



Nebraska Next Generation Industry Partnerships

March 2018

YORK AREA LAUNCHES JOINT NEXT GENERATION & TPM MODELS (PAGE 4)

IN THIS ISSUE

Growing Our State, One Region at a Time

by Linda Black, Targeted Industry/Talent Manager

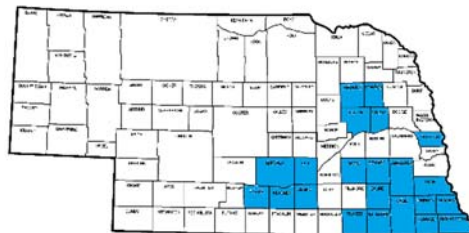
April, 2018, marks the one-year anniversary of the launch of Next Generation Industry Partnerships throughout the state.

Facilitated by consultants through the Woolsey Group, this collaborative model builds on the synergistic energy of motivated businesses and public partners who recognize that large-scale change is possible when all parties work together.

Workforce challenges, industry re-branding and infrastructure opportunities are some of the areas being tackled in these business-driven, collaborative partnerships. As momentum builds and areas of opportunity increase, so has the mindset that a new collaborative approach is no longer a “nice idea,” but a necessary change. This

newsletter is the first of future quarterly issues that will be dedicated to the developments, successes and opportunities of Next Generation partnerships in the state of Nebraska.

Much appreciation to all those who have invested their time and talent to growing our state, one region at a time.



This map highlights the counties currently participating in Next Generation Industry Partnerships.



Central Manufacturers Join Forces for Best Practices Tour

Page 2



The Goldilocks Challenge

Page 4

Central Manufacturers Join Forces for Best Practices Tour

by Chuck Mix, Plant Manager, BD Medical Holdrege

Smiles abounded at the Becton Dickinson (BD) plant on March 1, as 15 training coordinators and public partners donned hair nets and safety glasses before entering the Holdrege medical device plant. The facility manufactures medical syringes and alcohol swabs, and is a leader in the treatment of diabetes care worldwide. This was the first of future best practices tours coordinated by the Central Manufacturing Partnership Training Committee.

The purpose of the tour was to share training best practices and discuss shared challenges and potential solutions. The tour was facilitated by Plant Manager Chuck Mix, and the pre- and post-tour discussion by Mix as well as Dave Arnold, President of Royal Composites, and Brian Deakin, HR Manager at BD. Much of the conversation revolved around the challenges of finding and developing technical talent in the area. Highly skilled mechanical and programming workers usually need to be developed: the immediate pipeline is simply not large enough to meet the needs of manufacturing businesses in the area. The group discussed how to partner with education, and how to develop strong internal training

programs to supplement external efforts. The next tour is tentatively scheduled for May, 2018.

In addition to increasing manufacturing training opportunities, other goals of the Central Manufacturing Partnership include deepening existing and building new partnerships with schools, as well as increasing air and ground transportation. Recently the partnership collected letters from business partners to petition the addition of an American Airlines flight from Grand Island to Chicago, and a decision will be made in the coming months.

Brian Deakin, BD HR Manager and Dave Arnold, President of Royal Composites, are the business champions of this partnership.



Click [here](#) for a video interview with Brian.

Southeast Region: “We are Another Kind of College”

by Rick Nelsen, CECD, Nebraska Public Power District



The Southeast Region launched its effort with a meeting of manufacturers in Beatrice on February 15. Nine manufacturers attended the initial meeting, while another seven expressed interest but were unable to attend. Discussion was lively, and focused on an initial target area for action: improving the image of manufacturing while marketing to attract talent to the industry. This will involve a three-part strategy to develop new messaging about manufacturing, engage local youth and adults, and attract outside talent to the region. Much discussion was centered on the idea that a manufacturing job is not an “alternative to college” but “another kind of college.” A follow-up phone call has been held, and plans are being made for another face-to-face meeting in mid-April.



Unique to this region’s effort is the fact that the invitees have crossed state boundaries. The region consists of eight Nebraska counties: Otoe, Nemaha, Richardson, Pawnee, Johnson, Gage, Jefferson and Thayer; five counties in Kansas: Brown, Nemaha, Marshall, Washington and Republic; two in Missouri: Atchison and Holt; and Fremont County in Iowa. The launch meeting was championed by Scott Volk, Metalquest (Hebron, NE); Patrick Ratigan, Ratigan-Schottler (Beatrice, NE); Roger Wilson, CJ Foods (Pawnee City, NE and Bern, KS) and Matt Froeschl, Wilde Tool (Hiawatha, KS).

Jason Esser, CECD, of Omaha Public Power District and Rick Nelsen, CECD, of Nebraska Public Power District are serving as the co-conveners of this regional effort.

Omaha Region: Healthcare Organizations Define Shared Priorities

by Keith Station, Director of Business Relations, Heartland Workforce Solutions, Inc.

Stakeholders convened twice in 2017 to prepare for a strategic and collective launch of an industry partnership for the Greater Omaha area.

A healthcare partnership officially launched on January 10, 2018, hosted at CHI Health's McAuley Fogelstrom facility in the RightTrack Space. The gathering was championed by four local area healthcare executives: Cliff Robertson, CEO, CHI Health; Dan DeBehnke, CEO, Nebraska Medicine; Kenny McMorris, CEO, Charles Drew Health Centers; and Andrea Skolkin, CEO, OneWorld Community Health Centers.

These individuals have lent their support and involvement to the advancement of five priority areas:

behavioral health, developing a skilled workforce, consumer engagement, key policy issues, and an Omaha medical inventory.

Key stakeholder agencies involved in the launch planning included: Greater Omaha Chamber, Heartland Workforce Solutions, Metropolitan Community College, Nebraska Department of Labor, Nebraska Department of Economic Development, Nebraska Department of Education, Douglas County Board of Commissioners and Omaha Public Schools.

Keith Station, Director of Business Relations from Heartland Workforce Solutions, is the convener of this partnership.

York Area: Competencies for Shared Entry-Level Position Selected

by Valentina Obafunwa, Economic Development Consultant/Industry Partner Coordinator, DED



Research shows that manufacturing is the industry most impacted by the phenomenon of the Silver Tsunami, with 10,000 Baby Boomers retiring each day. At the manufacturing

partnership launch in York at the end of January, employers confirmed this trend and shared the challenges they are experiencing in hiring skilled talent.

The York area manufacturing partnership is Nebraska's first joint Next Generation Industry Partnership and U.S. Chamber of Commerce Foundation Talent Pipeline Management (TPM) model. The TPM model is a workforce development initiative that uses supply chain principles to address workforce needs.

To date, two meetings have been held with 10 York area business partners, chambers of commerce and economic developers. The goal in this partnership is to create a

workforce pipeline and reduce the time needed to fill jobs as well as the cost of onboarding.

At the March meeting, business partners selected the title "manufacturing technician" to reflect the shared entry-level demand for machinists, welders and production technicians. The group also selected competencies with the goal of creating a common language for foundational skills important to the role. The next step is for businesses to quantify and aggregate their workforce needs in the form of a survey, and later to review the data with education and workforce partners to begin identifying potential solutions.

**Depending on the establishment of a Lincoln partnership, this York partnership will be incorporated into Lincoln if that region chooses to form a manufacturing partnership.*

Marguerite Himmelberg, Director of Client Solutions & Workforce Development from Southeast Community College, is the convener of this partnership.

Northeast Region: Initial Steps Taken Towards a Manufacturing Partnership

by Spencer Hartman, Economic Development Consultant, DED

A broad base of public partners representing workforce, economic development, community colleges, chambers of commerce and others from Norfolk, Columbus, West Point and Schuyler convened in the city of Madison on February 16.

Labor market information (LMI) data was analyzed, and a great deal of boots-on-the-ground knowledge and perspectives were discussed among the partners.

All who were in attendance agreed to move forward with creating a manufacturing sector partnership in the region, with a Healthcare partnership to be created in the future.

However, many partners expressed capacity issues in terms of being able to serve as a convener, which is resulting in the partnership being slow to develop until such leadership is identified.



Consultant Corner: "The Goldilocks Challenge"

by John Melville, Next Generation Team

Congratulations! You have had a successful launch meeting, led by industry. They showed up, then rose up as champions to volunteer for one or more shared priorities for action. As community partners, you played the role of quiet observers, giving the business leaders space to identify and commit to their priorities. So far, so good. But now, you're not sure how you should approach the next stage. It's a classic Goldilocks problem: as community partners, we don't want to come in "too hot" or "too cold" in working with industry champions, but want to play our roles "just right." How long do we hold back? When do we plug in and help? Well, it depends. Here are some do's and don'ts for navigating this unfamiliar terrain:

1. **DO** continue giving industry champions the time and space to talk with one another about their priorities. After launch, follow-up phone calls and in-person meetings among businesses should continue to have the industry-led quality of the launch meeting, rather than the feel that community partners are taking over.
2. **DON'T** jump in with quick solutions before businesses have come to a strong, collective view of what they want to achieve. Even if your ideas are good ones, they will never be implemented if the industry champions haven't had an opportunity to explore their own ideas and develop a curiosity about what other ideas might work.
3. **DO** begin to ask industry champions clarifying questions, helping them define what success looks like and possible early wins. However, you must do this without putting your "thumb on the scale" and leading them to your desired outcomes and actions.
4. **DON'T** just throw community partners together with industry champions without careful thought. Think about who on your team of community partners would be best "first responders," most able and willing to work with industry champions as partners (vs. customers), drawing out the ideas of the champions, and carefully mixing in their ideas for collaborative action.

Probably the most important piece of advice is: remember to use the "ownership test." If you are unsure about your next steps with industry, ask yourself the following: "Is what I am about to do going to increase or decrease the level of ownership that industry champions have in their own sector partnership?"