

# Engaging Colleges and Universities in Workforce Development

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# Targeted Industry Clusters

**As part of a statewide effort to better align workforce spending with the economic needs of the commonwealth, Pennsylvania has identified Targeted Industry Clusters that have the highest potential for growth or are important to the stability of the state's economy. Each of these clusters and sub-clusters consists of a group of industries that are closely linked by common product markets, labor pools, similar technologies, supply chains, and/or other economic ties. Identification of these clusters was the first step toward strategic investments in workforce development for Pennsylvania's future.**

# Targeted Industry Clusters

- **Advanced Materials & Diversified Manufacturing**
  - **Chemicals, Rubber & Plastics**
  - **Electronics**
  - **Metals & Metal Fabrication**
  - **Printing**
  - **Vehicle & Vehicle Equipment**
- **Agriculture & Food Production**
- **Bio-Medical**
- **Building & Construction**
- **Business & Financial Services**
  - **Business Services**
  - **Finance & Insurance**
  - **Education**
- **Energy**
- **Health Care**
- **Information & Communication Services**
- **Logistics & Transportation**
- **Lumber, Wood & Paper**

# Industry Partnerships

By engaging businesses within the clusters, professionals can aggregate training needs for multiple firms with similar needs and help drive a market-based approach to workforce development. It can align the services of education and training institutions with private sector and employee needs.

Partnerships can achieve economies of scale and scope in the delivery of training, encourage the dissemination of best organizational practices, and establish relationships that accelerate industry-wide product and process innovation.

# NEPA Industry Partnerships

- Health Care
- Advanced Materials & Diversified Manufacturing
- Energy
- Logistics & Transportation
- Food Processing
- Business Financial/Information Technology

# High Priority Occupations

- High Priority Occupations (HPO's) are a direct result of the second step in Pennsylvania's industry-driven approach to workforce development. The purpose of the statewide and regional HPO lists is to align workforce training and education investments with occupations that are in demand by employers, have higher skill needs, and are most likely to provide family sustaining wages. Combining statistical data with regional expert input allow for a complete picture of the actual workforce needs of the commonwealth.

# HPO List (Example):

## Printing Industry Sub-Cluster

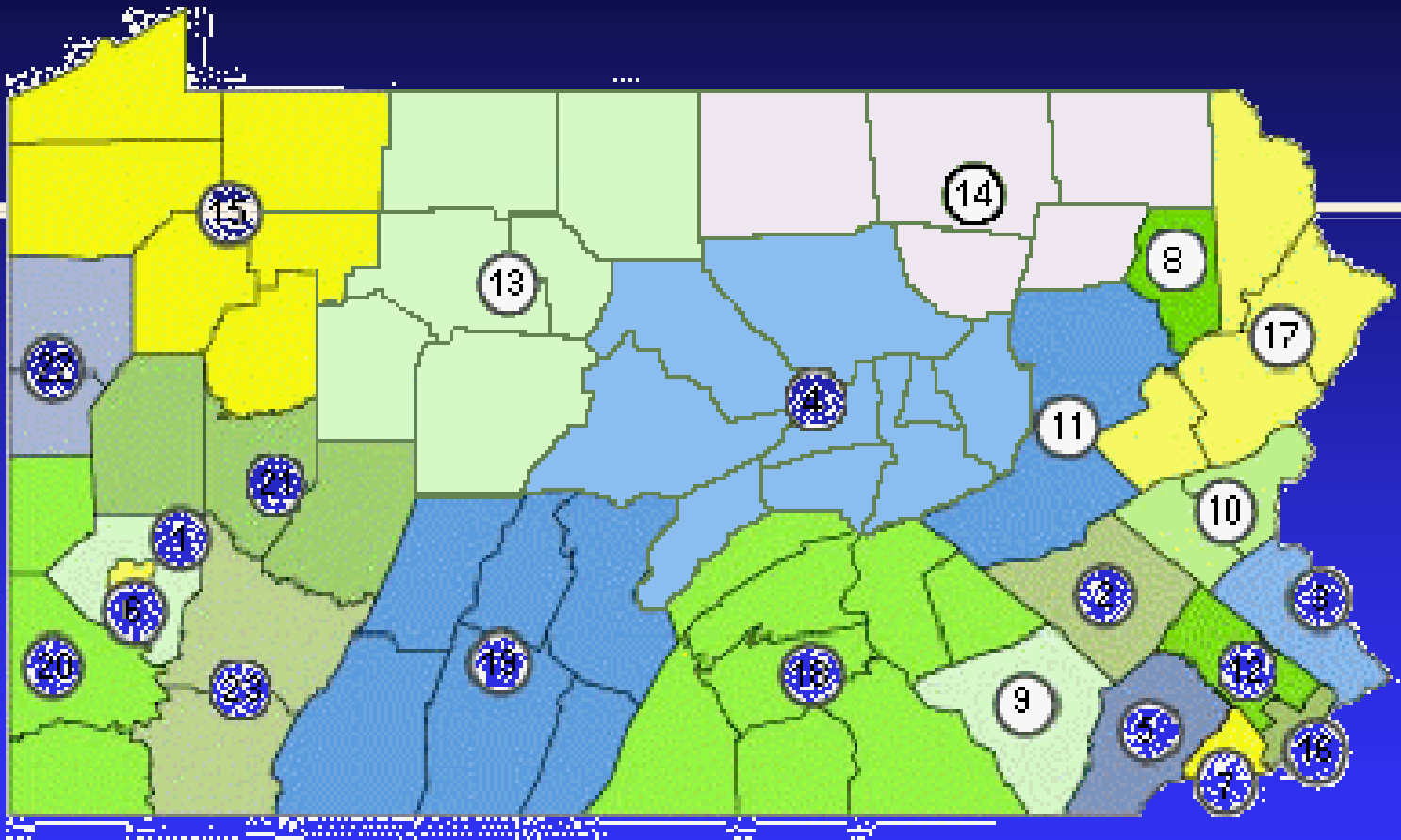
The Printing sub-cluster includes all manufacturers within the Printing and Related Support Activities industry as defined by the North American Industry Classification System (NAICS) coding structure. Also included are manufacturers of printing machinery and equipment, as their products are critical to the products of the printing industries. This sub-cluster complements the Lumber, Wood and Paper cluster, which does not include industries that add value to the raw material paper.

### High Priority Occupations in Printing (Highlighted occupations are new additions in 2007)

SOC Code	Occupation	Educational Attainment 1/	Industry Cluster Wage, 2005	Job Openings		All Industries			
				Industry Cluster	All Industries	Percent Employment Change, 2002-04	Percent Change in Wages, 2003-05	Unempl. Rate, 2004-06	Completers as Percent of Total Openings
11-1021	General & Operations Manager	BD+	\$81,458	28	2,717	-3.4%	12.1%	1.4%	94.1%
27-1024	Graphic Designer	BD	\$34,443	19	240	2.4%	-0.1%	3.0%	720.0%
41-4012	Sales Representatives	MI COT	\$70,430	47	2,102	-7.1%	9.1%	4.0%	19.0%
43-4051	Customer Service Representatives	MI COT	\$35,039	38	2,289	+4.1%	2.9%	7.4%	15.0%
43-9031	Desktop Publisher	PS VOC	\$42,340	34	45	-22.0%	21.4%	0.0%	7.7%
51-1011	Supervisors - Production & Operating Workers	WR EMP	\$53,449	30	750	-9.8%	7.5%	3.4%	1.1%
51-5021	Job Printer	LI COT	\$29,690	38	77	18.1%	-4.1%	1.2%	10.4%
51-5022	Presser Technicians & Workers	LI COT	\$31,740	44	71	-18.4%	0.0%	9.2%	18.3%
51-5023	Printing Machine Operator	MI COT	\$34,340	114	250	+2%	4.7%	4.1%	10.0%

# PA Workforce Structure:

- 67 Counties =
- 22 Local Workforce Investment Areas
  - ◆ 22 Local Workforce Investment Boards
    - ◆ Regional and Statewide Collaboration BUT have independent Local Plans. ☺



# Alignment (beyond the spine)

- Industry = Occupations
- Occupations = Required Credentials
- Required Credentials = Education/Training
- Education/Training = YOU!

- **Pennsylvania Workforce Main Site**

[www.paworkforce.state.pa.us](http://www.paworkforce.state.pa.us)

- **Center for Workforce Information & Analysis**

[www.paworkstats.state.pa.us](http://www.paworkstats.state.pa.us)

- **Luzerne/Schuylkill Workforce Investment Board, Inc.**

[www.lswib.org](http://www.lswib.org)