



WORKFORCE DEVELOPMENT PLAYBOOK: **Guidance for MOs**

Guidance For MOs: 4-Step Strategies to Launch Workforce Development Efforts Locally

Step 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?
- ▶ Are volunteers committed to the goals, do they “own it”?
- ▶ Are staff resources needed for support? If so, what and how much?

Step 2: Review 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, 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.

Step 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?
- ▶ How are you going to fund it?
- ▶ Align metrics/goals/objectives to your strategic plan!

Step 4: Getting to Work: Develop the plan, work the plan, measure to 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)
 - ▶ Consider National Engineers Week 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.
 - ▶ 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; consider your lobbyist to help here.
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