

Southeast Nebraska Partners for Progress (P4P) Stronger Economies Together



P4P Workforce Education Goal

Through education and training, create a workforce pipeline to enhance employee recruitment, retention and engagement.

Goal Selection:

A significant challenge for the region's manufacturers is a sufficient and qualified workforce. One manufacturer estimated a 30 percent employment gap by 2021. Compounding workforce attraction is an average \$8,000 less in average earnings and 50 percent of the resident population working outside of the region. To grow the region's economic base, workforce attraction and development must be a foundation goal.

Regional Economic Benefit:

Quality education, provided in formats appropriate to a wide variety of learning styles and situations, needs to be developed to create a workforce pipeline focused on skills that match the business, manufacturing, agricultural and energy clusters in the region. This training needs to be readily accessible and affordable for youth and adults in all parts of the region. In addition, focus on employer workforce attraction and human resource development will assist in employee retention and attraction.

Strategy 1.0 - Outcomes

Short Term (6 months – 2 years):

- Increase awareness and change the mindset/perception of parents, students and educators toward manufacturing/industry careers by 2017.
- Students will be exposed to a wide range of interesting manufacturing/industry opportunities, including Science, Technology, Engineering and Math (STEM) careers by 2017.
- School Administrators buy-in to the manufacturing/industry objectives by encouraging participation in the following activities:
 - Facility tours and career exploration.
 - Attend public manufacturing events and open houses.
 - Revamp high school career fairs.
 - Regionally supported efforts for the annual October "Manufacturing Day".

Intermediate (2-4 years):

- Schools are supportive of the manufacturing/industry aspirations of its students garnered through added exposure to the multitude of opportunities by 2018.
- Targeted skills match between manufacturing/industry jobs and local students through dual credit course offerings.
- Greater involvement of industry leaders in the local schools through these unique efforts:
 - Human Resource professionals engage with the schools and its students creating access points to key manufacturing/industry personnel.
 - Implementing a Speakers' Bureau with industry representatives participating by visiting local classrooms
 - Increase awareness of skilled workforce opportunities.
 - Host a regional manufacturing/industry job fair that includes both students and adults.
- Secured funding mechanisms that support workforce goals and activities.

Workforce Education Coordinating Team

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Stronger Economies Together



Long Term (5+ years):

- Create an integrated partnership among the regions educational institutions and industries.
- Long term funding provided by business, community and industry in order to create sustainability in overall efforts. Funds can be in the form of scholarships, apprenticeships, internships or other financially supported program opportunities by 2021.

Action Plan (2017-2021)

V:12/15/2016

Actions/Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
1.0 By 2021, the pending manufacturing job gap will be reduced to 15 percent.					
1.1 Increase awareness of region's manufacturing employment opportunities	Manufacturers, School Administrators, Parents, Youth, Career Advisors, Teachers	October 2016 & Annually	Completed 2016, on-going	Brook Aken, Lead; Workforce Education Team	Number of Mfg. participating; Number of schools participating; number of students participating
1.1.1. Work with schools to promote student participation in Mfg. Day across the region. First year – Auburn, Falls City, Pawnee City	School Administrators, Career Advisors	September 2016	Completed	Kim Beger, Lead; Workforce Education Team	Number of schools participating; Number of students participating
1.1.2. Coordinate with manufacturers, open houses, presentations.	Manufacturers		Completed	Kim Beger, Lead; Workforce Education Team	Number of Mfg. participating;
1.1.3. Continue to expand mfg. participation in Mfg. Day activities	Manufacturers, School Administrators, Parents, Youth, Career Advisors, Teachers	October 2017 & annually	Planning phase	Workforce Education Team; Economic Dev.	Number of Mfg. participating;
1.1.4. Establish a Mfg. "Speaker's Bureau" to promote regional jobs and careers	Manufacturers, Workforce	2018 & On-going	Pending	Workforce Education Team; Economic Dev.	Number of presentations given to students
1.2 Promote and work with Community Colleges, secondary schools, School Administrators, and manufacturers to increase dual credit training courses.	High school Administrators, local mfg./ Colleges	Spring 2018 / Fall 2018	Planning Phase	Brook Aken, Lead; Workforce Education Team	Number of high schools offering dual credit courses to students Number of students enrolled in dual credit training
1.2.1. Assessment of mfg. workforce needs	Local Mfg. / Colleges	Summer 2017	Planning Phase	Workforce Education/Econ Dev	All major Mfg. employers participate in assessment
1.2.2. Creation of training courses	Local Mfg. / Colleges	Spring 2018	Pending	Workforce Education/Econ Dev	Number of courses created / revamped
1.2.3. Promotion of educational / career opportunities in schools / public	Manufacturers, School Administrators, Parents, Youth, Career Advisors, Teachers	Fall 2018	Pending	Workforce Education/Econ Dev	Number of schools offering dual credit course to students Number of students enrolled in dual credit programs.
1.3 Promote STEM Careers to build student skills for 21 st Century Manufacturers	Manufacturers, School Administrators, Parents, Youth, Career Advisors, Teachers	Fall 2017	Pending	Workforce Education, NE Extension - Deb Weitzenkamp	Number of students involved in STEM education

1.3.1. Participate, Support 4-H Robotics / STEM training programs for area students	NE Extension, Manufacturers, Teachers, Parents	Fall 2017	Pending	Workforce Education, NE Extension - Deb Weitzenkamp	Number of events / trainings available for students
1.4 Create mechanisms for Mfg. scholarships, apprenticeships or internships through school, business collaborative	School Career Counselors & admin. Mfg.	2019-2021	Pending	Workforce Education Team	Dollars generated for scholarships Number of scholarships provided Number of mfg. offered & students participating in demand occupations in region Decrease in number of unfilled Mfg/industry positions

Strategy 2.0 - Outcomes

Short Term (6 months – 2 years):

- Recruit/engage regional manufacturers in the “Dream It, Do It” chapter or Mfg Council.
- Develop Housing brochures in all 5 counties to assist Mfg. HR with recruitment of new employees.

Intermediate (2-4 years):

- Launch a coordinated, regional manufacturing/industry marketing campaign in 2018 for employee recruitment, retention and community awareness
- Create a culture of greater employee recruitment, retention and engagement.

Long Term (5+ years):

- Ongoing, continual engagement, on the part of manufacturers/industry, to actively support efforts to recruit, retain and engage employees and potential employees. The following ideas support this long term strategy:
 - Incorporate a system that incentivizes employees for re-training.
 - Offer tuition reimbursement and scholarships to offset education costs.
 - Establish recognition and appreciation programs.
 - Provide apprenticeships and internships to regional students.
 - Integrate manufacturing/industry skills into local classrooms as young as the middle school level to spark interest in high skilled employment.

Action Plan (2017-2021)

V: 12/15/2016

Actions/Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
2.0 By 2021, 50 percent of the regional manufacturers will be actively promoting manufacturing careers					
2.1 Establish a “Dream it, Do it” chapter or Mfg. Coalition.	Key representative of regional manufacturers, NE Workforce	March 2017	Underway	Dan Mauk, Lead Workforce Coordinating Team	Chapter or affiliation completed
2.1.1 Establish connections with the Lincoln Chapter as Affiliate Chapter	Lincoln Chapter	August 2016	Completed	Dan Mauk, Lead	Completed
2.1.2 Recruit Mfg. actively participate in the “Dream it; Do it” chapter or Mfg. Coalition.	Key representative of regional manufacturers, NE Workforce	January 2017	Planning Phase	Dan Mauk, Lead	Contact with all large mfg in each county
2.1.3 Host organizing meeting		March 2017	Planning Phase	Dan Mauk, Lead	15-20 potential members attending

2.2 Housing Brochures available for Mfg. HR to use for recruitment of new employees.	Peru, Economic Dev, USDA RD, Realtors, City Gov.	February 2017	Underway	Kim Beger, Lead Brandi Hull, Workforce Coord. Team	Housing recruitment brochures available for each county
2.2.1 Contract with Student & Auburn Development for brochure development	Peru State College, Auburn Development	November 2016	Underway	Kim Beger, Brandi Hull	Completion of 5 county brochures
2.2.2. Print & distribute to mfg. / Online access	Mfg. HR staff	February 2017	Planning Phase	Workforce Coord. Team	Deliver housing recruitment to 100% of mfg. HR staff Online access to Econ Dev, Banks, Realtors
2.3 Launch a coordinated, regional manufacturing marketing campaign.	Dept of Labor, Mfg., Econ. Developers, Do-it Chapter, Marketing Firm	Fall 2018	Pending	Workforce Education Team	Number of contacts, impressions
2.3.1. Secure funds to create a marketing message/design	Dept of Labor, Mfg., Econ. Developers	Winter 2018	Pending	Workforce Education Team	Funds secured
2.3.2. Contract with Marketing/Social Media business to develop campaign	Mfg., Marketing Firm, Dept of Labor, Do-It Chapter	Spring 2018	Pending	Workforce Education Team	Campaign Developed
2.3.3. Metrics to track effectiveness of message	Mfg., Public, Students	Fall 2018 / Winter 2019	Pending	Marketing Firm, Workforce Education Team	Increase in Knowledge of Mfg. employment opportunities Increase in Number of Job Applications Stronger employee Retention rates
2.4 Regional Mfg. Do-it Chapter or Coalition provides training to increase recruitment, retention, and engagement skills of plant and HR manager	Human Resource and Plant Mgrs	2019-2021	Pending	Mfg. Chapter/Coalition, Workforce Education Team	Number of HR, Management Employees attending training; # of Mfg. participating in engagement program
2.4.1. Education and technical assistance to assist Mfg. with employee engagement policies and practices		2019-2021			Decrease in employee turnover; Increase in employee morale and retention Decrease workers traveling out of region, Increase workers traveling into region to work