

LYFT Committee Meeting Notes – November 21, 2017

Encouraging Collaboration

Ways [for SWWC?] to Help...

- **Help facilitate the process** – collaboration is hard work and time consuming
 - A resource to help facilitate the ins and outs of collaborations
 - Facilitate Discussions
 - Foster Connections/ School Connections
 - Send email invitations & make calls
 - Create RFP's for capacity grants
- Survey existing collaboratives with opportunities to enhance
 - Who is the messenger?
 - Who is the key decision maker?
- Surveys of interest
 - What are the barriers to participate?
 - Make them tell you their interest
- Work force needs -Geographic areas
- What is offered @ school districts within geographic area
 - Offered @ one school district/ not @ other district or not offered at any school districts
- Personally, approach districts with collaborative opportunities

Details to wade through...focus on

- Identify and address the “elephants in the room”
- Break down the barriers/ address the elephants
- Focus on student needs; Bring in student voices to advocate for options
- Understand why schools are not engaged (in collaborations)
- Put students first!! Not bureaucracy
- Start small, but start

Awareness/Marketing Materials and Ideas

- Promo video with student, business, small testimonials
 - Pioneer Public TV PBS special
 - Show hands on activities
 - Local friends of MN West Champion(?) EDA/Fagen??
- Single page “brochure” in existing Collaborations
 - Compiled into an online resource
- Create a competition with prize/money for most innovative ideas/program plan
- Create marketing materials to highlight the grant initiatives
- Web site
- Talking points for committee to take to their stake holders

Bringing People Together – Who and How...

- Informational meetings – Regional
 - Showcase examples of collaboration – locally/nationally
 - Stress that we want partners to take reasonable risks
 - Provide student/business/school testimonials
 - Show hands-on activities
- Existing collaborations reach out to neighboring districts
- Superintendent Meetings
 - College Advising Board meeting with superintendent's
- Set up Beat(?) meetings with groups of school districts
- Specific populations
- Leverage higher education resources
- Who would you listen to? Public School driver(?); Economic credible person
- Bring together SIPS in regions
 - Share what's being done with details on how it works
 - Find common gaps/needs
- Local education districts; Small group district meetings
- City & County
 - Economic development agencies; City EDA meetings
 - Sup groups CCOGA
 - Chambers of Commerce
- Workforce development agencies
 - Workforce Development Board and related expertise
 - WBL & work experience
- **Get business/industry buy in**
 - Identify business/industry champions; Find the champion!; Industry Champion; Identify Industry Champions; Business & Industry Champions
 - Reach out to Business leaders

Career/Job Types - Focus focus focus!

- Don't forget the big 5
 - Welding, Masonry, Mechanics, Plumbing, Carpentry
- What's the new 5?
 - Engineering, Infotronics, Allied Health, Agri Business, Supply Chain Management
- Plumbing, Auto-technician, Auto body - where do students get exposure to these?

OTHER

- New Innovations
- Integrated academics