



# ACCREDITATION EVIDENCE

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## Southwest Wyoming Manufacturing Partnership Action Plan For 2020

November 2019

### Overview

On November 15, Southwest Wyoming manufacturing industry leaders met to confirm priorities for action in 2020. In addition, community partners from workforce development, education, and economic development attended as observers. This partnership is modeled after similar partnerships across the country that are achieving real results for businesses, job seekers, regional economies, and businesses. To learn more visit: [www.nextgensectorpartnerships.com](http://www.nextgensectorpartnerships.com).

Industry sector leaders confirmed two priority areas for action, and volunteered as “champions” to help implement a first set of 60-day actions to begin 2020. Two Action Teams were reconstituted, each with two industry co-captains. This document describes the focus and deliverables of each Action Team, as well as identifies additional objectives for business engagement and communication for 2020.

### Talent Action Team

**Co-captains: Fred, Craig**

**Confirmed Team members/champions: Gena, Tammy**

**Team members/champions to be confirmed for 2020 (individuals who signed on as champions at the launch meeting, contributed during subsequent calls/meetings, and/or have been nominated by current Team members): Brian, Carl, Carla, Chad, Doug, Eric, Henry, Jeff, Jodi, Joy, Justin, Michael, Pam, Rory, Todd**

### ***Focus (What is Our Priority)***

This priority focuses on improving the quality of the local talent pool for manufacturing in two ways:

1. Working with the community to enhance the “life skills” of young people growing up in the region, including shifting negative attitudes/perspectives such as “you need to go somewhere else for a career.” Start very early in the educational process (i.e., kindergarten).
2. Focusing on education in specific technical skills, from basic craft/mechanical and computer skills to advanced manufacturing skills such as distributed control/process control.

### ***Outcomes (What Success Looks Like)***

- Increase the ratio of talent coming to us from local schools in relation to talent commuting in from outside the region. Measure flow of applicants overall, and applicants that successfully become employees and meet agreed-upon standards for life skills.
- A new industry-wide, unified approach is in place for working with local education to meet manufacturing talent needs.
- Manufacturing careers are well understood by the community (e.g., students, parents, organizations like chambers) and by educators (e.g., teachers, counselors, administrators).

### ***2020 Priorities and Initial 60-Day Actions (What Are Our Next Wins)***

- Create New K-12 Pathway: work with local education to ensure there is a clear pathway for students to learn about, prepare for, and join the region's manufacturing industry. This includes:
  - a foundational industrial maintenance program (electrical, mechanical, welding as well as strong basic skills in reading, writing, math) in local high school districts.
  - bridge programs, such as Climb Wyoming-Genesis partnership for job opportunities.
  - industry support for local high school teachers and counselors
  - career awareness building activities involving students, educators, and parents
- Expand Partnership with Western Wyoming Community College: continue to promote the new operator program, and expand into industrial maintenance and electrical programs in 2020. Also work with College to offer CTE teacher certification programming.
- Build awareness of manufacturing careers among adults/potential career-changers: promote careers within and outside the region to attract and retain talent, emphasizing the multiple benefits of manufacturing careers.

#### **60 Day Actions**

- *Meet with WWCC to identify CTE certification barriers and steps to overcome those barriers.*

- *Collect job descriptions from local companies, and assemble a manufacturing careers book.*
- *Develop a plan for holding manufacturing job/career fairs, including how to build on the current “Resource Rendezvous” event to be held in April 2020.*
- *Work with WWCC on a plan to scale-up their current offerings, identifying barriers and steps to overcome those barriers.*
- *Work with local K-12 districts to identify a baseline of current industry involvement in the schools, and interest in more involvement in the future (e.g., industry speakers in the classroom).*

### **Marketing Action Team**

**Co-captains: Ron, Carl**

**Team members/champions to be confirmed for 2020 (individuals who signed on as champions at the launch meeting, contributed during subsequent calls/meetings, and/or have been nominated by current Team members): Cole, Jody, Joy, Steve Russell**

### ***Focus (What is Our Priority)***

This priority is focused on improving the image and promoting the benefits of Southwest Wyoming to retain and attract talent and companies. This would include marketing:

- Internally to shift negative mindsets about living in the region and attitudes about manufacturing careers (e.g., “manufacturing is dying”), including using positive stories of people who have succeeded in the region.
- Externally to promote what the region offers talent and their families, as well as companies who are looking to expand/relocate to the region.

### ***Outcomes (What Success Looks Like)***

- Change local mindsets and improve understanding of Southwest Wyoming’s (1) positive quality of life attributes, (2) local businesses, (3) strength of local schools, and (4) availability of community services.

### ***Actions (What Are Early Wins)***

Continue development of partnership with the hospitality industry to promote a positive image of Southwest Wyoming: Expand on the Sweetwater Tourism Ambassadors Program, in which local chambers are working with the hotels to train their employees. Continue to inventory what exists now in terms of marketing materials and strategies, and the range of community assets to be marketed. Identify target markets for the campaign (e.g., local population,

younger demographic). Document success stories, develop/package content, and encourage regionwide use.

### 60 Day Actions

- *Get the other four counties in the region to join the marketing effort*

### **Expanding Business Engagement and Communication**

Industry leaders also emphasized the importance of expanding business engagement, both the number of champions and the geographic diversity of participation. As an action, current champions were asked to bring three new members to the table. In addition, they want to share Next Gen success stories.

### **Next Steps**

This partnership is all about action and in order to be successful it must be driven by industry champions. Champions will complete their 60-day commitments, and Action Team co-captains will identify and recruit team members, with the full Partnership reconvening shortly after the 60-day implementation period to review results and set new 60-day commitments to keep the Action Plan moving forward in 2020.