

Executive Summary of Heartland Talent Pipeline Proposal

The Heartland Talent Pipeline proposal was solicited from the US Department of Labor to develop a prototype for a national model of a workforce development and career education system that is worker centered, but demand-driven by labor market need. In order to protect their investment and assure success, the four states that have drafted this proposal are requesting the DOL's Employment and Training Administration to provide guidance and support as the pilot is developed and rolled out.

This proposal will create a K-thru-Retirement lifelong learning, career exploration, and talent development system for all citizens in Missouri, Kansas, Iowa, and Nebraska. Primarily it will concern itself with regional business talent needs and appropriate career education to build capacity to fill those needs.

This pilot will demonstrate these factors:

- Data-driven, business-demand centered career education, job placement and lifelong learning have a direct and lasting effect on the economic development of a region.
- Formalization of the concept of an economic development "ecosystem": business can't function without an educated workforce, educators need to know what business *really wants* in a workforce, and workforce professionals need to understand both sides in order to marshal their resources for proper workforce advice and training.
- There should be higher a standard for the collection of relevant education and labor data for businesses and economic development professionals to facilitate optimization of everyone's resources.
- By strengthening the synergies between business, education, economic developers and the Workforce system there will be a "force multiplier effect" for the good of the region. Economies of scale from the sharing of resources will precipitate from this unprecedented cooperative effort, with a theoretical result of lower administrative costs and higher levels of economic development collaboration.

Specifications

The scope of the pilot is to offer this service to all businesses, economic developers, government entities, and residents of Iowa, Nebraska, Kansas, and Missouri. Use of personnel and resources will be highly dependant on local labor market need. Since it is a pilot for a national model all software and internet based components will be built using Open Architecture with few proprietary constraints. This allows flexibility in experimentation and the ability to upgrade the system as technology changes.

The tools and resources to be used:

- Professionally accredited career counselors in all Workforce One Stops in the four states. They will be meeting with the employers in their immediate area to assess workforce needs, and will meet with each other across states and regions to transfer knowledge about the labor market. They will be trained how to use local, regional, and national labor market data in professional career guidance and will be certified to use most types of scientifically valid career assessments.
- A "career pipeline with interventions" will be constructed. K-12 will perform holistic career exploration at one end of the pipeline, with school counselors, parents, and educators discussing individual student study pathways. Enhanced resources leading to higher education, apprenticeship, entrepreneurial training, and unskilled, (or "skill building"), labor will occupy the middle of the pipe. Business and employment community interests will occupy the other end. Employers will "pull" trained workers through the pipeline into the business world through economic demand and participation in career education. Students and workers will not travel the pipeline alone; the guidance and intervention of educators, business stakeholders, and workforce professionals will be available at every point.
- New tools and methods in gathering and presenting labor market information to businesses and workers will be developed to take advantage of the workforce data gathered from this end-to-end career system.
- Scientifically valid and business relevant assessment testing will be standard measurement tools across all enterprises. The tools chosen to begin the system are the Department of Labor's O*Net Interest Profiler, ACT WorkKeys, the ASVAB, and Kuder Career Assessments. As this is a public project to be built in Open Architecture, other assessment tools will be welcomed to the system in response to business demand. A likely addition will be the National Career Readiness Certification.
- The use of education and career ePortfolios have become a common method to retain and transfer educational artifacts in K-12 schools and colleges. Their use is increasing globally, and Iowa educational institutions have invested heavily in this technology. Much of the resource sharing for best practices will be based on workskills presentation in it's many forms and exploring their relevance to career building and lifelong learning.

The Proposal Committee

Below are the names of the proposal committee members from the various state's Departments of Education, Economic Development (or Commerce), and Workforce Development/Employment Training. This group will turn over governance of the system to a board consisting largely of elected officials and business leaders.

Missouri

Dr. Nancy Headrick, Assistant Commissioner
Missouri Department of Elementary and Secondary Education
Division of Career Education

Elaine Bryan
Missouri Department of Elementary and Secondary Education
Division of Career Education

Michele Clark
Missouri Department of Elementary and Secondary Education
Division of Career Education

Roderick Nunn, Director
Missouri Department of Economic Development
Division of Workforce Development

Dawn Busick , Assistant Director
Missouri Department of Economic Development
Division of Workforce Development

Roger Baugher, Job Stat Administrator
Missouri Department of Economic Development
Division of Workforce Development

Bragg Stanley, Director
Guidance and Placement Services
Missouri Department of Elementary and Secondary Education

Kansas

Dr. Blake Flanders, Director
Kansas Department of Commerce

David Brennan, Director
Kansas Department of Commerce

D. Keith Meyers,
Special Assistant to the Deputy Secretary

Kansas Career Pipeline

Andy Solter, Executive Director
Kansas Career Pipeline

Nebraska

Joan Modrell, Executive Director
Office of Workforce Security
Nebraska Department of Labor

Kathie Lueke, Administrator
Office Workforce Security
Nebraska Workforce Development

Dean Folkers, Assistant Director
Career Education
Nebraska Department of Education

Randy Vlasin, Executive Director
FutureForce Nebraska

Iowa

Gail Kotval – Project Manager,
Business Development
Iowa Department of Economic Development

Jim Anderson – Information Technology Chief,
Iowa Department of Education

Julie Leeper – Director of Program Administration
Iowa College Student Aid

Todd McGee
Program Planner 3
Iowa Workforce Development

Written Endorsements

These are some of the names and organizations that have offered written endorsements of the proposal:

Governor Culver, Iowa

Governor Blunt, Missouri

Governor Heineman, Nebraska

Governor Sebelius, Kansas

Caterpillar, Inc.

Mutual of Omaha

Iowa Association of Business and Industry

Greater Des Moines Partnership

Des Moines Area Community College

PBA Architects, Kansas

Nebraska Community College Association

Nebraska Building Chapter, The Associated General Contractors of America

Union Pacific Railroad Company, Nebraska

Senior Vice President, Education & Strategic Partnerships, Junior Achievement

Governance

Grant Receiver:

The Nebraska Community Foundation will provide grant oversight and management, including payments, accounting, contracts, and other work on behalf of the governance boards. ↑

Board of Trustees

One representative from each state, appointed by the four State Governors will represent authority to approve payments through the Foundation.

Steering Committee

A congress of not more than 20 representatives representing Economic Development, Business, Workforce Development, and Education interests will guide decision-making on a regional basis.

Statewide Task Forces

Representatives, organizations, agencies from each state will determine local efforts, priorities, and possibilities.

It is planned that there will be corporate, private, philanthropic, and non-governmental resources contributed to the consortium. These will fall under a 501(c)3 status. Sustainability of the system as a public/private partnership will rely on business relevance and usability. Therefore, employers will be placed as high as possible in leadership positions.