

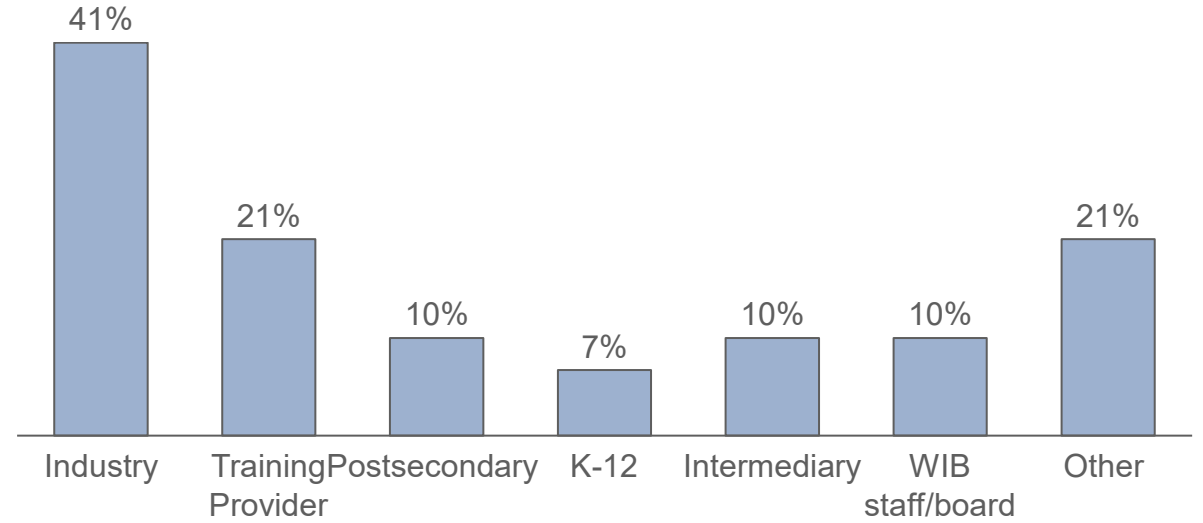
# First Look: Update on October workforce convening

# Pre-retreat survey results

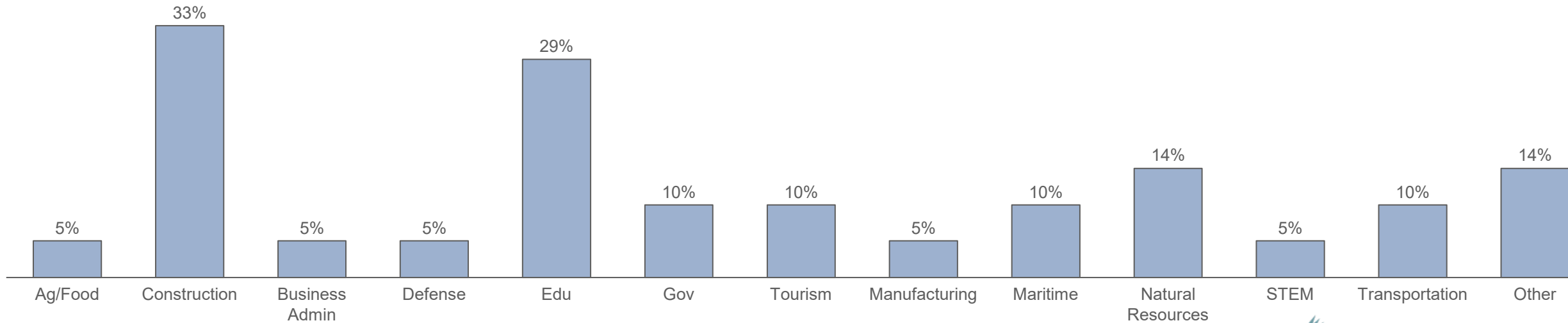
This survey came with the convening invitation

- 29 survey respondents from a variety of roles
- 12 employer responded from a range of industries

## Survey Respondent By Role



## Employer Respondents by Industry



# What attendees said they wanted from this two-day convening...



## Learn the problem

- Identify workforce issues, including how to fill workforce gaps and necessary support services
- Gather information about industry needs and how K-12 education can help address those needs
- Understand if the state has a role to play in the workforce shortage
- Learn more about what our state needs and how AWP can further help



## Center equity



## Deepen partnerships



## Build a plan for change

- Identify the state strategies and possible actions
- Encourage industry participation; to listen and understand employer needs and struggles
- Highlight that we need improvements to our current systems and not new entities



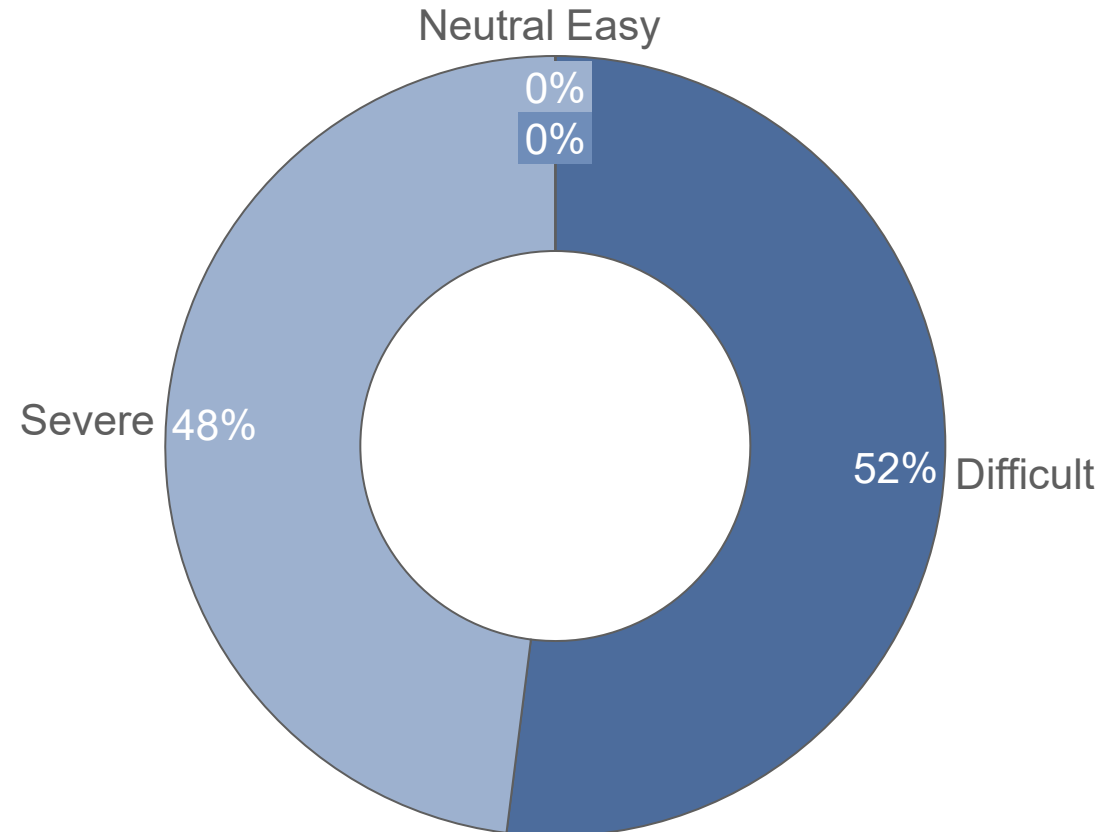
## Make an impact

- Make a positive change
- Help make progress addressing these workforce issues for the entire state

# Pre-retreat survey: 100% of employers and stakeholders agree challenges facing employers ability to fill their talent needs are difficult or severe

How would you describe the level of difficulty you have filling your talent needs?

Industry leaders repeated this message in the breakout groups on 10/31

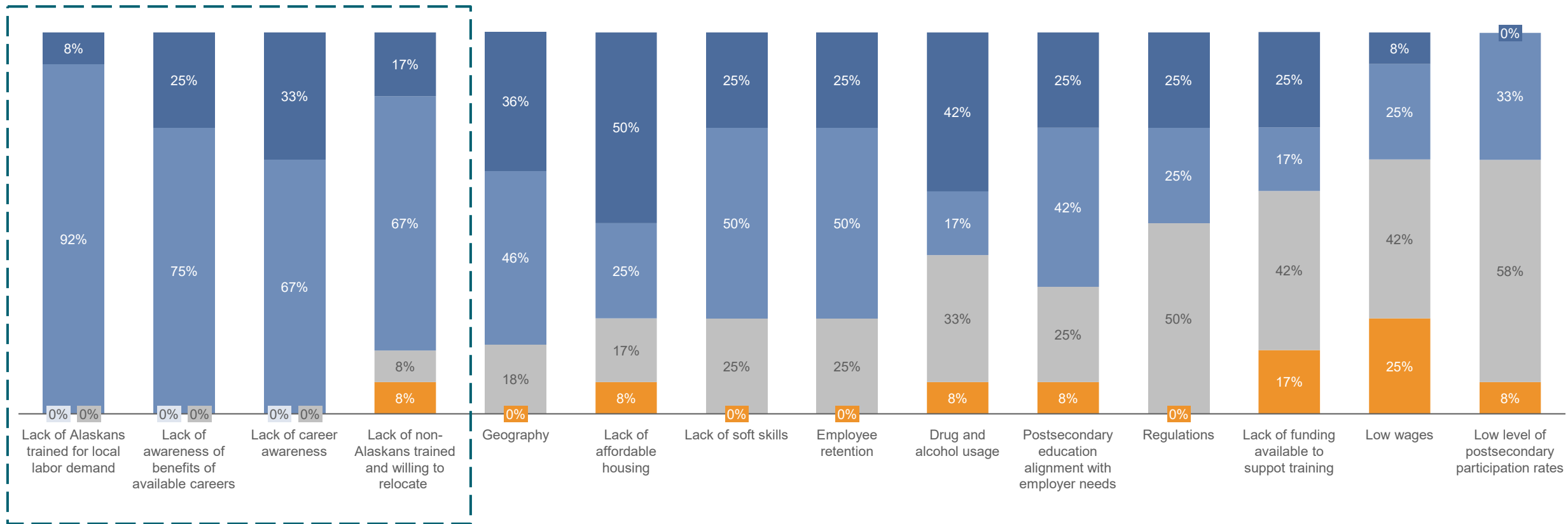


Not one survey respondents said they had an “easy” or even “neutral” time meeting their talent needs

# Pre-retreat survey: Respondents said their biggest challenge is finding enough workers, as well as career awareness and relocation of talent

Please rate the extent to which you believe Alaska employers face these challenges?

Strongly agree  
Agree  
Neutral  
Strongly disagree



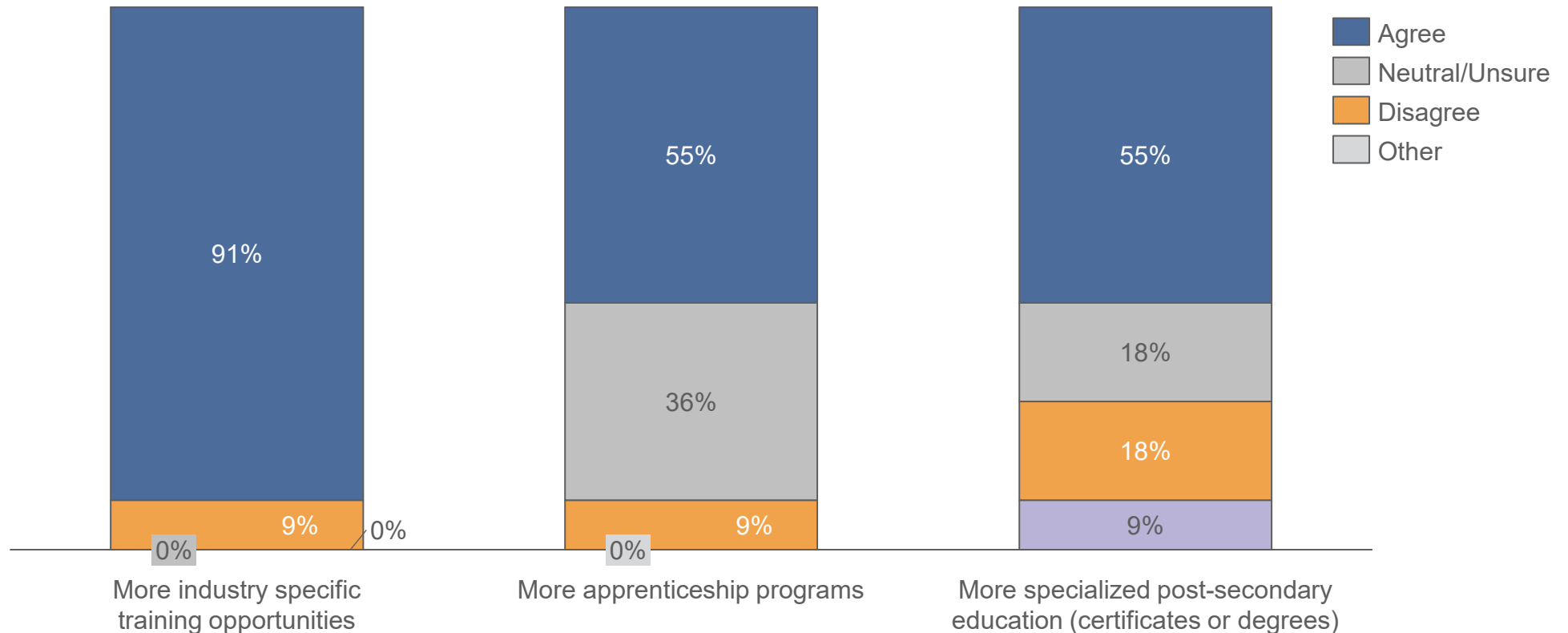
# Pre-retreat survey: Employers need greater industry specific training opportunities and applied learning should center in-demand industries

What types of training would help employers fill talent needs?

Industry leaders repeated this message in the breakout groups on 10/31

**Key insights:**

- All industry specific trainings and applied learning are valuable
- Stakeholders agree Alaska most needs more industry specific training opportunities
- Respondents shared comments that the type of apprenticeships programs and specialized post-secondary need to align to in demand industries to be valuable

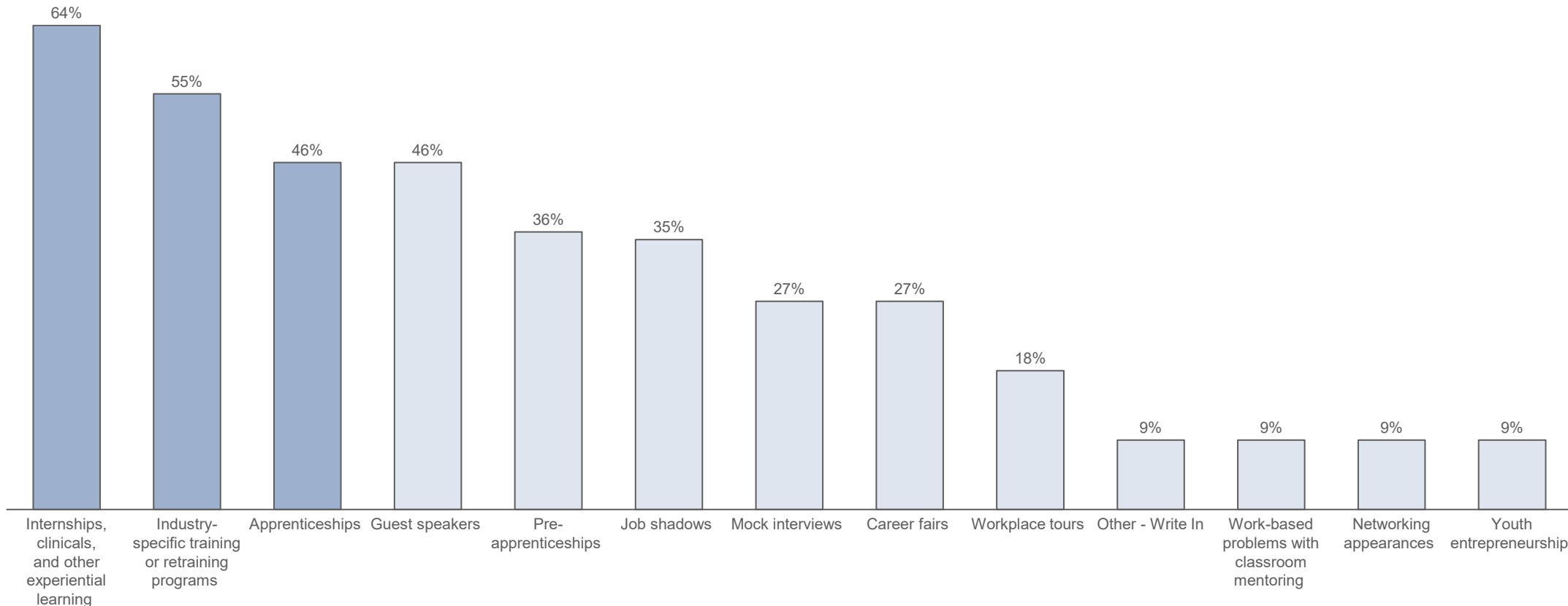


# Pre-retreat survey: Employers want to be involved in creating and supporting applied work-based learning opportunities

What type(s) of career connected learning are you (employers) most interested in being a part of?

**Opportunity for Strong Partnership**

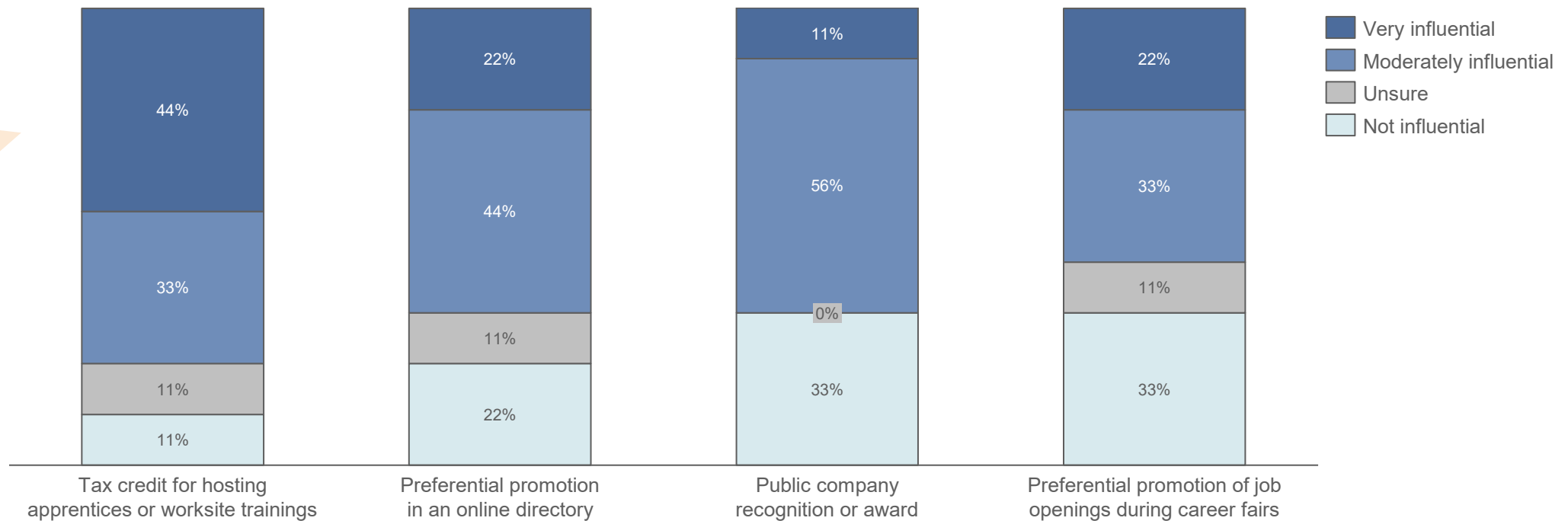
Applied work-based learning experiences are a top priority for workforce training - employers are willing and ready to participate



# Pre-retreat survey: Employers want financial support to create more training opportunities over promoting jobs to the current pool of talent

## What incentives matter to employers?

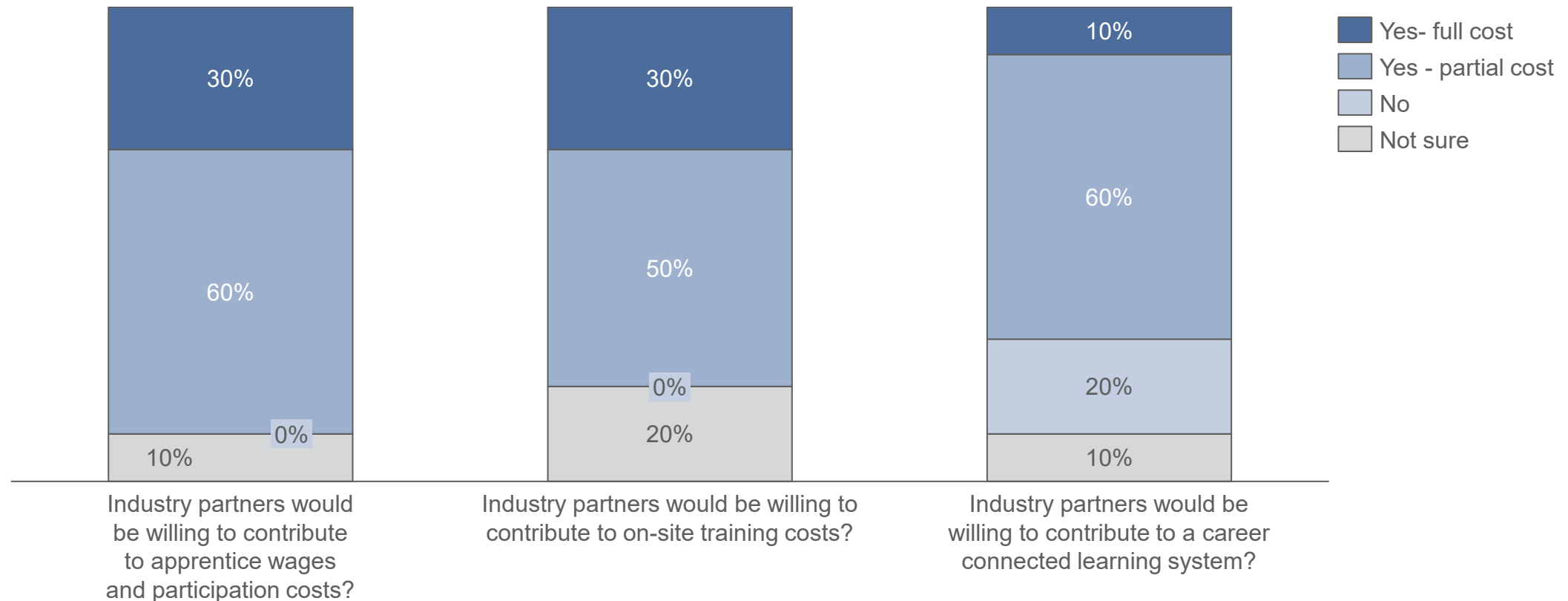
Top incentive for employers is a financial incentive or tax credit to offset costs for hosting apprentices and worksite trainings





# Pre-retreat survey: Employers want a system leader and shared responsibility to improve Alaska's workforce readiness

If/how would industry partners be willing to financially support the workforce system and greater career connected learning



# Meeting was facilitated by Kinetic West with support from AWIB members

## The Kinetic West Team



**Julia Reed**

Consulting Manager  
Hometown: Seattle, WA

**Favorite Alaska place:** Girdwood and the Kenai peninsula

**First workforce experience:** Bookstore clerk



**Emma Kallaway**

Consulting Manager  
Hometown: Seattle, WA

**Favorite Alaska place:** Glacier Bay National Park

**First workforce experience:** Cater waiter

## Thank you to our AWIB moderators

- Mari Selle, Alaska Safety Alliance
- Corey Baxter, IUOE Local 302
- Anthony Ladd, Ironworkers Local 751
- Patrick Rose, Northern Industrial Training
- Brenda Pacarro, Calista Corporation

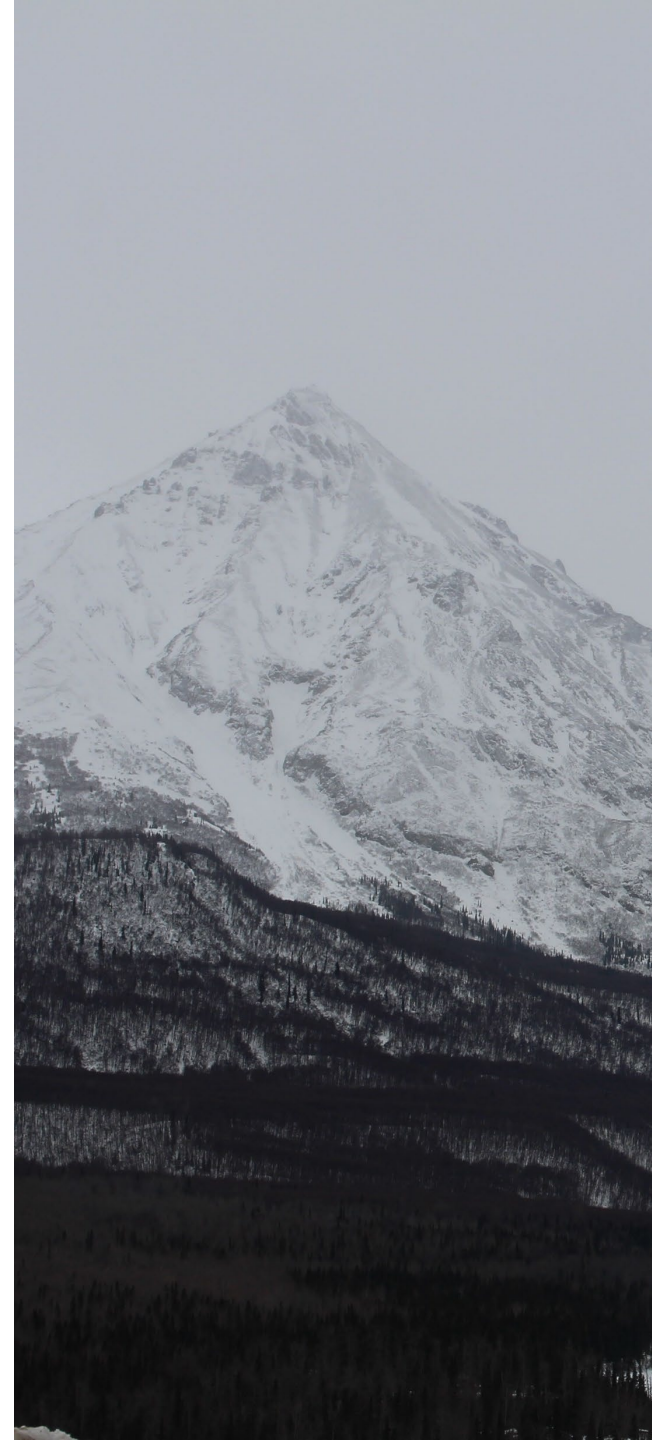
Contact [emma.kallaway@kineticwest.com](mailto:emma.kallaway@kineticwest.com) for follow-up questions

# What we focused on: Day 1

## Day 1: Learning from Industry

What does a successful workforce development system look like from the perspective of Alaska's industries and employers?

- What do industries and employers need to see from the workforce development system?
- What could industries and employers provide the workforce development system to galvanize success?
- What workforce development actions should the state, industry, and educators prioritize?



# What we focused on: Day 1

## October 30th, Day 1: Learning from Industry; 9:00 AM Start; 5:00 PM Close

<b>9:00am</b>	<b>Welcome</b>	<ul style="list-style-type: none"> <li>• Adam Crum, Commissioner of Revenue</li> <li>• Catherine Muñoz, Acting Commissioner of Labor</li> </ul>
<b>10:00am</b>	<b>Current State of Alaska's Workforce</b>	<ul style="list-style-type: none"> <li>• Conversation with Dan Robinson</li> </ul>
<b>10:25am</b>	<b>Visioning Exercise</b>	<ul style="list-style-type: none"> <li>• What does a successful workforce development system in Alaska look like to you?</li> </ul>
<b>11:10am</b>	<b>Learning from Industry</b>	<ul style="list-style-type: none"> <li>• Moderated small group break out conversations with industry speakers</li> <li>• What do employers need from Alaska's workforce development system?</li> </ul>
<b>12:50pm</b>	<b>Success stories</b>	<ul style="list-style-type: none"> <li>• Success stories panel</li> <li>• What is working right now in Alaska's workforce development system? What can we replicate?</li> </ul>
<b>2:15pm</b>	<b>Planning by Region</b>	<ul style="list-style-type: none"> <li>• Moderated small group break out conversations</li> <li>• What projects are coming to each region? What can industry leaders in each region provide to galvanize workforce development success (e.g. jobs, apprenticeships, housing, internships, expertise, etc.)?</li> </ul>
<b>3:30pm</b>	<b>Setting Priorities</b>	<ul style="list-style-type: none"> <li>• What are industry's short and medium-term priorities for workforce development?</li> </ul>

# From the regional break out conversations: What are common workforce needs across all of Alaska's regions

## **An entity to do project coordination and an entity that will support consistency and follow through**

- Single point of contact to convene all of the different workforce boards and volunteer led groups
- Technical assistance for academic policies and dual credit policies
- Connections and polices that encourage K-12 to postsecondary connection
- Best practice sharing
- Potentially could do policy advocacy – help lower barriers to licensure, retention of contract workers, etc.

## **Improved data analysis, data visualization, sharing CTE/training gaps and economic forecasting**

- Technical assistance for using data, provide industry contacts/directory, create a clearinghouse of careers and training
- Data visualization: provide solid data that is easy to digest – what jobs are available, what is the pathway, who is the point of contact
- Aggregate accountability data – so the state can track how well its doing on workforce development in each region
- Better visibility into the “soon to be hired” cohorts – finding cohorts of trainees who are near graduation and connecting with employers

## **Action oriented workplan ready to be resourced; Shared fundraising for new state and federal resources**

## **Project management for a statewide communications and recruitment efforts project management (both for current Alaskans and recruiting moving to Alaska for work)**

- Internal communications across the state
- External communications to students, workers, and families about the opportunities that exist
- Communication and marketing campaign to bring new workers to Alaska

**Cross-generational knowledge transfer** – Helping older workers to learn from younger and younger to learn from older; sustaining knowledge through job transitions

# What we focused on: Day 2

**Day 2: Today is about action – how can we take what we learned from industry yesterday and develop concrete actions**

**Key question:** How can we operationalize what we learned and build momentum for greater connectivity to drive improvements to the workforce system

- What **roles** need to exist to meet these priorities?
- What short term and long-term **actions** do we need to operationalize priorities from day 1?



# What we focused on: Day 2

## October 31st, Day 2: Taking Action; 9:00 AM Start; 3:30 PM Close

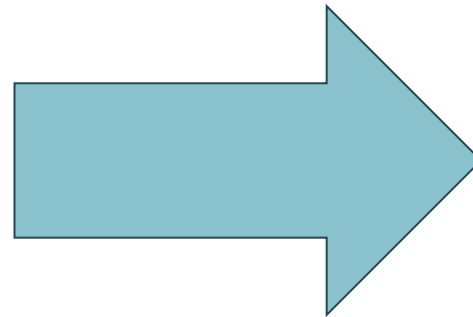
<b>9:00am</b>	<b>Welcome and recap priorities</b>	<ul style="list-style-type: none"> <li>Recap: Vision ideas and priorities from Day 1</li> </ul>
<b>10:15am</b>	<b>Identifying roles</b>	<ul style="list-style-type: none"> <li>What roles do we need in the state's workforce development system to operationalize industry priorities?</li> </ul>
<b>11:00am</b>	<b>Break</b>	
<b>11:15am</b>	<b>Identifying roles (continued)</b>	<ul style="list-style-type: none"> <li>Voting on priority roles</li> <li>What questions do you have about roles?</li> <li>What would it take to create these roles?</li> </ul>
<b>12:30pm</b>	<b>Lunch</b>	
<b>1:15pm</b>	<b>Taking action</b>	<ul style="list-style-type: none"> <li>We'll divide up priorities and craft action items for each</li> <li>What are the 3-5 actions we should take on each priority coming out of the convening?</li> </ul>
<b>2:30pm</b>	<b>Big Ideas</b>	<ul style="list-style-type: none"> <li>Brainstorming our big ideas</li> </ul>
<b>3:00pm</b>	<b>Wrap up and close</b>	<ul style="list-style-type: none"> <li>Review where this information and feedback will be used</li> <li>Discuss next steps</li> </ul>

# Activity: Priorities and roles

The KW team reviewed the notes from the pre-retreat survey, the industry breakout groups, the regional breakout groups, and the menti-meter responses from throughout the day.

Here are the top priorities from yesterday, separated by category:

- Coordination
- Staffing
- Data
- Marketing
- Policy
- Pathways
- Funding
- Accountability



You'll see the that we've identified an early draft of what type of role you might need for each priority

- Advocacy/Policy
- Fundraising and Grants (\$\$/Grants)
- Technical Assistance
- Project management
- Communications and Design
- Research (Best practices, subject matter expertise, etc.)



# Top priorities as voted on by Day 2 attendees

*Here are the roles and their top action for that role (this is an example of the type of activity by role, not an exhaustive list)*

**Coordination** – Add/build on existing work (e.g. regional committees) to increase communication and awareness of workforce needs

**Staffing**- Invest in statewide career coaches

**Data**- Create database of training capabilities and capacity that already exists

**Marketing** – Ad campaign aimed at Alaska’s youth

**Pathways** - Strategy to connect high school students to high demand fields and training

**Funding** – A tax incentive for companies investing in all types of workforce training, example: bring back the education tax credit (note that only 20% of AK companies are c-corps, meet the threshold for taxes)

**Accountability** - Create one stop shop for training and funding resources (accessible by multiple sites statewide, urban AND rural)

Priority	“Vote count” from dot voting exercise
Coordination	30
<b>Staffing</b>	<b>43</b>
Data	31
<b>Marketing</b>	<b>38</b>
<b>Pathways</b>	<b>44</b>
<b>Funding</b>	<b>44</b>
Accountability	28

# We asked: What roles were needed to serve the draft priorities in the workforce system – and what they would do?

**Statewide coordinator and champion (the conductors):** Statewide economic development coordinator, supported by cultural coordinator, accessible data, and evaluation/research staff

**Regional coordinator and program coordinators (the project owners):** Contribute to user-friendly clearinghouse of available jobs, connect and advertise resources, provide career guidance and technical assistance, working with training and education providers, collaborate on reports and outcomes; market workforce plans

**Marketing and communications (the promoters of today):** Data driven campaigns with focused engagement of a target audience, equitable outreach, industry specific, partnered with existing marketing (e.g. cultural tourism)

**Youth career navigation (the seed planters of tomorrow):** Provide in-reach to our youth, Focus on exploration *and* launch, build strategic homegrown talent, recruitment to all postsecondary options; rebuild career ladder/career lattice tool and embed with schools to talk about career opportunities and industries by sector

**Policy coordination and advocacy (the wonks):** Provide policy research (in conjunction with ISER), Provide direct advocacy for workforce challenges – e.g., address licensure issues

**Corporate and industry coordinators (the business translators):** Analysts identifying the gaps in sectors, tracking industry standards, expectations; define career pathways; research funding and resources; Regular convening of industry for input and engagement; focus on regional implementation and ensure continuity/resiliency in turnover

# Next Steps

**Working with the Kinetic West team to write-up and analyze the outcomes from the event**

**Post-event survey to assess your experience**

**Using the event outcomes to help drive collaboration, action, and growth for workforce development statewide**