailored to that industry and its region;
- 3) Supports workers in improving their range of employment-related skills and ability to compete for opportunities of higher quality;
- 4) Meets the needs of employers; and,
- 5) Creates lasting change in the labor market system.

Sector strategies also:

- Help workers move into better jobs by removing the barriers and skills gaps that impede them from getting those jobs; and
- Emphasize the quality of jobs within sectors, including building career pathways that meet the talent demands of employers.



# Thinking about your sector efforts

- Just beginning—you haven't started yet.
- Research & Planning —you have begun initial research into the target sector and potential partners.
- Emerging—the sector initiative has partners in place but has not yet begun implementing strategies.
- Established—the sector partnership is already in operation serving industry and job seekers/workers.
- Mature—the sector initiative has been in operation for many years.



# Opportunity & Investment

## Opportunity

- Organizational and industry sector leadership
- Personal and organizational capacity building for collaboration
- Leadership role in building the sector strategy field
- Community of peers and practice

## Your Investment

- 2 Retreats; 6 Workshops; Readings & Action Planning
- Personal motivation and desire to implement learning
- Work collaboratively with individuals spanning workforce development spectrum
- No cost



# What You'll Learn

**GMWC Academy includes local and national guest faculty on topics such as:**

- Data Driven Decision Making: Utilizing Labor Market and Program Related Data
- Engaging System Partners: Industry Leaders, State Leaders, and Public Partners
- Strategic Employer Engagement: Coordinating Business Services and Outreach
- Connecting Industry-Led Partnerships to Career Pathway Systems
- Learning and Evaluation: Success Metrics for Sector Partnerships and Systems Change
- Capacity Building: Developing Core Leadership and Convener Competencies
- Policy: Legislative and Administrative Change Strategies
- Funding Strategies and Sustainability



## What others have said:

*“As many others in our group have said, while I may not actively be using all the contacts that I have made currently, I know their names and feel like I have a direct, personal connection to a leader in their organization. This can be useful as partnerships and conversations evolve, and, to me, is one of the most valuable components of the entire academy.”*

*“Understanding the roles, objectives, challenges, and strengths etc. of other sectors has played a valuable part of this experience.”*

*“I think we all have a particular lens of workforce development based on our organizational focus. It has been interesting, eye-opening, and valuable to hear how people approach the same or similar workforce problems through their particular lens.”*



# Academy Participation Requirements

**The Academy is a 12-month experience with peers from across the Twin Cities region.**

The Academy includes one (1) opening two-day retreat, six full-day workshops, and (1) closing retreat, all within 90 minute drive in Metro area.

Participants must commit to participate fully and actively in all of the GMWC Academy during the following non-negotiable timeline:

**(2 day) Opening Retreat** – early June 2018 [Target date June 7-8]

**Full-day Twin Cities Workshops** – July 2018 – March 2019

**Closing (1-2 day) Retreat** – May 2019

Full day sessions will typically run 8:30 am to 4:30 pm, at a central location.

Inclusivity and diversity of race, ethnicity and gender are core values of the GMWC Sector Skills Academy. Applicants of color are encouraged to apply.





# Applicant Requirements

## Applicants must:

1. Be leading or interested in leading and/or participating in industry sector initiatives or other strategic change initiatives
2. Hold positions of leadership and decision-making authority regarding those initiatives
3. Be based and active within the Minneapolis/St. Paul seven-county metro region
4. Ideally be working within communities impacted by economic disparities



**A fully-developed sector or industry strategy is NOT a requirement for application or acceptance into the Academy.**

# Application and Selection Timeline

- Invitations to apply sent via email and website announcement posted on [www.skilledwork.org](http://www.skilledwork.org): March 23
- Informational Webinar: March 28
- Deadline for suggestions of others to be invited: Friday, March 30
- **Application Deadline: 5:00 pm CT, Friday, April 13**
- Application Notification: by Friday, April 27
- Opening Retreat: Targeted June 7- 8, 2018



# How to Actually Apply

- Online application
- **Personal email invitation** from “skilledwork.org” email address
- Announcement on CSW website
  
- Online application includes 18 questions
  - Basic contact & organization information
  - A few questions about your industry sector work
  - A few questions about working with communities
  - Your learning goals for the Academy

**Important- you must sign the commitment to participate!**



# What to do with the invitation email

## Personal email invitation to apply:

- Email Jeannine and Kysha back by March 30th to let them know:
  - **You plan to apply**
  - You are suggesting somebody else apply (include name and contact info)
  - You're already involved in regional sector work and *would be interested in serving as a local advisor or peer expert*
- Remember, the application deadline is April 13, 5:00 pm CT
- If you suggest somebody else to GMWC team, we will email them directly with the application link!



# Comments and Questions?

Thank you for your interest!

Please contact: Kysha Frazier, Senior Policy Associate,  
CSW, [GMWCAcademy@skilledwork.org](mailto:GMWCAcademy@skilledwork.org)

*Put “GMWC Sector Academy” in subject line*

