

TRACK 1: REBUILDING CAREERS & COMPETITIVENESS

Goal: To develop action steps to institutionalize a PA Human Capital strategy that would expand opportunity for workers and competitiveness for companies, and would promote robust and equitable economic growth.

Objectives

- To provide track participants with an understanding of PA's workforce development strategy and implementation – goals, components, partners, and future plans
- To provide participants with an understanding of effective approaches – such as Industry Partnerships – to ensuring that workforce investments meet the needs of workers, companies, and communities
- To help workforce stakeholders (e.g., Workforce Investment Boards (WIBs), community colleges and other trainers, business, unions) to understand their roles in implementing the state workforce strategy and how they might strengthen their capacity to sustain effective human capital strategies
- To begin defining a policy agenda that would institutionalize effective workforce strategies, including by aligning education, welfare, and economic development with the state's workforce approach
- To test stakeholder interest in forming a Pennsylvania Human Capital Alliance to define and advocate for policies that would institutionalize Pennsylvania's workforce strategy

Possible Action Steps

- Develop action plans for stakeholders to engage with and strengthen PA's workforce strategy
- Define elements of a policy agenda
- Agree on a process to further develop and advance the policy agenda and explore the value of a PA Human Capital Alliance to assist with this work
- Identify leaders willing to take responsibility to develop and advance the policy agenda and alliance

JUNE 1

Workshop Session 1: 10:45 a.m. – 12:15 p.m.

PA Industry Partnership Examples

Moderator: Andy Van Kleunen, The Workforce Alliance

Panelists: Mary Anne Kelly, SW PA Partnership for Aging; Scott Sheely, Lancaster Workforce Investment Board; Joe Welsh, Life Sciences Career Alliance; Alan McConnell, PENNTAP

This workshop will feature PA Industry Partnerships that are identifying and meeting the workforce needs of the Commonwealth's regional industry clusters. These partnerships not only meet short-term skill gaps but also seek to boost economic competitiveness and job quality. Featured partnerships link with Lancaster's high-end kitchen cabinet industry; long-term care in SW PA, food processing in South Central PA, and the Bio-Medical industry in Southeast PA. These examples will be used as a platform for discussing how more state partnerships can seek to "change the future of their industry" and how state policy can reinforce such efforts.

Workshop Session 2: 1:15 – 2:45 p.m.

High Road Labor-Management Partnership Examples

Moderator: Hannah Holm, consultant to KRC

Panelists: Bill George, President, PA AFL-CIO; Stu Bass, Keystone Development Partnership; Greg Bowers, South Central PA Manufacturing Partnership; Mike Morrill, Pennsylvanians United for Quality Care; Mara Otero, United Community Service for Working Families

In implementing PA's workforce strategy, labor unions have a critical role to play. This workshop will highlight labor-management partnerships from construction, manufacturing, long-term care, and public

transit that have helped incumbent workers upgrade their skills to keep pace with new technology; enabled minority youth to gain access to good construction jobs with skill shortages; and delivered a wide range of training to manufacturers while moving experienced welders from a closing plant to one with openings. The workshop will also profile the PA AFL-CIO's Keystone Development Partnership (KDP), formed to catalyze and support Industry Partnerships across the state. The examples will lead into discussion of how unions can further strengthen their role in PA's partnership movement and how Workforce Investment Boards (WIBs) can make labor a part of their implementation strategy.

Workshop Session 3: 3:00 – 4:30 p.m.

Pennsylvania's Cutting-Edge Workforce Development Strategy – Key Dimensions and Next Steps

Moderator: Fred Dedrick, Pennsylvania Workforce Investment Board

Panelists: Chris Benner, Penn State University; Vickie Choitz, Workforce Learning Strategies

This panel will step back from the Industry Partnership examples of the previous workshops to provide an overview of the key dimensions of PA's workforce strategy. Workshop attendees will then discuss the implementation challenges posed by the state's new workforce approach. Practitioners on the front-lines of workforce development that are charged with implementation – e.g., WIBs, CareerLinks, and community colleges – are encouraged to participate actively. Following this, there will be an overview of some of the tools the state is using to help with implementation. These tools include a "Sector Academy" that provides training and peer learning opportunities for Industry Partnership organizers; an evaluation tool being developed to help partnerships measure progress and improve their effectiveness; and a foundation-state partnership funding collaborative. What additional tools does the state need to develop?

JUNE 2

Workshop Session 4: 9:00 – 10:30 a.m.

Roundtable: Does Pennsylvania Need a Human Capital Alliance?

Moderator: Vickie Choitz, Workforce Learning Strategies

Roundtable Participants: Rosemary Browne, The Foundation for Enhancing Communities; Ike Gittlen, United Steelworkers; Kelly Lewis, Central PA Technology Council; Steve Mitchell, Allegheny Conference on Community Development; Andy Van Kleunen, The Workforce Alliance; Michelle Zieziula, Erie WIB and PA Partners

This roundtable discussion will start with a big picture look at the importance of human capital to opportunity and economic development. It will suggest that PA is positioned now to make history by building on its current workforce strategy. Discussion will follow on the state's current workforce strategy and stakeholders' views of it, current roles in it, and potential future roles; on whether a new coalition is needed to advance policies to deepen and institutionalize the state's human capital strategy; and to test interest in collaboratively developing a human capital agenda for the next gubernatorial administration.

Workshop Session 5: 10:45 – 11:30 a.m.

Organized By Track: What Did You Learn? How Will You Apply It?

Facilitator: Vickie Choitz, Workforce Learning Strategies

General Session 3: 11:30 a.m. – 12:15 p.m.

Report Back from Workshop 5 – Group Discussion of New Rules for a New PA Economic Game