

Council for Labor & Economic Growth
Tackling Workforce Issues Facing Key Industry Sectors Committee Meeting
Mott Community College Regional Technology Center M-TEC
Tuesday, November 27, 2007
2:00 p.m. – 4:00 p.m.

In Attendance

Industry Sector Committee Members – Derick Adams, Committee Chair, Amerisure Mutual Insurance Company; Norma Hagenow, Committee Vice Chair, Genesys Health System; Ken Baker, TechBroker, LLC

Guests – Irma Zuckerberg, Mid-Michigan Innovation Team (MMIT); Holly Parker, MMIT; Steven Bennett, MMIT; Tom Crampton, Mott Community College; Kathy Conklin, Saginaw County Business and Education Partnership

Staff – Matt Shields, DLEG; Janice Cooper, DLEG; Dawn Sweeney, DLEG

Purpose

The purpose of this committee meeting was to further refine the recommendations that were developed for Advanced Manufacturing and Health Care. Participants worked through the Kellogg Foundation Logic Model to define expectations, desired outcomes, and measures of success for the implementation of the recommendations.

Meeting Guests

The Committee Chair welcomed a number of guests from the Mid Michigan Innovation Team (MMIT). The MMIT is responsible for administering a Workforce Innovation in Regional Economic Development (WIRED) grant in a 13 county Mid Michigan region. They are developing Learning Communities focused on Health Care and Advanced Manufacturing, and would like to coordinate their efforts with the recommendations developed by the Industry Sector Committee.

Logic Modeling

Committee Staff gave a brief overview of the Kellogg Foundation Logic Model and set up how it would be used to help define expectations, desired outcomes, and measures of success for the implementation of the recommendations. The Logic Model is a process that can be used for strategic planning. It walks you through the steps of developing a program or plan from identifying resources, to action steps needed, to outputs, outcomes, and your overall impact. The Logic Model progresses backward through the steps so that you determine your overall impact first, then identify all of the steps that need to go into accomplishing that impact. The goal for the committee is to look at the recommendations that have been developed as their impacts, and determine how those impacts will be achieved. This process will help identify expectations, desired outcomes, and measures of success for the implementation of the recommendations.

The group chose to use the Logic Model to work through Advanced Manufacturing Recommendation #1: Develop a marketing/communication plan to bring a positive focus to advanced manufacturing. Staff used a large Logic Model Template to help the group create their Logic Model. Ideas were placed onto the template as the group discussed Impacts, Outcomes, Outputs, Actions, and Resources. The results of this process are included at the end of the meeting minutes. The process the group worked through stimulated a lot of additional discussion around advanced manufacturing, including:

- A common definition needs to be developed that encompasses all facets of Advanced Manufacturing and takes into consideration the definitions others may have, and should include:
 - High tech, high skilled smart equipment as opposed to human capital
 - Science and technology used to assist in manufacturing products better
 - Innovation/technology and knowledge factory workers
 - NEW and INNOVATION
 - Using new/innovative processes to develop and produce products
 - Can it be exported? If so, labor can be exported and it ceases to be advanced manufacturing
- Preparation of a skilled workforce – There is a disconnect between programs and individuals.
- Which is the bigger problem...enhancing the skills of the existing workforce, or creating a demand for a skilled workforce
- There needs to be a focus on innovation in advanced manufacturing
 - Innovation leads to knowledge work, which leads to being recognized as leaders in key industry sectors
 - Michigan needs to convert knowledge, technology, and innovation to commercial opportunity
- The state needs to develop Centers of Excellence/Centers of Innovation that can be used to identify Michigan as a leader in key industry sectors
 - Suggested industry sectors include Life Sciences/Health Care, Information Security Technology, Research & Development, Transportation, Alternative Energy Production, and Advanced Materials
 - Advanced Manufacturing transects all of these industry sectors
- Future Actions: Need to identify future opportunities – bridge gaps between long-term and short-term goals
 - Five year horizon: new industries
 - Ten year horizon: where to focus education
 - Identify target markets as longer-term outcomes

Next Steps

The committee needs to continue to meet monthly, working through the Logic Model process to further develop the recommendations for Advanced Manufacturing and Health Care. It should be the goal of the committee to be ready to present the top recommendations with expectations, desired outcomes, and measures of success at the next full CLEG Meeting in March 2008.

CLEG INDUSTRY SECTOR COMMITTEE RECOMMENDATIONS

Logic Model

<u>Resources</u>	<u>Activities</u>	<u>Outputs</u>	Short- & Long-Term Outcomes	<u>Impact</u>
In order to accomplish our set of activities we will need the following:	In order to address our problem or asset we will accomplish the following activities:	We expect that once accomplished these activities will produce the following evidence or service delivery:	We expect that if accomplished these activities will lead to the following changes in 1-2 years:	We expect that if accomplished these activities will lead to the following changes in 2 years and beyond:
<ul style="list-style-type: none"> • CLEG • DLEG • DLEG-Media Office • USDOL • MWAs • MiRSAs • MDOE • State Board of Education 	<ul style="list-style-type: none"> • Create definition of Advanced Manufacturing and Knowledge Work • Create a media plan utilizing definition of Advanced Manufacturing • Create a webpage that house the state's consolidated 	<ul style="list-style-type: none"> • Webpage that consolidates regional economic development activities • Process and culture created • Media plan • Definition of advanced manufacturing 	<ul style="list-style-type: none"> • Statewide Marketing/Communication Plan that brings a positive focus to Advanced Manufacturing • Double Gross State Product in 10 years. • Michigan is established as A Center for Innovation (for designated industries) 	Bring a Positive Focus to Advanced Manufacturing

	<p>economic development activities.</p> <ul style="list-style-type: none"> • Research diversification opportunities • Help companies recognize that they are or can be innovative • Identify industries in which we can become Centers of Excellence • Identify incumbent worker training resources • Gap analysis • Nurture culture of innovation/ entrepreneurship • Develop process to convert research to commercial opportunity • Resource/ asset mapping • Align resources and participants 	<ul style="list-style-type: none"> • Identified sustainable industries 	<ul style="list-style-type: none"> • Technology/ knowledge converted to commercial opportunity • Training money packaged and targeted to Advanced Manufacturing 	
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