



Workforce Conversations: Building Win-Win Scenarios through Dialogue with Industry

Presenters:

Marci Gale

- **Mechatronics and Electronics Faculty & Program Head**
- **Central Virginia Community College**

Evelyn Brown

- **Director, Extension Research & Development**
- **North Carolina State University**

This presentation results from ATE Award #2202015. Any opinions, findings, and conclusions or recommendations expressed in this presentation are those of the PI and do not necessarily reflect the views of the National Science Foundation; NSF has not approved or endorsed its content.



Agenda

- 1. Industry Relationship-Building Strategies**
- 2. Implementing a Workforce Conversation**
- 3. A Regional Approach to Collaboration**
- 4. Impacts of Workforce Conversations**



1

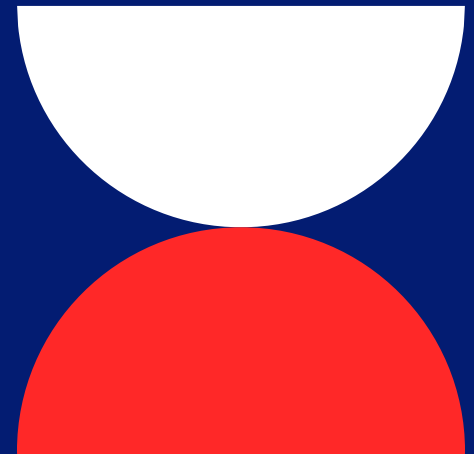
Industry Relationship- Building Strategies



Strategies:

Initial Contact

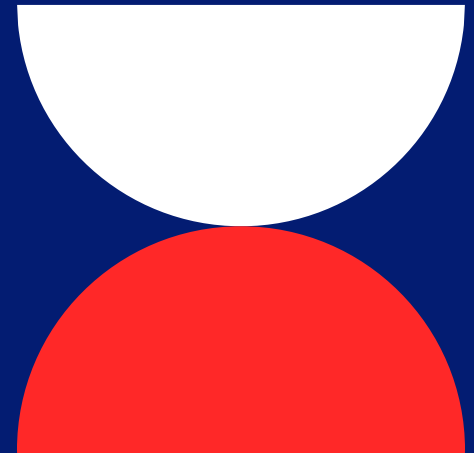
1. Introduce yourself: Don't wait for potential partners to come to you
2. Walk their floors: Invite yourself over and ask for a detailed tour
3. Ask what they need: Take notes and talk to employees
4. Capture data to inform program design: Teach the content needed in your service area



Strategies:

Deepen the Relationship

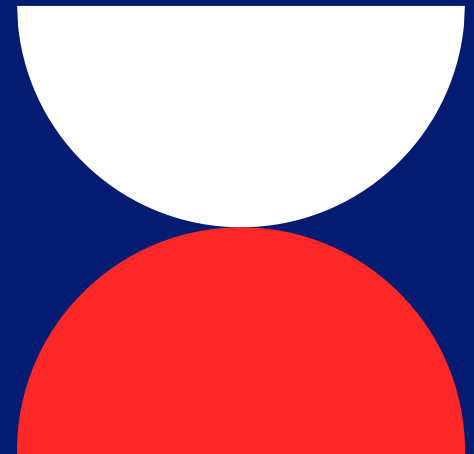
1. Invite them into your program: Visit classes, tour your labs, provide program information
2. Show them how you are meeting their needs: Provide resumes, access to students, program content
3. Build a conduit for student workers and graduates to connect with employers: Be a matchmaker
4. Establish Advisory Boards or BILTs



Strategies:

Reap the Benefits

1. Strengthen relationships by asking them to participate: Field trips, guest lecturers, interviews
2. Tell partners what you need: Equipment, parts, teachers, student recruitment
3. Be honest: Say NO to donations you can't use or special request projects that don't fit into the overall curriculum



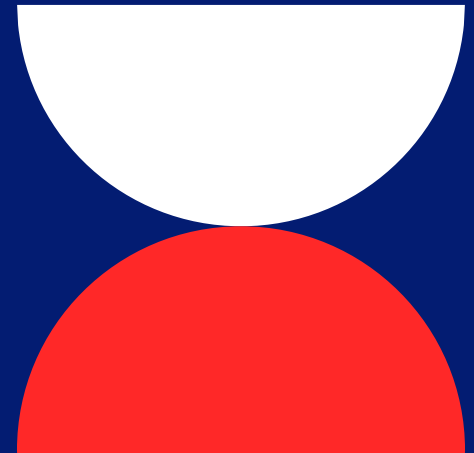
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Implementing a Workforce Conversation



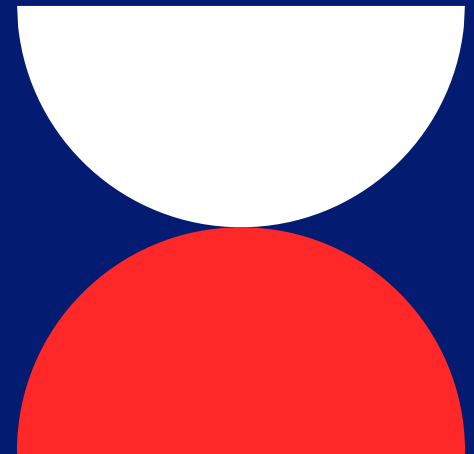
Planning

1. Identify an outcome goal for your program
2. Select attendees who can provide your goal
3. Set a date deferential to your invitees
4. Choose a benefit you will provide attendees
5. Gather evidence to support your ask



Implementation

1. Coordinate early with your administration
2. Reserve a venue
3. Plan program and speakers
4. Save the Date or RSVP Invitation
5. Order refreshments
6. Prepare presentations and handouts
7. Plan to capture attendance and commitments



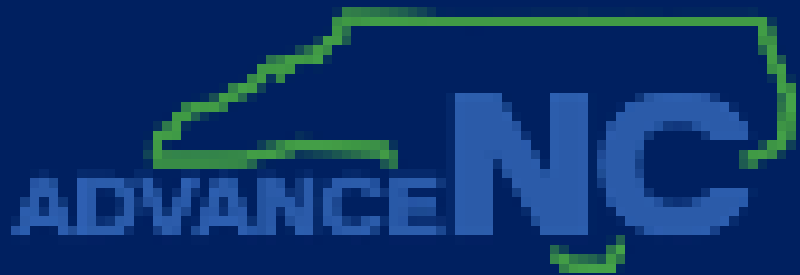
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A Regional Approach to Collaboration

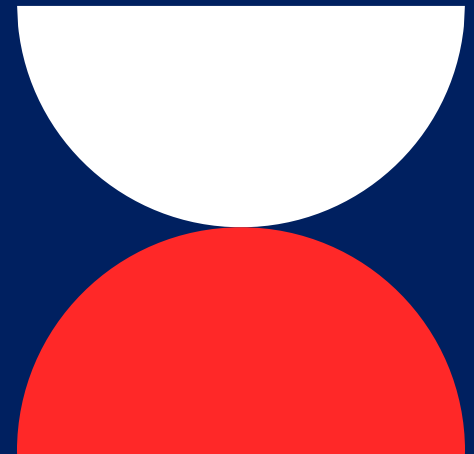


AdvanceNC

“AdvanceNC is a collaborative group of community colleges, universities, workforce development boards, and workforce partners in Central North Carolina engaging with employer stakeholders to support the development of a robust talent pipeline serving the regional manufacturing community.”



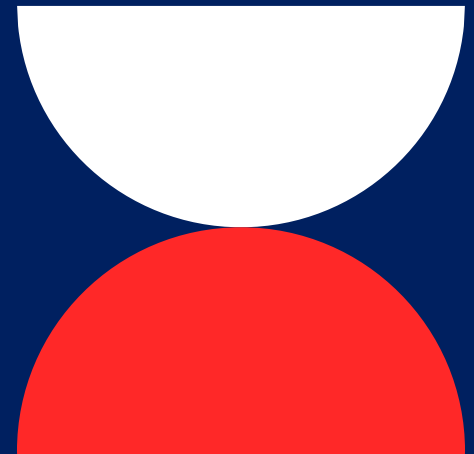
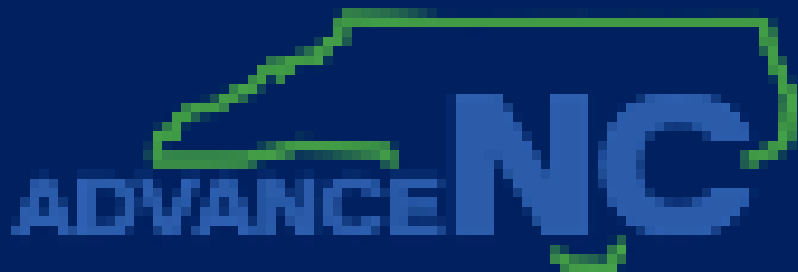
<https://advancenc.com/about/>



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Why Use A Regional Approach?

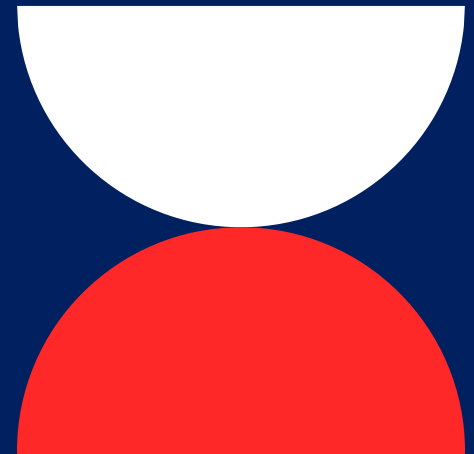
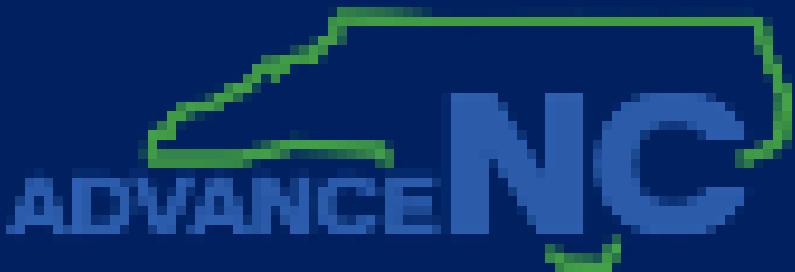
- ☐ Employer size warrants need to hire workers from more than one county/CC area
- ☐ Employers want graduates with set of skills that is consistent across CCs
- ☐ Employers want process of interacting with CCs to be consistent


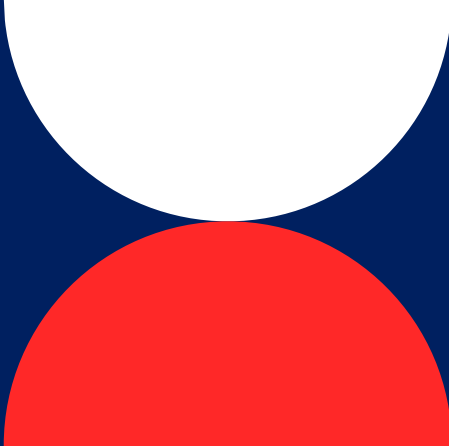


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Regional Employer Engagement Events:

- ❑ Three community colleges (six counties)
- ❑ Rotate hosting duties at CCs
- ❑ Facilitated 2-hour conversation on workforce issues
- ❑ Focus of initial event: Instructional Capacity





4

Impacts of Workforce Conversations



Discussion

WC impacts realized by presenters

- Industry expressed interest in helping with the instructor shortage problem
- Industry indicated they would like to continue the conversation and discuss other topics relevant to both them and the CCs
- Industry gained a better understanding about why “just offering more sections” is not usually a viable option to increase number of grads



What impacts
would you like
to see?



Thank you

Marci: galem@centralvirginia.edu

Evelyn: ecbrown8@ncsu.edu



Scan for a copy of the survey

