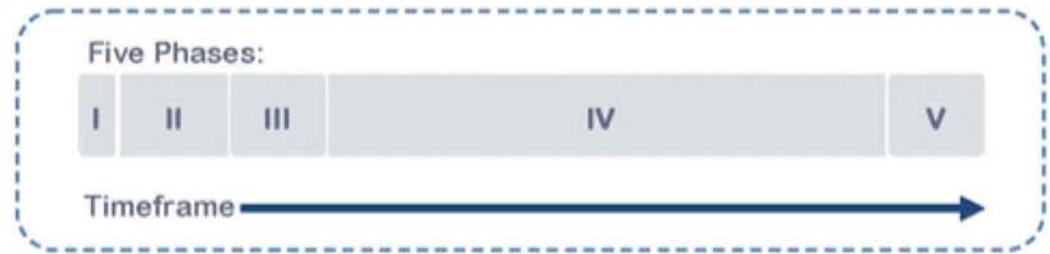


The Columbia-Willamette Regional Workforce Collaborative Industry Engagement Framework



Phase I: Investigate

Goal: Determine target industries

- Determine growth sectors to investigate
- Ensure relevance in two or more WIB regions
- Evaluate industry against 10+ considerations relating to growth, relevance to economic development activities, and other key factors
- Make a recommendation to the Regional Competitiveness Committee (RCC)
- Pursue approved industries using the 5-phase approach

Phase II: Inventory & Analyze

Goal: Vet growth trends, produce industry report

- Conduct a baseline review of demand-side (employer) and supply-side (labor pool) data
- Analyze industry trends, review existing research/ reports
- Conduct employer workforce survey to gather primary, local data
- Analyze gathered intelligence
- Produce a brief industry report focused on local issues, trends, and labor shed data

Phase III: Convene

Goal: Prioritize potential workforce initiatives

- Present potential workforce initiatives and investments to industry
- Collect input from industry about how to prioritize potential strategies
- Identify industry stakeholders who commit to guiding implementation of identified priorities.
- Convene industry panel(s) targeted toward specific strategies
- Develop preliminary action plans for selected initiatives

Phase IV: Act

Goal: Implement workforce initiatives

- Develop an operational plan for WIB staff
- Execute plans, monitor progress
- Provide Industry Panels and Collaborative leadership with status reports at agreed-upon intervals.
- Identify roadblocks or barriers and address them in a timely manner.
- Continue to re-evaluate industry trends in real time as initiative(s) are carried out.

Phase V: Evaluate

Goal: Produce a final report, identify next steps

- Conduct quantitative and qualitative data collection through a variety of methods from project participants and stakeholders
- Analyze data and vet initial findings
- Prepare reports targeted to industry employers and consortia, public officials, and media
- Present findings, where appropriate, to targeted groups in web-based or in-person forums
- Convene Industry Panel for close-out meetings to articulate a final recommendation to the RCC regarding next steps with the industry.

