

Creating Partnerships with Community Colleges to Connect Youth to the Trades

Lessons from Denver and San Bruno

Workforce Development Community of Practice
Urban Manufacturing Alliance

Justin Collins & Corey Zetts, Co-Chairs
April 12th, 2017

Creating Partnerships with Community Colleges to Connect Youth to the Trades



Today's Agenda:

- Welcome and introductions
 - Poll – Where are you calling from?
 - 5 minutes
- What is the Workforce Development CoP?
 - Justin Collins and Corey Zetts, Workforce Development CoP Co-Chairs
 - 5 minutes
- Introduction to Today's Webinar and Speakers
 - Claire Michaels; Workforce and Hiring Manager, SFMade – Facilitator
 - 5 minutes
- San Bruno Case Study
 - Alpha Lewis; Adjunct Faculty, Skyline College and Instructor of Warehouse Academy, Goodwill Industries
 - 10 minutes
- Denver Case Study
 - Sarah Wilson; Business Development Workforce Services, Office of Economic Development, City and County of Denver
 - Janet Colvin; Manufacturing Pathways Campus Coordinator, Community College of Denver
 - 10 minutes
- Question and Answer Session
 - Please type your questions into the Questions box in your Control Panel
 - Alpha, Janet, Sarah, Claire, Justin, Corey
 - 30 minutes
- Thank you!

The Urban Manufacturing Alliance

UMA is a coalition of 500 members across 150 cities that are sustaining and growing manufacturing in urban centers. Through Gatherings, original research, policy development, and our Communities of Practice, UMA is working to ensure that cities continue to be places where we make things.

Manufacturing matters, and it matters deeply to the health and vitality of cities. A strong urban manufacturing base supports innovation, sustains living-wage jobs that provide a crucial pathway to the middle class and promotes workforce inclusion.

What is a CoP: *A mechanism for our members to easily access each other's expertise and drive the creation of resources.*

UMA's Four CoP's include:

- Equity
- Land Use Policy and Real Estate Development
- Workforce Development
- Local Branding

Thanks to our *Workforce CoP Advisory Board*

Justin Collins – Southwest Brooklyn Industrial Development Corporation, Brooklyn (CoP Co-Chair)

Corey Zetts – Menomonee Valley Partners, Milwaukee (CoP Co-Chair)

Steve Charters – Made in Montreal, Montreal

Claire Michaels – SFMade, San Francisco

Mike Slezak – Jane Addams Resource Center, Chicago

Stephen Tucker – Partners for a Competitive Workforce, Cincinnati

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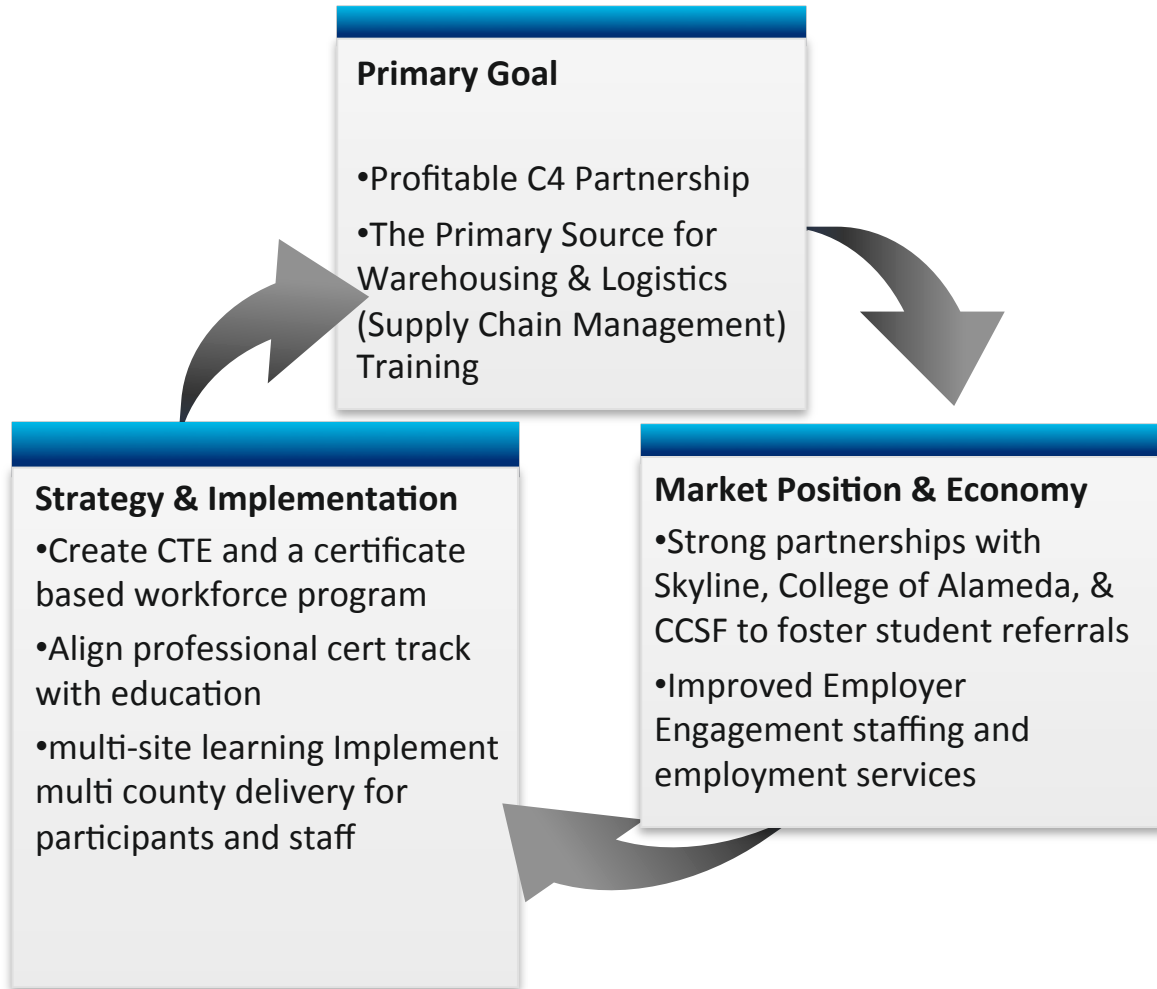
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Community College/Career Collaboration (C4)

Since 2009, Goodwill (GII) and the American Association of Community Colleges (AACC) have capitalized on the alignment of their missions to advance credentials and employment success for low-income and underserved populations served by Goodwill Industries.



W&L Program Strategy



Goodwill[®]
SAN FRANCISCO | SAN MATEO | MARIN



SKYLINE COLLEGE

Course Details



- Supply Chain Management basics
- Shipping & Receiving
- Inventory management
- Storage Activities
- Transportation
- Process Improvement
- Capstone Presentation



MHI

Career & Technical Education

“We hire them for their hard skills and fire them for their soft skills”





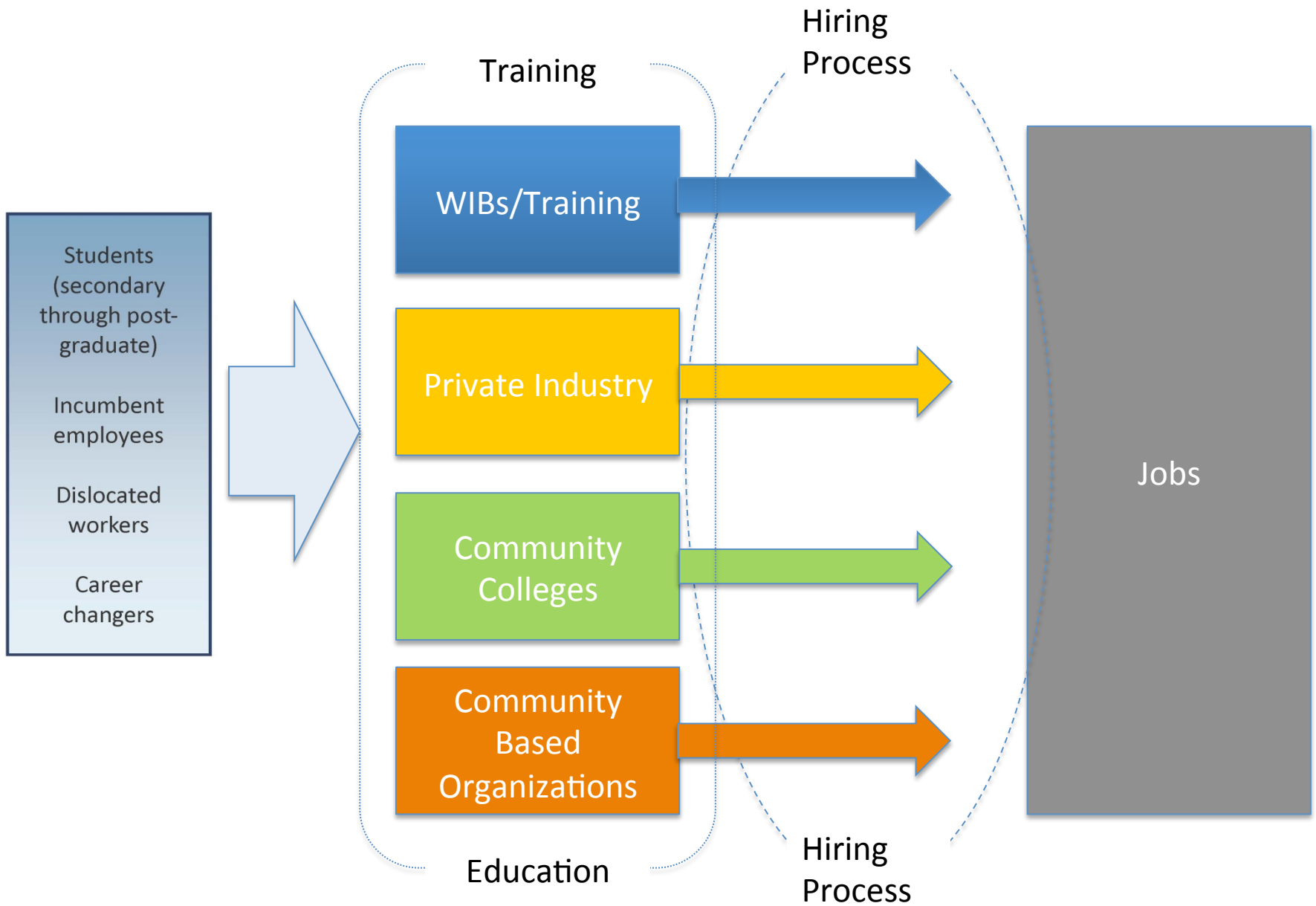
- Designated Program Coordinator & Counselor
- Full access to the United Way's Spark Point center
- Eligible students may receive grants and scholarships
- Students have full access to other courses and will receive priority enrollment





- Career Advisor
- Employer Engagement/ Job Recruiting
- Job Readiness trainer
- Transitional Employment
- Get hands-on work experience while you earn college credit





W&L Professional Certification Flow

Total Collaboration

The Goodwill Impact - Social Enterprise Presence

College Partnerships - Skyline College/SF City College/College of Alameda

Private Industry BAC

Government Interaction
WIB

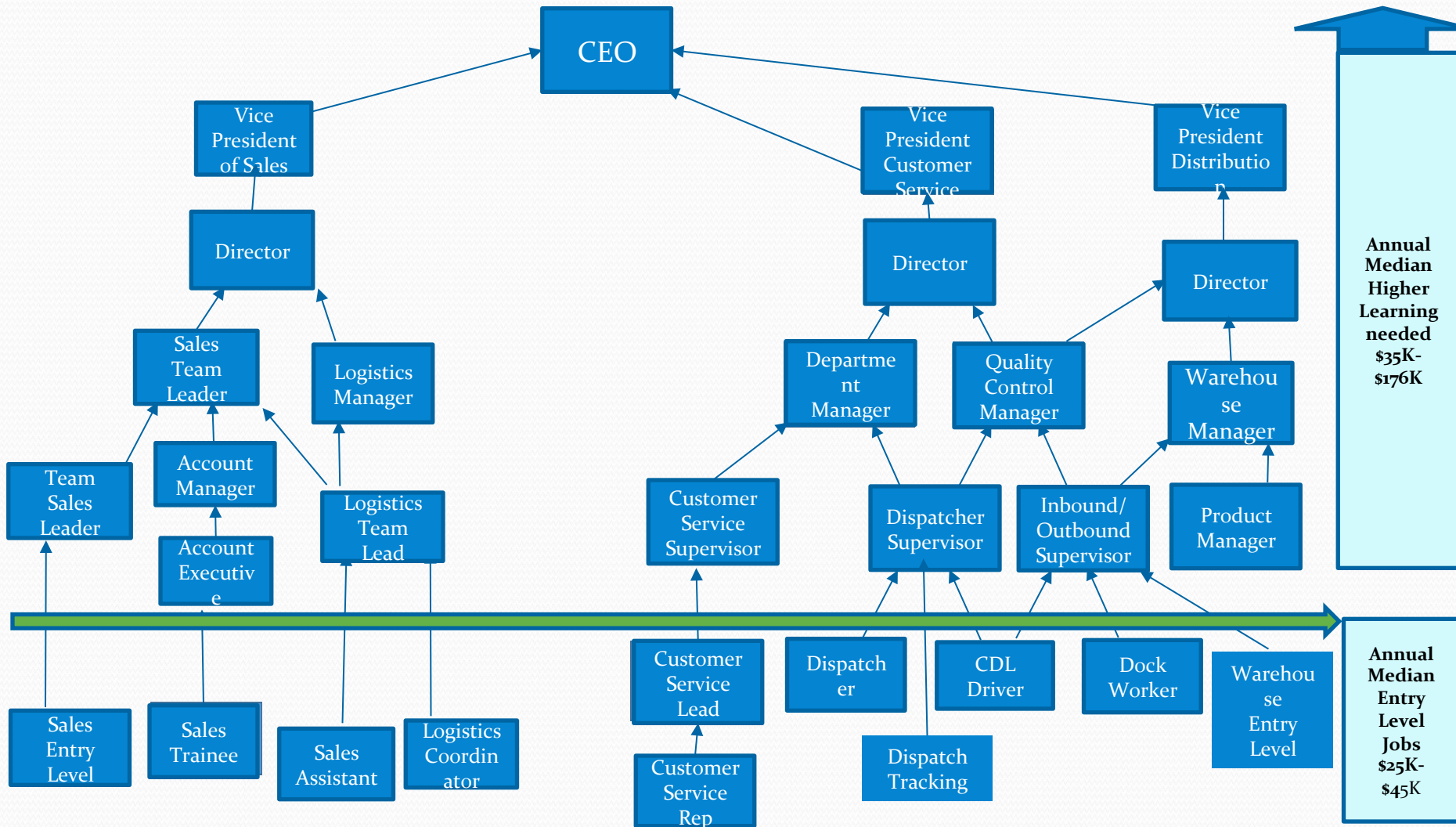


*Photo Credit:
University of Denver, ITI*

Career Pathway

Annual Median →

\$25,000	\$28,000	\$35,000	\$45,000	\$63,000	\$69,000	\$134,290	\$176,000
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Manufacturing Partnerships in Denver

Leveraging Partnerships to Boost Manufacturing and
Build Tomorrow's Workforce

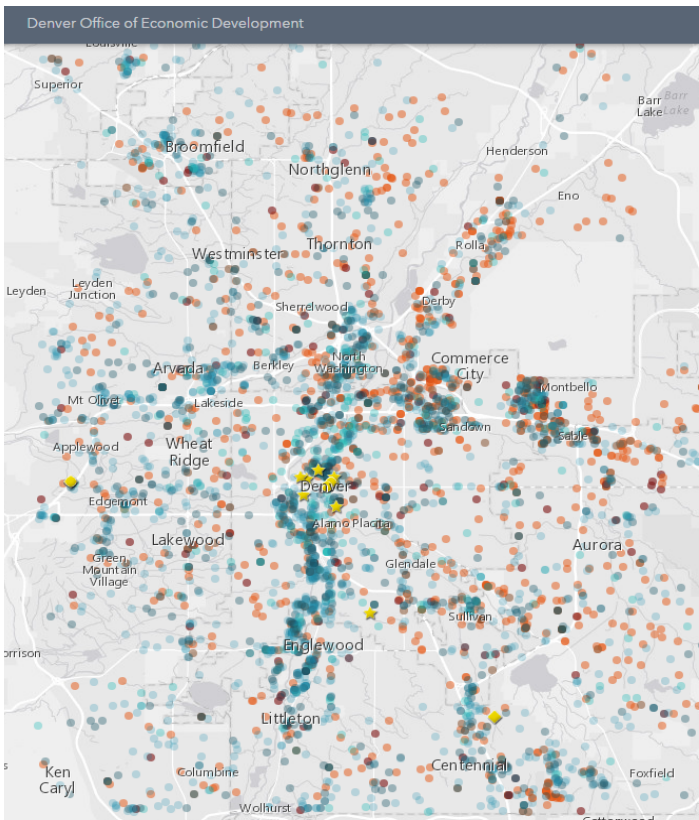


Introductions

Sarah Wilson, City and County of Denver
Janet Colvin, Community College of Denver

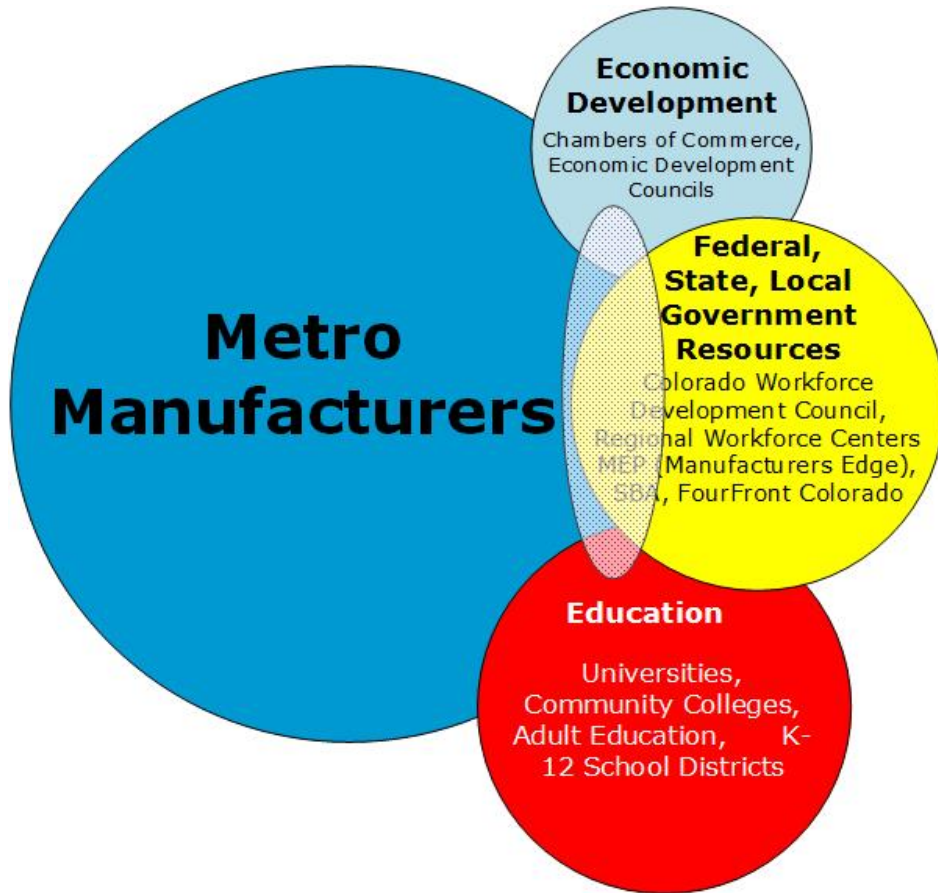


Manufacturing in Denver



Source: Denver Manufacturing Map

- ▶ With more than 20,000 employees and nearly 1,000 businesses, Denver's manufacturing sector is critical component of the regional economy
- ▶ Since 2010, Denver's manufacturing industry has averaged growth rates of 6% per year
- ▶ Local workforce is 70% male, and more than half of those workers are over age 45
- ▶ Manufacturing, Healthcare, and IT are targeted priorities for OED workforce development funding



Building Denver's Manufacturing Partnerships

- ▶ 2013: Denver Advanced Manufacturing Advisory Council
- ▶ Regional Sector Partnerships
- ▶ A common theme: next-generation talent

Developing Talent

- ▶ Industry surveys identified a need for talent and led to the creation of manufacturing career pathways
- ▶ Three central Denver campuses for manufacturing career education:
 - ▶ Emily Griffith Technical College, Advanced Manufacturing Laboratory
 - ▶ Metropolitan State University, Aerospace and Engineering Sciences Building (opens summer 2017)
 - ▶ Community College of Denver, Advanced Manufacturing Center
- ▶ Vast network of partnerships focused on developing new talent:
 - ▶ K-12 education, workforce development, economic development, CareerWise Apprenticeship Program, CHAMP Grant, adult education, universities, community colleges

Community College of Denver Advanced Manufacturing Center

- ▶ Urban Denver Community College
 - ▶ 9,000 students
- ▶ The Advanced Manufacturing Center is a 33,000-plus square foot facility offering degree and certificate programs in machining and welding
- ▶ Corporate Training Facility
- ▶ Project DIY
 - ▶ Engages 9th-10th grade girls in Advanced Manufacturing & STEM Careers
 - ▶ Visit [facebook.com/ccdamc](https://www.facebook.com/ccdamc) for more information



Photo: Community College of Denver

National Manufacturing Day 2016: Tri-Campus Tour and Made In Colorado Expo



2016 NMD Tri Campus Tour
Photo: Community College of Denver

- ▶ National Manufacturing Day (www.mfgday.com)
 - ▶ Celebration of modern manufacturing meant to inspire the next generation of manufacturers
- ▶ Planning Committee Partners: Workforce & Economic Development, Community College of Denver, MSU Denver, EGTC, Manufacturer's Edge, Denver Public Schools, CAMA
- ▶ Goals:
 - ▶ Provide education & career pathway information to STEM students
 - ▶ Showcase post-secondary education options in manufacturing in Denver
 - ▶ Exhibit the diversity of Colorado manufacturing industry (Made in Colorado Expo)

Tri-Campus Tour



2016 NMD Made in Colorado Expo
Photo: Community College of Denver

- ▶ Over 100 high school students attended tour that visited each of the 3 advanced manufacturing campuses (EGTC, CCD, MSU)
- ▶ Over 20 local manufacturers exhibited the products that they make in Colorado
- ▶ Post-Event Survey Results
 - ▶ Student Perceptions
 - ▶ Industry Engagement
- ▶ www.co-mfg-day.com

Lessons Learned

- ▶ Urgency
- ▶ Do Something!
- ▶ Champions
- ▶ Student to Student
- ▶ Ask the Industry!



2016 NMD Tri Campus Tour
Photo: Community College of Denver

Thank You!



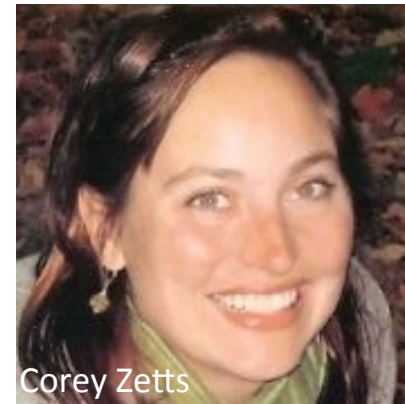
2016 NMD Planning Committee
Photo: Community College of Denver

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Question & Answer Session

To ask a question **type your question** under the “Question” section on your control panel and we will read your question to the group. Please include your organization with your question.



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Colleges to Connect Youth to the Trades



Thank you for joining us!

And don't miss UMA's next program:

***The Land Use Policy and Real Estate Development
Community of Practice Webinar***

"Supporting Small Batch Food Production in Cities"

Wednesday, April 19th at 1pmEST

Sign up at urbanmfg.org/events