

## COUNCIL OF COUNCILS

October 11-12, 2007

### Sector Strategy Automotive Workshop Discussion and Outcome

#### OUTCOME

##### Deliverable #1:

**Develop and Execute a Marketing/Recruitment Plan for the Automotive Industry by February 1, 2008.**

##### **Action Steps:**

- **Organize a Marketing/Recruitment Sub-Committee to develop the Marketing/Recruitment Plan**
  - **Accept volunteers from this work group.**
    - **David Hansen – SLTACT**
    - **Nancy Malecker – UTA/Central**
    - **Greg Diven – OCM Consulting**
    - **Cassy Hahn – DWS Central**
    - **Dan Curtis – Larry Miller**
    - **Koral Vasques – DWS North**
    - **Toni Ansel – DWS Eastern**
    - **Leah Lobato – USOR**
    - **Debra Norfelt/Melisa Stark– DWS State**
  - **Debra Norfelt/Melisa Stark will be DWS Support**
  - **Date and Time for first sub-committee meeting – November 6, 2007 1:30 pm – 3:30 pm at Larry Miller Corporate Office (Provide teleconference accessibility)**
  - **A list of the committee will be sent to the members by October 31<sup>st</sup> by co-chairs.**
  - **Co-chairs will be Dan Curtis and Nancy Malecker.**
  - **Debra Norfelt will take the action item to get representation from all regions to sit on the sub-committee.**
  - **Dan will take the action item to get representation from industry to sit on the sub-committee.**
  - **Gather information to formulate the plan.**
    - **Gary will send a marketing strategy template to Nancy**
  - **Form a sub-committee to define the information provided by a database that will help with all three defined challenges.**

##### Deliverable #2:

**Statewide standardization of articulation agreements**

##### **Action Steps:**

- **Identify the key players that can make this happen. WEEDA is the access point.**

- **Find out what has worked in Central – define what has happened that was successful.**
- **Will re-present the articulation agreement process to WEEDA**
- **Greg Diven will take the message to WEEDA**
- **Greg Gardner will take agenda item to staff to be presented at the next quarterly WEEDA meeting. (George Billings, Ron Sang, and Linda Skinner are the key presenters)**
- **Greg Diven will contact the presenters to have a meeting to build the presentation**
- **Data to present:**
  - **Results data – actual results**
  - **This sells itself. How does it come together on it's own. Presenters can do this.**
    - **John Longo**
    - **This is replicable for other industry sectors**
    - **This has been done in other areas – construction, medical, IT, etc. automotive needs to follow suit**

## **DISCUSSION**

October 11, 2007

Workshop Day 1 1:30-3:00 pm (90 min)

Introductions – Dan Curtis

22 in attendance

Review Purpose and Expectations – Dan

- Look at viable options with the information we have
- Give better data to Workforce Services to work with

Three Challenges – as outlined in Automotive Handout

1-Recruitment

2-Education

3-Industry Data

Review Template

This group is ahead and has moved beyond this.

Brainstorming Session

- Most of the work has taken place in Davis County. There are many programs and partnerships on the Wasatch Front. What other programs are there in other areas of the state and how to we tie those programs together?

- Our expectation is to get an articulation agreement with every other education facilities and standardize the curriculum so wherever they are they can access the system.
- Job Corp has a council to talk about if the standard of education is meeting the need of the businesses. A lot of education facilities already have some kind of connection on a council with business.
- We need to include high school curriculum.
- There is a geographic dimension.
- Recruitment is separate from the infrastructure.
- Understanding the infrastructure around the state is a challenge.
- Industry needs to know how to recruit in the different areas in the state.
- Industry recruiting students. Programs recruiting students.
- We need an inventory of the training programs for industry to recruit from.
- Need an inclusive list of applied technology programs in Utah.
- This includes 40 school districts and hundreds of high schools.
- An example of a deliverable would be a useable database for all training programs and industry to access for the same information.
- Inventory can span two challenges recruitment and customizing curriculum. Inventory and a means to keep it alive over time.
- Beyond the automotive course, but connected courses that are cluster related programs could provide education for those who had no idea that there are more occupations in this industry than the ones that we are aware of.
- Would there be others such as high school teachers that would use a database like this?
- A contact person for each program would be critical for the information to be useful.
- A student count would be another item to include in the database. Gives a feel for the future of the programs.
- Keeping the data maintained and creating what this tool would look like, are two big pieces to make this tool useful.
- It would be maintained on a web page so students, parents, DWS, industry, would have access.
- Dept. of Education has most of the information already.
- Recruiter for Job Corp – two attractions, the work or the pay – level of skills to be taught would be useful for youth to know what kind of jobs to pursue.
- Promotion of a web site as well as maintenance as an on-going process is critical. A marketing strategy. This would cover all of the challenges.
- So much good can come from a very well planned marketing strategy. We need people interested in what we are promoting...automotive careers.
- We need 5000+ technicians and 3500+ diesel mechanics in Utah in the next year. How can we know if students will meet the need? Where do we want to put our money and energy to do the recruitment?
- Do we meet the capacity?
- The training is not always meeting the need to make the higher wages.
- The training classes are under capacity.

- The recruitment is not getting the students to recognize the need for the industry. How do we get students and parents into this track?
- Concerns that Central Region Council has already covered this ground...can we move to action on ideas already developed?
- Standardization means that we are all on the same page that the curriculum meets industry's needs.
- Articulation means there is a smooth flow from training to employment.
- We need to know if the pipe is flowing by having measurements of placements. We need a comprehensive report from A to Z.
- The curriculum HS teachers and college professors came together to make it a process that flows.
- How do we make the standardized curriculum from Salt Lake move statewide? How do we make this sustainable, progressive, and consistent?
- Need a program advisory committee to review curriculum to make sure it is updated and current to make sure the statewide program is the same so if anyone transfers they can continue where they left off.
- How do we involve the rest of the state, 40 school districts and ATCs etc. Who can pull everyone together that teach these programs? This addresses the Education challenge.
- This has to include the high schools.
- You have to have a program and recruitment for this to come together.
- We need to begin at the junior high level and also reach the parents.
- Introducing graduated, successful students to current students is the best recruitment tool. Success stories present the positives to both the students and the parents...real stories or videos of personal testimonies. A compelling video can draw more in and is convenient to reach more students in more schools. Recruitment in the lunchroom at school by taking success stories to the students.
- Industry people have to be involved, not just government or training.
- We have a great training program, but the industry is missing. Our challenge is to get more employers involved. We don't have support from the dealerships. How do we get them to participate in the process?
- The Motorfest has been the best participation so far.
- Recruitment has to happen with dealerships as much as with the students.
- Manufacturers need to be participating also.
- Build a relationship with the Dealership Association. Make a presentation to them. Bring them on board.
- There are also independent businesses that need to be included. They have to be happy or dealerships cannot be successful.
- Have every dealer sponsor a high school to support and promote the curriculum.
- Work based learning would be a win-win for the dealer and the student.
- Sharing articulation agreements would be a draw for industry to participate.
- Identify a couple of pay-offs to bring both sides to the table. Presenting articulation agreements could do that.
- When the players see the value, they will come on board.

- The Dealership Association would be key to this relationship and include smaller businesses. The Central Roundtable came up with a list of benefits and outlined how they can help to make sure the curriculum is correct. We need them to show up to motorfest etc. There needs to be involvement on all levels.
- We need involvement from all groups including the governor's office and get excited about the program.
- Is there a product or process we can offer industry? A qualified workforce.
- Process to take the Central Region Roundtable model to other regions in the state.
- The same people are participating. We have to go back to recruiting industry. Employers want and need to participate, but they are too busy.
- Are there things we can do without industry participating in meetings?
- Large industry have the resources to be more involved. We may need to lean on them.
- If you can show them there is value to spend their time on this, they will participate.
- Are we at cross purposes with the other industry groups by working so hard on recruiting?
- Identify different ways industry can participate even if they can't attend meetings.
- Make a list of what can we do for industry and how industry can support what we need to do.
- Are we taking students from completing secondary education?
- We need to expose them to alternatives that they don't know about yet.

Prioritize next level Workforce Issues – Gary  
Brainstorm of possible deliverables:

- Database
- Marketing Strategy
- Statewide standardization of articulation agreements (education challenge)
- Industry involvement deliverable??

## **Day 2 October 12, 2007**

SECTOR STRATEGY WORKSHOP 2 – 9:15 – 11:00 AM

*Dan welcomed the group back together*

Recap possible deliverables – we need to focus on one, develop it and then move on to another one

*Begin to formulate deliverables and action steps – Gary*

Three major challenges – list the deliverables by challenge

- 1- Recruitment
  - Industry

- Parents and students
- Counselors and teachers

Deliverables:

- Continuation and statewide expansion of the Motorfest (Employers need to express this is their need)

2- Education

Deliverable:

- Statewide standardization of articulation agreements

3- Industry Data

Comments:

- Dan will work with the Dealership Association to get more dealers involved in subcommittees.
- We need to develop the Motorfest concept with the success that Central region has had. How do we roll it out statewide? How often?
- Regions need to decide how often to offer it. Planning has to be done the year before it is offered. These need to be coordinated with other sector industries.
- How well are we prepared to measure the results of events like Motorfest. Headcount increases in training programs.
- A suggestion was made to have a sub-committee to work on coordination with the other sectors and we need to move on to another deliverable. Regions need to pick what's best for them.
- Do we have the message down for promoting a Motorfest? We need to develop another way to deliver the message for when a Motorfest is not feasible. What is an economical easy method to deliver the same message?
- UEA could be a way to educate counselors on updates in the industry.
- An event draws attention of those involved and promotes excitement and gets involvement.
- The deliverable could be the Motorfest "in a box" be given to a region to use as fits for them.
- May need to be coordinated on a state level to keep it in the forefront to have a schedule of events. Lack of resources prevents DWS from heading this up.
- Whatever deliverable we decide on will have to have continual exposure.
- Propose a statewide calendar for scheduling Motorfests.

Asked for volunteers for Recruitment/Marketing Sub-committee

- Develop a calendar and schedule for Motorfest

Group tied into to define at least two deliverables with action items as outlined above.

## CONTACT LIST

Jim Robson	<a href="mailto:jrobson@utah.gov">jrobson@utah.gov</a>	801-526-9626
David Hansen	<a href="mailto:dhansen@state.edu">dhansen@state.edu</a>	801-493-8706
Keith Nielson	<a href="mailto:keithn@ubatc.edu">keithn@ubatc.edu</a>	435-722-6902
Toni Ansel	<a href="mailto:tansel@utah.gov">tansel@utah.gov</a>	435-722-6510
Koral Vasquez	<a href="mailto:kvasquez@utah.gov">kvasquez@utah.gov</a>	801-626-0322
Gary Ashby	<a href="mailto:PAAASHBY@SISNA.com">PAAASHBY@SISNA.com</a>	801-226-1784
Leah Lobato	<a href="mailto:leahlobato@utah.gov">leahlobato@utah.gov</a>	801-538-7964
Nancy Malecker	<a href="mailto:nmalecker@ricleuta.com">nmalecker@ricleuta.com</a>	801-243-5967
Greg Diven	<a href="mailto:gregd@ocmconsulting.com">gregd@ocmconsulting.com</a>	801-809-2772
Juan Pelaez	<a href="mailto:pelaez-gary.juan@dol.gov">pelaez-gary.juan@dol.gov</a>	801-975-3650
Vivian Brown	<a href="mailto:vbrown@utah.gov">vbrown@utah.gov</a>	435-688-3116
Cassy Hahn	<a href="mailto:chahn@utah.gov">chahn@utah.gov</a>	801-468-0095
Debby Nordfelt	<a href="mailto:dnordfelt@utah.gov">dnordfelt@utah.gov</a>	801-526-9275
Dan Curtis	<a href="mailto:dcurtis@lhm.com">dcurtis@lhm.com</a>	