



1. Review MO Governance Structure: Does it emphasize the need and value of Workforce Development?

- Is Workforce Development in the Strategic Plan?
- Are committees appropriately focused, aligned to achieve the goals?
 - Goals could target three core audiences: New and Future Workforce; Retaining and Developing the Current Workforce; and State Legislative and Regulatory Workforce Policy, e.g. state licensure laws.
- Are volunteers committed to the goals, do they “own it”?
 - How engaged are volunteers during Engineering Week?
 - What are best practices for retention and career mentorship that can be shared?
 - What resources are available for statewide internship and scholarship opportunities?
- Are staff resources needed for support? If so, what and how much?

2. Review MO Workforce Landscape: What are the key stats/demographics around Education and Workforce? Build your case!

- Collect “going to college” rates and graduation rates, engineering enrollment data (start with reports from state agencies).
- Review K-12 education policy and state priorities around STEM (legislation and regs that promote STEM, going to college, etc.)
- Review state funding resources (agencies that have grants, assistance to employers or students to pursue STEM careers) and non-profit orgs supported by fed, state, local funding.
- Understand collegiate landscape (very broad, but identify engineering programs (four-year degrees and two-year associate degree programs), prioritize, identify obstacles such as preference for out of state students/higher tuition payments, etc.)
- Survey the needs of member firms and find occupation and experience gaps (salary and benefits surveys can show number of positions needed now, extrapolate it)
- Assess and list allied organizations engaged in workforce development (your DOT, road builders, AGC, etc.) as well as non-profits focused on youth development, STEM career exploration, etc.

3. Develop Game Plan: How do you start to develop or improve relationships with schools, colleges, allied orgs, state administration, private sector?

- Who is going to do what?
- Are staff resources needed?
- Do firm members/volunteers have capacity/interest?
- Are there members who have relationships with universities that may be available to serve as an advisory board member for an engineering program?

- How will you allocate staff resources and/or funds for engagement?
- If a strategic plan exists for Workforce Development, align metrics/goals/objectives to your strategic plan!
For example, measure utilization of ACE Mentor engagement and create yearly benchmarks to capture growth.

4. Getting to Work: Develop the plan; work the plan; measure the plan! Build Your Brand! Create Your Story!

- Do you have a collegiate scholarship program?
- Do you have existing collegiate relationships? How will MO establish and sustain them?
- Do you engage K-12 students? Get into the schools, build relationships with teachers, school counselors, principals (exhibit at their professional fairs)
- National Engineers Week – use as a marketing push for the profession – Develop a system to support schools and volunteers, provide FREE resources for volunteer/presenters, teachers, and students.
- Collaborate with allied organizations but know your own unique goals and stay on track.
 - ACE Mentor
 - DiscoverE
 - E-Squared
 - State-based STEM programs (afterschool programs, continuing education, etc.)
- Develop and share resources and best practices for engaging with students with membership—what motivates them and how to ‘break through’ and get student’s attention. Use market research or “AI” to leverage talking points that resonate with student age/audience.
- Legislative and Executive Branch level-policy to encourage STEM/engineering-may need your lobbyist to help here.