



KICKING OFF THE NORTHEAST MANUFACTURING PARTNERSHIP LAUNCH ON OCT. 18

# Nebraska Next Generation Industry Partnerships

October 2018

IN THIS ISSUE

## Manufacturing Partnership Launches in Northeast Nebraska

by Nicole Sedlacek, Economic Development Specialist, Nebraska Public Power District

Over 17 manufacturing leaders from Northeast Nebraska came together on October 18 to identify opportunities and actions for sector growth. Industry leaders were joined by community partners from workforce development, education and economic development.

The group narrowed on three focus areas: *growing an entry-level and skilled-trade talent pipeline, promoting pride in manufacturing careers and improving infrastructure in the region.*

The partnership will focus on employability skills while working to increase the number of welders/fabricators, machinists and maintenance technicians. Plans also include creating a marketing campaign targeting

youth, parents, educators and adults changing careers.

The third focus area is improving supplier, building and surface/air infrastructure. Specifically, the availability of freight carriers and 24/7 repair services, the reduction of red tape for industrial building additions and supporting efforts to increase four-lane highway access and air service in the region.

Later this fall, leaders will participate in conference calls to further develop outcomes and early wins.

*Business champions are: Associated Wholesale Grocers, Blazer Mfg., Cardinal Health, Duo Lift Mfg. and Nucor. Conveners are the Columbus and Norfolk Chambers of Commerce and NPPD.*



### Southeast Healthcare Partnership Develops 60 Day Action Plan

Page 2



### Consultant Corner: Four Ways to Get the Word Out

Page 4

# Southeast Healthcare Partnership Develops 60 Day Action Plan

by Gary Targoff, Workforce Board Consultant, Lincoln Co-Convener

## HEAR WHY OUR CHAMPIONS CHOSE TO GET INVOLVED:



Click the [photo](#) (to a linked video) to learn why **Jan Garvin** (Bryan Health), **Heath Stukenholtz** (Tabitha) and **Eva Priebe** (CHI Health) chose to champion the Southeast Nebraska Next Gen. Healthcare Sector Partnership.

Approximately 20 members of the healthcare industry gathered for the second Southeast Nebraska Next Gen. Healthcare Sector Partnership meeting on October 17. The group discussed next steps in implementing 60 day action plans for the three priority areas of: *Increasing Talent Pipelines, Building Industry Awareness and Improving Care Coordination and Community Engagement.*

Facilitated by co-conveners Marguerite Himmelberg (Southeast Community College), Bryan Seck (Prosper Lincoln/LPED) and Gary Targoff (Greater Lincoln Workforce Development Board), the three subcommittees have now developed the following action plans:

**Care Coordination:** The committee will identify strategic partners currently involved in the transition process from acute to post-acute settings in order to collect best practices. Additional steps include identifying funding options for technology outcomes and parameters to be assessed by the team.

**Recruitment and Awareness:** The next steps are to identify and assess current career marketing information; contact educational institutions to determine what they need from the industry (i.e., internship placements) and survey industry partners to determine the types of positions they recruit.

**Talent Pipeline:** The committee will identify current CNA offerings (capacity and obstacles); collect assessment tools currently utilized; determine area need for CNA, CMA, MA, RN and document requirements and create a graphic illustrating the career path for those positions.

All three subcommittees will meet at least once more within the next 60 days to determine progress and adjust assignments as necessary.

# Southeast Manufacturers Creatively Tackling Workforce Shortages

by Jason Esser, CEcD, Omaha Public Power District

The Southeast Next Gen Industry Sector Partnership is comprised of manufacturers from 16 counties in Nebraska, Kansas, Iowa and Missouri.

Over the course of two meetings, the industry partners identified Workforce as their primary concern. In order to improve the situation, the image and perception of manufacturing needs to change. To date, a marketing firm has been identified and a proposal for an image campaign for the Southeast region of Nebraska is under review. Additionally, two drive-thru career fairs have been held, with 104 employer information packets being distributed. The group also plans to implement "Gottcha" cards, which are a wallet-sized recruitment tool that partnership members can give to potential candidates.

The next meeting will be held November 16 at four Southeast Community College locations, utilizing "Life Size" video conferencing to reduce drive time so more industry partners can participate.

# GOHIP: Refining Priorities and Driving Action

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

The Greater Omaha Healthcare Industry Partnership (GOHIP) reconvened for the third all-participant meeting on September 13, and was hosted by Nebraska Medicine. The meeting objectives were to provide updates, refine the vision and determine next steps for the three focus areas: *Defining and Creating the Future Skilled Workforce*, *Behavioral Health Integration Coalition* and *Consumer Engagement*.



Denise Robertson, CHI Health Division Director HRBP & Support Services, presided over the meeting as lead facilitator. "This was the first of the three meetings held without the presence of our [Next Gen] consultants," said Robertson. "I was happy to see my fellow Healthcare industry leaders engage in a way that makes this initiative truly industry-led in how we collaborate on our areas of focus."

The main discussions and action planning centered on topics related to *Workforce* and *Consumer Engagement*; however, the group remains motivated to make headway on the *Integration* topic. The *Workforce* committee is conducting a community inventory to determine current marketing and healthcare exploration programs in high schools and community agencies. The group is also seeking to become a "flipped advisory council" for secondary and post-secondary institutions to learn about the many opportunities within healthcare. The *Consumer Engagement Committee* is working on creating greater transparency within the healthcare system.

The *Consumer Engagement* team decided to absorb the topic of developing an "Omaha Medical Inventory." The group felt this resource would be most beneficial in supporting patient access to care.

## Continued Progress in Central Nebraska

by Susan Nickerson, One-Stop Coordinator, DED

The Central NE Manufacturing Partnership (CNMP) has seen a number of accomplishments on its three initiatives through monthly committee work and planning efforts by the business champions.

The Transportation Committee has been working with Central NE Regional Airport (CNRA) to secure flights to eastern destinations, preferably Chicago. Eighteen support letters from partnership member manufacturers were sent to CNRA, which impressed both American Airlines and United Airlines. With positive utilization and projection numbers, a flight to the east seems likely, although the timing is delayed due to internal logistics considerations of the airlines. Public partners serving on this committee also produced a Ground Transportation Matrix for planning logistics of customers and guests to manufacturing companies in the tri-cities.

The second committee is the Partnering with Schools Committee, which recently received reports from six schools in Central Nebraska. The reports contained examples of successful ongoing activities between community schools and businesses, and will aid the committee in identifying best practices and determining gaps for future projects. This committee is also researching tour engagement for student audiences.

The Training Committee is focused on improving training opportunities for partnership companies, and will be led by training coordinators from each manufacturing facility involved with the partnership. The group is currently in the planning stage, and future best-practices facility tours are being discussed.

The next full partnership meeting is scheduled for November 6.

# Next Gen. Impact around the Nation

by Valentina Obafunwa, Economic Development Consultant, DED

Next Generation Industry Partnerships are creating an impact in Nebraska and across the nation. These partnerships have created career pathway systems for their employees, have organized facility tours and summer camps, and have offered scholarships in order to attract talent. They have even secured flights to their regions and created a freight sharing program to coordinate shipments and save on transportation costs. Below are additional examples of the impact:

## Manufacturing:

- [Northern Colorado Manufacturing Partnership](#)  
Hosted a *Parent's Night* on-site at a partner manufacturing facility. Over 200 parents and students attended. Eight school partners and about 25 manufacturing companies were involved in the event.
- [Montana Gallatin Valley Manufacturing Partnership](#)  
Developed a *10-day educational curriculum* for high school students to help them investigate potential career options in manufacturing. Classes are taught by manufacturers in the partnership and also include facility tours and classes offered by the local community college.

## Healthcare:

- [Greater Metro Denver Healthcare Partnership](#)  
Introduced apprenticeships into their organizations in the areas of: Medical Lab Technicians, Certified Nurse Aides and Medical Assistant Apprenticeships.
- [South Texas Healthcare Partnership](#)  
Developed a multifaceted approach to address uninsured and underinsured patients who go from one ER to another instead of going to a primary care physician. Focusing on dialysis patients, developed grassroots patient education, stronger referral arrangements to community providers and an expansion of in-home dialysis technology and support.

## Consultant Corner: *Four Ways to Get the Word Out*

by Lindsey Woolsey, Next Gen. Consultant, The Woolsey Group

Need to grow your industry partnership? Relying on the same core group of businesses to drive all the action? Consider some basic marketing techniques to expand the ranks:



- 1) **Create a name and logo for your partnership** that your core group of business leaders can become inspired by. For example, eight manufacturers in a partnership in West Texas each submitted (via email) ideas for a partnership name. Then they voted. The result? The Big Country Manufacturing Alliance (BCMA), plus some bonding and buy-in among the group. Next up? One volunteered their internal public relations staff person to create a logo.
- 2) **Get a basic website.** These days this is easy stuff, and cheap, too. A partnership website does not have to be complicated — just get some basics and make it look nice. Check out <https://mauicountyhealthcare.org/> and <https://nocohealthsector.org/> for healthcare examples, and <https://nocomfg.com/> for a good manufacturing example.
- 3) **Make a short video about your partnership**, using real interview footage with business members. Got a college or university nearby? Ask if there are film or technology students who need a real project. Get them to your next quarterly meeting to interview. Here's an example of a statewide video from Wyoming: <https://www.youtube.com/watch?v=bwld4mEtfwk>.
- 4) **Move on an easy deliverable, and then share it widely.** A workforce-focused committee of the Silicon Valley Advanced Manufacturing Network put this video together as a recruitment mechanism for young people: <https://app.box.com/s/zbv6d6ffoja5doylqw86osqu44p1yd4l>. It's a great way to convince other manufacturers to join the partnership too. Bottom line? Get your partnership out there, make it visible.