



U.S. DEPARTMENT OF LABOR

ETA VISION 2030

REGIONAL CONVENING

NOVEMBER 14-15, 2023

Pitch Perfect! How to Grow and Maintain Infrastructure Partnerships Across Government



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WorkSource Georgia Sector Partnership

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www.WorkSourceGeorgia.com



<https://www.tcsg.edu/>



<https://careerriseatlanta.org/>

History of Georgia Sector Partnerships

In 2014, Governor Deal launched the Governor's High Demand Career Initiative (HDCI).

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Focused on connecting those responsible for the state's economic development efforts and those responsible for training Georgia's future workforce with employers.



Led conversations and action plans about current and projected workforce challenges and needs (e.g. degrees/majors, certificates, training courses, partnerships) over the next five to 10 years.



Engaged 120+ companies in 17 regional meetings.

History of Georgia Sector Partnerships

In 2017, TCSG launched the WorkSource Sector Partnerships Grant, formally known as HDCI Sector Partnership Grants.

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Enabled LWDAs to lead the development of regional sector partnerships



Led conversations and action plans about current and projected workforce challenges and needs (e.g. degrees/majors, certificates, training courses, partnerships) over the next five to 10 years.

Present Day Sector Partnerships

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**Funding is for
1 year, plus a
6-month
extension
period
(pending
approval)**



**Funding is awarded
and based on a
composite score:**

- Unemployment Rate
- Labor Force Participation Rate
- Population
- Application and Past Performance



**Bi-Monthly
Reporting**



**Bi-Monthly
Newsletters**



**Quarterly Grantee
Meetings**

Priorities of Sector Partnerships

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**Diversity, Equity,
and Inclusion**



**Special
Populations**



**Employer
Engagement**

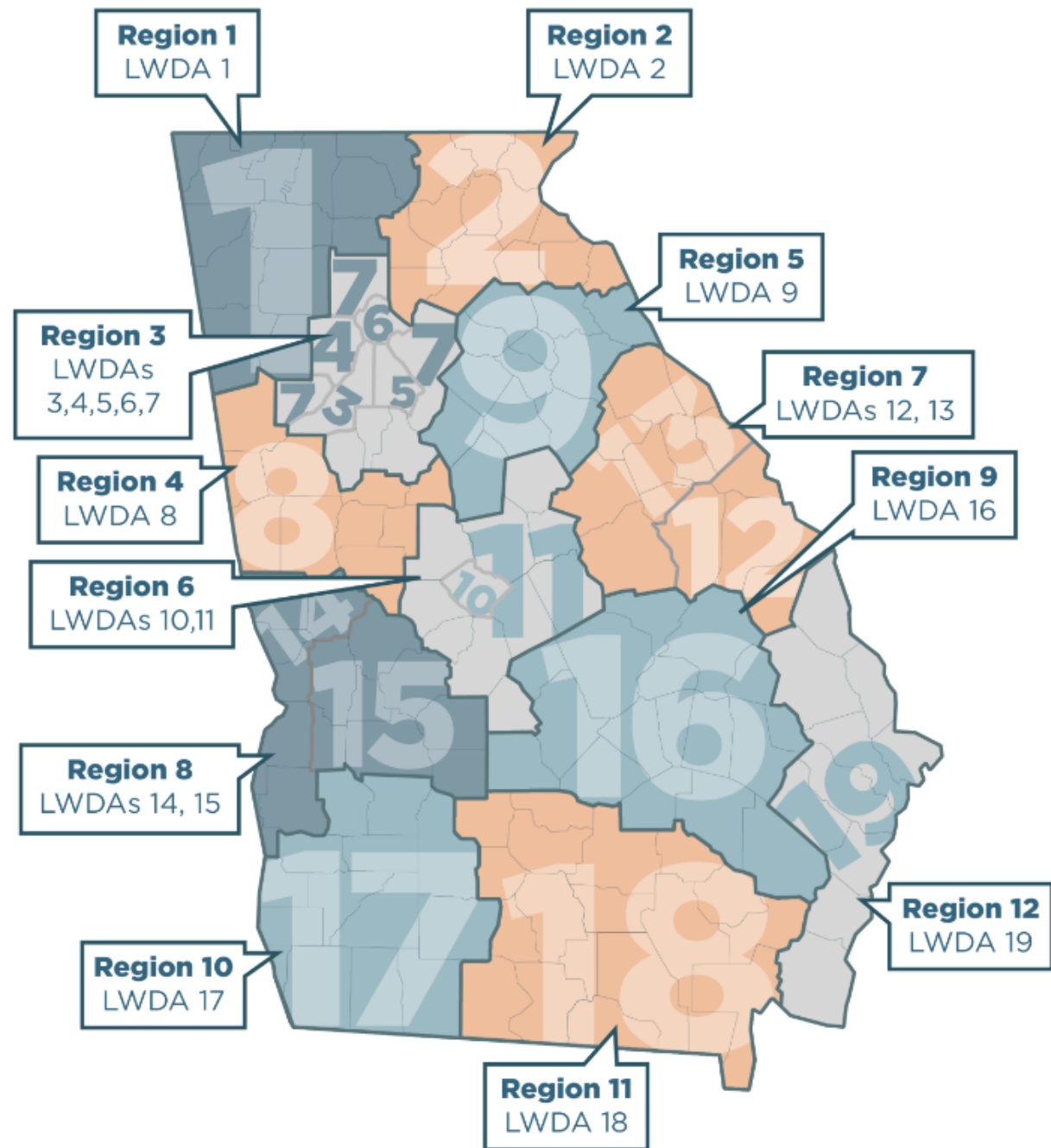


**Data
Informed Efforts**



**Accessible
Career Pathways**

Regional Impact



Sector Strategy Partnerships



CareerRise

SECTOR PARTNERSHIPS AS SYSTEM ALIGNMENT

Regional Plan Development

- 2016 – Packaged 5 independent Local Plans as a Regional Plan
- 2017 – HDCI Sector Partnership Grants Launched
- 2018 – WorkSource Metro Atlanta leverages Grants to add updates to Regional Plan Modification
- 2020 – Intentional Planning and Stakeholder Engagement of Regional Plan leveraging Sector Partnership model
- 2023 – Engaging with Stakeholders to begin planning for 2024 Regional Plan Guidance

SECTOR PARTNERSHIPS AS SYSTEM ENGAGEMENT

Coordinated Outreach to Targeted Populations

- Building upon Sector Partnership Framework and collaboration, the five metro boards collaboratively launched an outreach campaign and new regional landing page ATLWorks.Org
- Building on Common Branding to ensure consistent messaging to employers and job seekers
- Eliminate confusion over jurisdictions and how to engaged with the system

SECTOR PARTNERSHIPS AS SYSTEM IMPROVEMENT

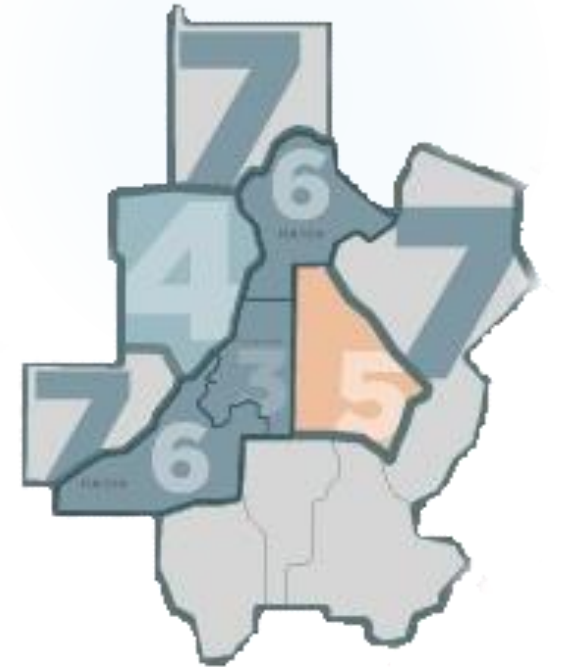
Systems Change for Economic Mobility

- Regional priority established to improve economic mobility in Atlanta
- Created and aligned intake application and process
- Allowed for measurement and improvement of service delivery
- Human Centered Design approach to policy changes
- Continuing to use HCD Model to explore additional policy changes including Regional Business Services

SECTOR PARTNERSHIPS AS SYSTEM FLEXIBILITY

COVID Response

- Meeting needs of employers and job seekers in new virtual offerings



CareerRise Overview

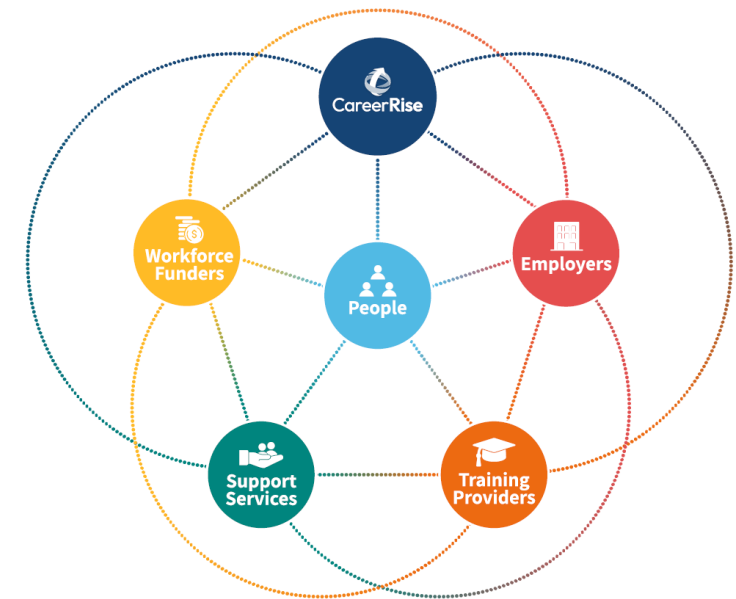
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► Mission

► To advance economic mobility and regional prosperity by creating and strengthening partnerships that meet employer needs for skilled talent and connect metro Atlanta residents to sustainable wage careers.

► Vision

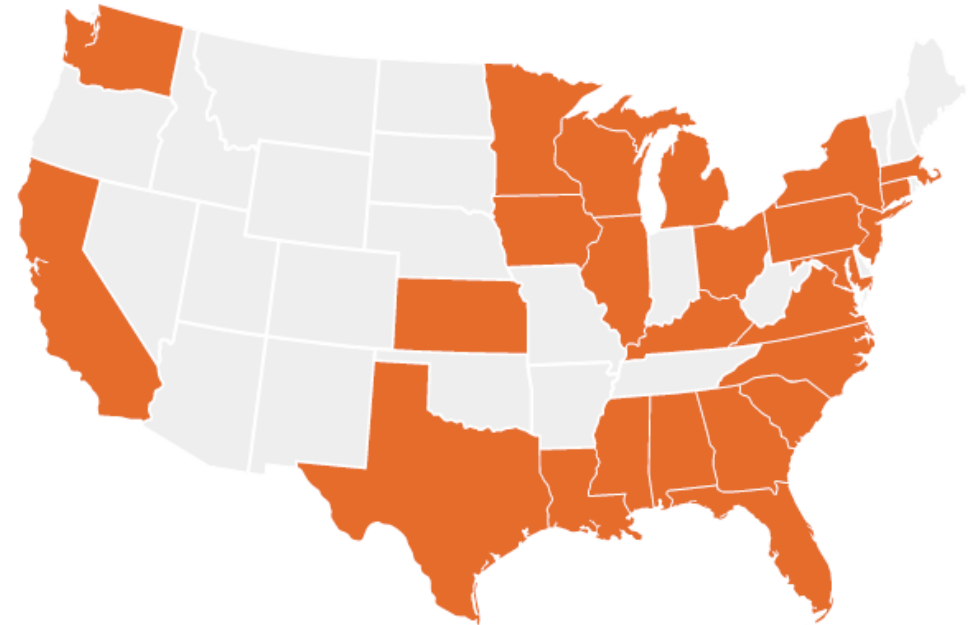
► Metro Atlanta will be a strong, thriving, and equitable community with skilled employees connected to good jobs.



A Proven Approach with National Results

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- Affiliate of NFWS
 - ✓ Regional Funding Collaboratives
 - ✓ Workforce Partnerships
 - ✓ Systems Change
 - ✓ Evidence-Based Practices
- One of 34 regional collaboratives in the US
- Launched with seed NFWS/SIF grant in 2011



What We Do

- Our functions as an **intermediary** and **coordinator** of our workforce system:



CONVENER

Connect partners and stakeholders to align resources and create a shared vision for supporting jobseekers in achieving family-supporting wage jobs and meeting labor market needs.



CAPACITY BUILDING

Champion strategies and resources that develop the skills and competencies of providers and efficacy of the regional workforce system to be more effective in-service delivery to jobseekers and businesses.



ADVOCACY / POLICY

Affect systems change that promotes economic mobility through education and advocacy of workforce policy issues.



INDUSTRY PARTNERSHIPS

Focus on understanding and responding to employer workforce needs and working with the workforce partner network to implement regional job programs that meet the needs of employers and job seekers.



WORKFORCE INVESTMENTS AND GRANTMAKING

Invest in and support high-demand, sector-based training partnerships that prepare workers for career pathways and meet employers' workforce needs.



SYSTEMS CHANGE AND ALIGNMENT

Collaborate with system stakeholders to coordinate and implement innovative workforce development strategies that reduce racial inequities and remove institutional barriers to training, placement, and advancement.

What We Do: Industry Partnerships

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Hiring, Candidate Sourcing and Workforce Planning

Organize community hiring events, candidate sourcing and workforce planning efforts.

Conduct regional employer hiring fairs based on local needs and employers.

Implement Regional Community Hiring Model and promote use with existing and potential area employers.



Training & Registered Apprenticeships

Lead pre-hire, incumbent and apprenticeship projects, to ensure competence.

Convene the Metro Atlanta Apprenticeship Network to align regional efforts.

Map Top Jobs requirements and Work-Ready Skills to align and scale programs across region.

Partner with TCSG and WorkSource to align program offerings with Metro Atlanta Top Jobs, Hope Career Grant and ETPL.

Increase the use of WIOA the ETPL process through partner education and mentoring.



Employment Success Supports

Address jobseeker barriers to ensure employment success.

Conduct regional work-readiness fairs, with network partners, to eliminate jobseeker barriers (i.e. housing, transit, childcare, veterans and returning citizens) to increase work readiness and employment success.

Disseminate employer best practices in working with individuals with barriers through network convenings, employer visits and recognition.



Quality Careers and Workplaces

Foster inclusive and equitable workplaces where employees, companies and communities thrive.

Implement and disseminate employer toolkit for career development pathways and workplace best practices.

Celebrate and disseminate employer best practices through network convenings, employer visits and recognition.



Career Awareness and Promotion

Engage students and underrepresented communities promoting opportunity and diverse and inclusive workplaces.

Align area school districts CTAE career pathways with industry needs, Metro Atlanta Top Jobs and Work-Ready Skills.

Assess, promote, and scale K-12 career exploration programs in Metro Atlanta schools that align with industry needs.

Leverage network partners and resources in support of youth career exploration, work readiness, and employment initiatives.



Regional Coordination

Implement a sustainable model for WorkSource board collaboration across the region.

Host learning, networking and team building series for local boards to strengthen awareness and alignment with regional efforts.

Implement CRM, across area WorkSource boards to improve knowledge sharing regarding employers' workforce needs and initiatives enabling a regional approach.

Industry Partnerships: Focus Industries

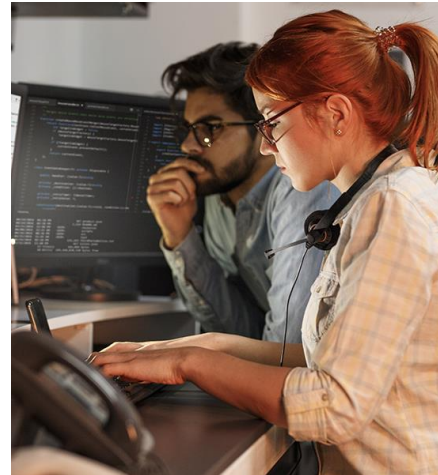
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**Construction &
Skilled Trades**



Healthcare



**Information
Technology**



Manufacturing



**Transportation,
Distribution &
Logistics**

Industry Partnerships: Projects

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Career Compass Academy

Virtual, 5-week youth and young adult work experience

Combines soft skills education, industry-specific instruction, and career plan development

Served over 1200 youth across Georgia

**TALENT
REWIRE**



Job Quality and REI Learning Experiences

3-month virtual learning lab with Talent Rewire: racial equity, worker voice, job design

Job quality workshop with Good Jobs Institute: business case for investing in workers

Employer and partner flyout to San Diego Rewire Retreat



Logistics Community Workforce Initiative

Partnership with Prologis and Jobs For the Future

Creating a supply chain and distribution pipeline through sector partnership approach

1015 enrolled learners, 400 job placements

Projects, cont.



Career Compass Academy

- 5 Week Virtual Career Exploration and Work Readiness program for WIOA Eligible Youth
- Direct connection and webinars with leaders and professionals in Metro Atlanta's High Demand Industries
- Live Webinars + At home modules to promote job readiness and career exploration
- Demand from both Young Adults and Employers to participate in program



Opportunity ATL

- Originated with the 100K Opportunity Youth Initiative
- Metro Atlanta Chamber of Commerce took ownership with support of the workforce system



Aerotropolis Alliance

- Public Private Partnership targeting economic prosperity for Atlanta's southside communities
- Focused on meeting needs of communities, employers, and residents within the footprint of the World's Busiest Airport
- Building of Blueprint 2.0 for Community Development
- Major focus of workforce efforts for Blueprint 2.0 is engaging K-12, Post-Secondary, and Employers in connecting in career pathways
- Taking the proven Sector Partnership model and applying best practices and resources to the sub-region



Regional Business Services

- Industry focused or Single Employer recruitment events
- High Demand Career Upskilling – BSN Scholar Bridge Program
- Scaling of successful efforts – WorkSource Cobb's PowerUp!



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PITCH PERFECT! HOW TO GROW AND MAINTAIN INFRASTRUCTURE PARTNERSHIPS ACROSS GOVERNMENT

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ANNE PENTIAK, ADMINISTRATIVE MANAGER

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Michigan's Infrastructure Workforce Taskforce

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■ Goals

- Identify opportunities and develop a plan for increasing talent pipeline for infrastructure jobs
- Develop short and long-term forecasts of gaps in infrastructure labor markets
- Ensure we have talent in place to maximize opportunity to leverage funding and generate highest ROI for MI Citizens

Why is this important?

- Maximize the historic infrastructure investments
- Build a skilled workforce for infrastructure projects
- Leverage existing resources, partnerships rather than duplicate
- Determination of lead applicant
- Holistic approach

Michigan's Infrastructure Workforce Taskforce Framework

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■ Structure

- Regularly scheduled meetings with other state departments
- Updates provided to leadership to ensure alignment
- Workforce development strategy support

■ Agenda

- Current funding opportunities
- Upcoming funding opportunities
- Interdepartmental support



Building Your Own Infrastructure Workforce Taskforce

Items for Consideration

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- Think of your audience. What do they want?
- Now, put yourself in their shoes. What challenges do they face?
- How can you relate to those challenges?
- From this place of empathy and authority, think about how you can help guide them.
 - What are the next steps they should consider taking?

Getting Your Pitch Just Right

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1. Speak to their pain point
2. Acknowledge their existing efforts
3. Suggest starting a new effort or strengthening their role
4. Explain potential benefits (i.e. what's in it for them)
5. Explain what they have to do to get these benefits
6. Explain where to start
7. Emphasize support (i.e. Governor's Office)
8. Address their concerns
9. Get agreement to attend the first meeting

Ready to give it a try?

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- Let's break into small groups to develop a group pitch
- 10 Minutes
 - Develop a pitch with your group
 - Identify a spokesperson to deliver the pitch
- 15 Minutes
 - Pitch Delivery to the larger group
 - Feedback
- 5 Minutes for questions and wrap up

How did it go?

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- What worked well?
- What can be improved?
- Were there any areas where you felt stuck?

Questions?

Contact

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