

Racine County Workforce Development Strategic Plan Initiative

Center for Advanced Technology & Innovation

October 10, 2007



Racine County
Workforce Development Board

Center for
Regional
Economic
Competitiveness



PAROS group

Agenda

- Welcome and Goals of Meeting
 - William L. McReynolds, Racine County Executive
- RCWDB Strategic Plan Vision & Guiding Principles
 - Mike Batten, CEO, Twin Disc
- Review of Planned Scope of Services & Timeline
 - CREC/PAROS Group
- Discussion & Feedback on Project
 - CREC/PAROS Group
- Call to Action
 - Jeff Neubauer, CEO, Kranz Inc.
- Adjourn

Strategic Plan Vision

■ Background

- RCWDC 10th Anniversary - October 2006
- Develop Strategic Plan for next 10 years
- RCWDB formed a Strategic Planning Committee (SPC) to guide process
- Selected CREC/Paros as our support team to facilitate the planning process - it will be a RCWDB and Partner plan

Strategic Plan Vision

- In the last 20 years Racine County has made great strides:
 - Remarkable community with a great heritage and sense of civic pride
 - Survived the '80s
 - Created a Sustainable Racine
 - Prepared an Economic Development Plan

Strategic Plan Vision

- However, challenges remain to be addressed:
 - High unemployment in the Inner City
 - Low educational attainment, especially in Inner City
 - Long-term decline in manufacturing jobs
 - Unable to fill demand for existing jobs
 - Historical difficulty in attracting business and residents to the area

Strategic Plan Vision

- In creating our vision, RCWDB has focused on three priorities:
 - Inner City Unemployment/Education
 - Filling the future needs of existing employers
 - Identifying the needs of new economic drivers

Strategic Plan Vision

- Guiding Principles:
 - We want a Partnership plan with key players for input, decision making and implementation
 - We want a full Racine County Plan - not just East of I 94
 - We want a data driven plan with measurable metrics that will be monitored annually

Strategic Plan Vision

- Guiding Principles (Continued):
 - We want to complement (not replace) the Economic Development plan
 - We want to support (not manage) our Educational Institutions
 - We want to develop Inner-City specific educational/training strategies and to seek employment that matches skill sets

Strategic Plan Vision

- Guiding Principles (Continued):
 - We want to reach out to existing employers to learn and supply their needs for the future
 - We want to understand better the employment requirements of those industries we seek to attract to ensure a workforce for these jobs

Strategic Plan Vision

- Guiding Principles (Continued):
 - And finally . . . We want to strive for a “full employment” Racine County economy supported by a competent, well-trained and growing workforce.

Comprehensive Workforce Development Planning for Racine County

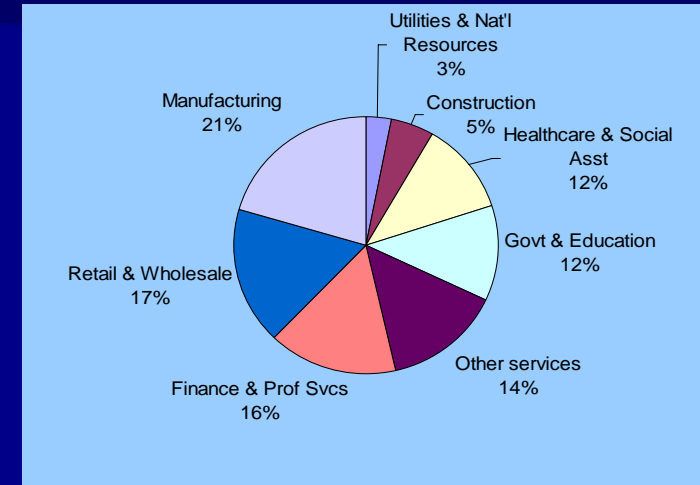
Dr. Kenneth E. Poole, CREC
Scott Cheney, PAROS Group
Dr. Mark White, CREC
October 10, 2007

About the Facilitators

- Center for Regional Economic Competitiveness – Arlington, VA
 - Non-profit affiliated with
 - George Mason University School of Public Policy
 - Council for Community and Economic Research (www.C2ER.org)
 - Strategic planning and regional economic analysis
- PAROS Group – Washington, DC
 - Workforce development planning and investment advice
 - Education model development
 - Senior Advisor to the National Assn of Workforce Boards

Factoids about the Racine County Economy

- Manufacturing employment
 - Shed 20% of mfg jobs since 2000
 - Long-term trend, started in the 1980s
 - Remains largest employing sector
- Wage/salary employment growth concentrated in...
 - Lodging and food service
 - Wholesale trade
 - Educational services
 - Finance and insurance
- Change in economic well-being mixed
 - Wages increased only 2% annually
 - Per capita income rose 3% annually
 - Proprietorships (all industries) increased 22%



Key Demographics to Watch: Poverty in Racine County

- 10.5% poverty rate, of those...
 - 60% are women
 - 39% are African American
 - 23% are African American women
 - 70% have a high school degree or less
 - 42% are young working age 18-44
 - 63% are in the workforce, but
 - Only 6% worked full time, year round last year

*Data Source: US Census Bureau American Community Survey 2005;
2006 data scheduled for release in September 2007

Key Demographics to Watch: Comparative Educational Attainment

■ Educational attainment – 2006

Residents Aged 25 & older	Racine city	Racine Co.	Wisconsin
Less than high school diploma	16.5%	14.0%	11.6%
HS grad or equivalent	38.2%	33.5%	34.8%
Some college or associate degree	26.4%	28.0%	28.4%
Baccalaureate or higher	18.8%	24.5%	25.1%
	100%	100%	100%

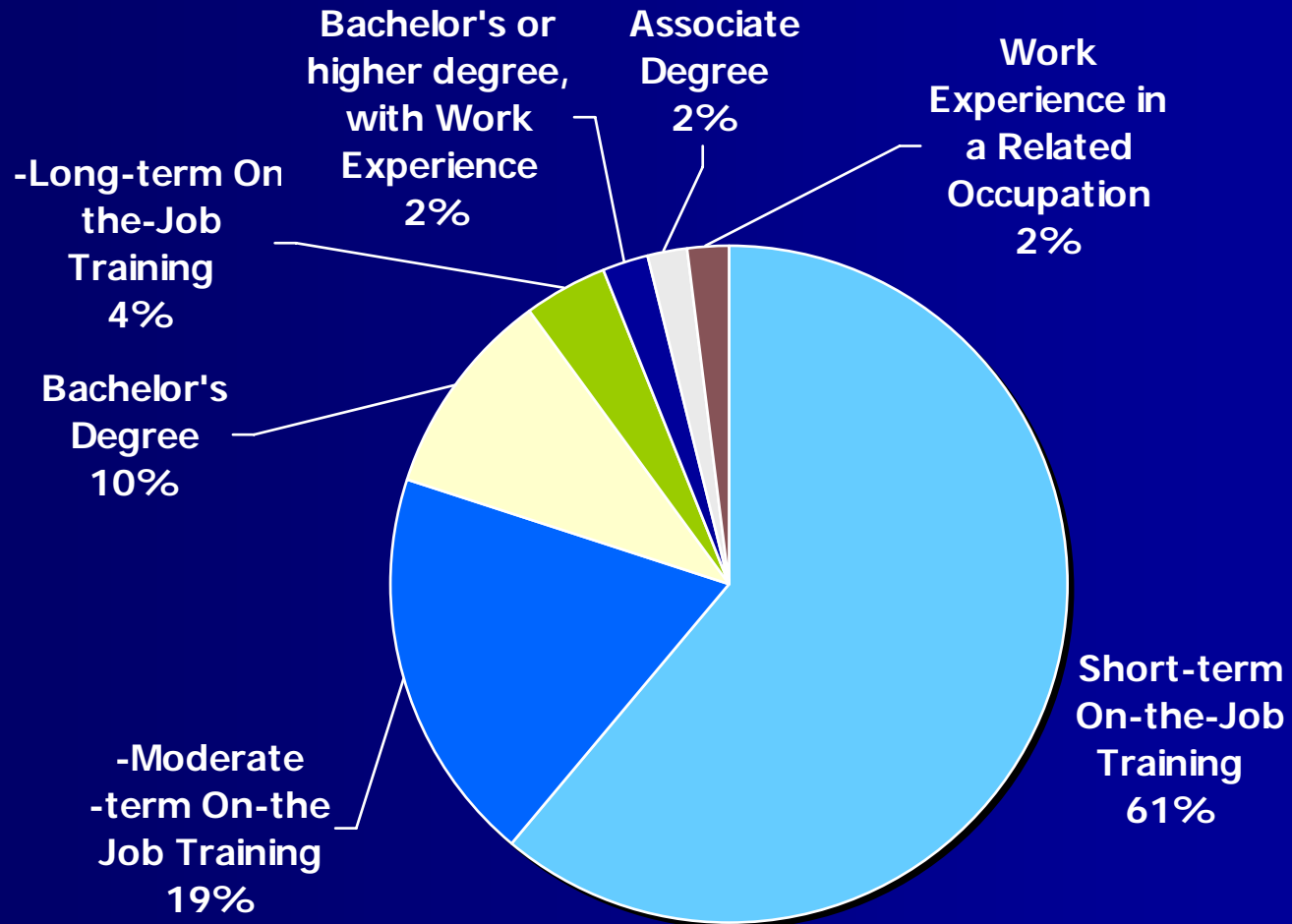
Source: US Census, American Community Survey, 2006

Key Demographics to Watch: Unemployment by Educational Attainment

Unemployment Rate, Aged 25 & older	Racine city	Racine Co.	Wisconsin
Less than high school diploma	8.1%	7.1%	9.0%
HS grad or equivalent	8.1%	6.9%	5.4%
Some college or associate degree	9.2%	4.4%	4.1%
Baccalaureate or higher	0.7%	3.0%	2.0%

Source: US Census, American Community Survey, 2006

Training Requirements for Occupations with the Largest Annual Job Openings



Aligning Workforce with Economic Drivers

Next Generation Manufacturing

- Agricultural, Mfg & Mining Machinery
- Navigational, Measuring, Electromedical & Control Instruments
- Engine, Turbine & Power Transmission Equipment
- Machine Shops, Turned Products & Screw, Nut & Bolt Mfg
- General Purpose Machinery Mfg

Professional Services

- Computer System Design
- Professional, Scientific & Technical Services
- Specialized Design
- Scientific Research & Development

Foreign-Owned Companies

- Germany
- France
- Sweden
- Italy

Remembering Our Objectives

- Seeking strategies to address the workforce needs of the county's...
 - Target industry sectors for economic development
 - Existing local employers
 - Disadvantaged population (esp. in Racine city)
 - Relatively high unemployment rates
 - Relatively low academic achievement
 - Structural underemployment in the Inner City

Building on Efforts Already Underway

- Racine County economic development plan
- SE WI Industry Alliance cluster analysis
- Regional Workforce Alliance
- 21st Century Skills – K-16 Initiative
- “Milwaukee 7” outreach & marketing effort
- Southeastern Wisconsin WIRED
- Other efforts...?



At the Heart of the
Chicago–Milwaukee Corridor



Key Elements of the Project

1. **Project management & communication**
2. **Analysis of labor market opportunities & challenges**
3. **Consensus building on strategic options**
4. **Articulation of...**
 - **Regional Workforce Development Strategy**
 - **Action Plans for the Key Strategy Initiatives**

Proposed Timeline for Racine County Workforce Development Plan

Project Tasks (2007) **Sep-07** **Oct-07** **Nov-07** **Dec-07** **Jan-08** **Feb-08** **Mar-08** **Apr-08**

Task 1: Project Management and Communication

1.1 Conduct initial project meeting			◆						
1.2 Manage on-going communications	—————								

Task 2: Analysis of Labor Market Opportunities

2.1 Review existing research, reports and plans	—————								
2.2 Generate industry and occupational forecasts		—————							
2.3 Generate demographic and labor force forecasts		—————							
2.4 Assess the capacity of the region's education and training assets to respond to the targeted economic clusters		—————							
2.5 Conduct interviews with local business leaders, educators, elected officials and community leaders				◆					
2.6 Analyze the trends, challenges and themes facing the region's existing workforce					▶				

Task 3: Facilitate Agreement on Vision and Goals

3.1 Conduct a working session of the Strategic Plan Committee to validate findings and identify issues				◆					
3.2 Identify the most strategically significant issues to be addressed in the workforce development plan					▶				
3.3 Conduct a follow-up briefing session with the RCWDB						◆	▶		
3.4 Prepare summaries of relevant best practices							▶		
3.5 Identify candidate actions							▶		

Task 4: Develop Regional Workforce Development Strategy and Action Plans

4.1 Select priority actions									
4.2 Propose priority actions and implementation elements							◆		
4.3 Finalize the workforce development plan								▶	
4.4 Present and Release the final workforce development plan									◆

Task Timeline *Meetings* ◆

Deliverable ▶ *Simultaneous activities* ———

Key Project Deliverables

- Labor Market Opportunities Analysis
- Strategic Opportunities & Challenges Briefing Paper
- Best Practices and Lessons Learned Briefing
- Candidate Action Items
- Racine County Workforce Dev. Strategy



Discussion – Questions for Consideration

- In reviewing our objectives, what key questions come to mind that we need to understand?
- What are the most significant issues facing Racine County that should be addressed in the workforce planning process?
- What are the key impediments to “systematically” addressing those issues?
- Who else should be engaged in this process to ensure that it is open and inclusive?

Moving Racine Forward...

■ Our Next Steps

- Synthesize your input from today
- Follow up stakeholder interviews
- Prepare supporting research
- Conduct Strategic Plan decision sessions
- Roll out plan in April '08

■ Our Call to Action

- **ENGAGE!**

Thank you

- RCWDC Contact Information
 - Alice Oliver (alice.oliver@goracine.org)
- Facilitator contact information:
 - Ken Poole (kpoole@c2er.org)
 - Scott Cheney (scott@parosgroup.com)
 - Mark White (mwhite@c2er.org)