

Key Strategies and Activities Implementation Plan Update

August 21, 2008



PACIFIC MOUNTAIN ALLIANCE FOR

INNOVATION *Wired*

GOAL 1: PMAI will Leverage Partner Resources to Establish and Promote Regional Identity

Build Regional Framework for Action

1. Create structure and framework for Alliance and Executive Leadership Council. (ELC)
2. Launch the Alliance.
3. Establish Metrics to measure project activities.
 - a. Apply Common Measures to grant outcomes.
 - b. Additional Metrics for each Panel will be established by Industry and presented to the ELC.
4. Undertake regional asset mapping and SWOT Analysis.
5. Create panels for industry and entrepreneurship.

Get the Word Out. Promote Regional Identity by Sharing Information with Community Partners, Business Leaders and Workers

1. Design a marketing approach to identify and share the WIRED region's identity.
2. Adopt *Next Washington* model approach.
3. Get representation on statewide initiatives.
4. Create a recognizable brand that identifies the WIRED PMAI Alliance.
5. Create a website to communicate with WIRED partners, regional communities and workers, on project opportunities and activities.
6. Develop local labor market data in partnership with Labor Market and Economic Analysis Group.
7. Publish "State of the Region" Paper to share with public, stakeholders, elected officials and others seeking information about the region.

Analyze the Region's Position in the Pacific Northwest Economy

1. Analyze the "sustainable green" market economy.
2. Align capital, training and technical assistance components to maximize opportunity in that economy.

Build the Capacity of the Alliance and the ELC to Lead Regional Innovation

1. Continue to grow and use members of the Alliance as the need arises. Add new partners as opportunity emerges.

Leverage Partner Resources

1. Continue to add leveraged resources to existing pool.
2. Work with partners to target new resources for regional projects.

Launch the Enterprise Network to Advance Regional Identity and Global Competitiveness

1. Assess current resources, networks, references, technical assistance and tools available to entrepreneurs and small business.
2. Identify gaps and initiate actions to fill gaps.



GOAL 2: Transform Our Talent Pool into a Flexible, Technologically Capable Workforce that Meets the Region's Skills Requirements

Assess the Workforce Needs of Targeted Industries

1. Develop assessments to measure:
 - Current Workforce composition
 - Current and future skill requirements
 - Education and Training Gaps
2. Collect and review existing data and research.
3. Conduct periodic evaluations and make adjustments based on feedback.

Create Industry Panels that will Build Work Plans for Specific-Focused Talent Development

1. Industry Panels in:
 - Advanced Manufacturing
 - Construction
 - Energy
 - Innovation/ EntrepreneurshipCreate Action Plans that include funding options for plans and provide technical assistance.
2. Design and launch a regional web-based network that supports new initiatives and regional competitiveness. Showcase current resources, tools, references, training and technical assistance available to industry, entrepreneurs and small business.

Design Industry-Driven Training

1. Expand distance learning capacity through a virtual job-training network.
2. Tailor DVD Training to industry specific skill sets within targeted industries.
3. Provide specialized training scholarships for incumbent workers in targeted sectors.
4. Develop shared training programs across and within industries in similar occupations.
5. Select and use a work readiness certificate supported by business.
6. Adopt new training models for career and technical education programs that lead to industry supported certificates.

Expand the Regional Training Center at Satsop Business Park

1. Map the feasibility and steps toward expansion, including technical and capital upgrades.

Provide Training and Certification for Basic Computer Skills

1. Implement Microsoft Unlimited Potential project in all WorkSource offices in the region.
2. Expand Microsoft Unlimited Potential to Veterans.

“This partnership of business, labor, economic development, education, and workforce is committed to transforming the way we do business.” Michael Kennedy, Executive Director - Pacific Mountain Workforce Consortium

Expand Talent Pool to Reach Out to Traditionally Underserved Populations

1. Increase and refine assistance to:
 - Veterans
 - Native Americans
 - Women and Minorities
 - Disabled Individuals

Connect K-12 to Post-Secondary Education and Training, Apprenticeships and Direct Entry Placements (16+ Year Old)

1. Expand articulation for Tech Prep in targeted industries.
2. Implement new education and training curriculum in response to industry demand.
3. Offer Value Stream Mapping to document the flow of information and materials through business operations:
 - Identify value added and non-value added activities
 - Eliminate waste
 - Define the changes necessary to achieve the desired future
4. Develop In-Demand Scholar programs to support costs associated with post-secondary education and training, apprenticeship and direct placement within targeted sectors.
5. Expand the *Dream It. Do It.* Program in partnership with the Washington Manufacturing Association.
6. Design and deliver experiential programs through summer camps for each industry sector.
8. Provide industry summer camp for educators targeting STEM.
9. Pilot a Life-long Learning Account (LiLa).

Combine Basic Skill Instructions with Applied Occupational and Workplace Competencies

1. Implement industry led I-BEST models.

Maximize the Talent of Disadvantaged Youth, Returning and Former Veterans, Women and Minorities, and the K-12 Pipeline (16+ Years Old)

1. Establish model pre-apprenticeship training programs for targeted sectors.



GOAL 3: Build and Promote Innovation and Entrepreneurship as a Foundation of Our Regional Economy

Create and Support Opportunities for Innovation and Entrepreneurship

1. Convene a regional Innovation Forum that includes leading industry partners, academic researchers, scientists and entrepreneurs.
2. Explore the development of regional small and medium size enterprises (SME Clusters).
3. Assess the regional and global opportunities and market trends for new innovations in renewable energy, lean manufacturing and "green" construction.

Develop Avenues that Encourage the Growing Movement of 'Sustainable' Industries

1. Convene stakeholder forums semi-annually to ensure collaboration, to build the capacity of the Alliance and its members, to encourage innovation, advanced entrepreneurship and new talent development in the region.
2. Expand partnerships with Native American tribes within region to foster collaboration in business development ventures.
3. Expand linkages with both traditional (financial institutions) and non-traditional (foundations, community development financial institutions), venture capital and philanthropic organizations in support of strategies for business growth and innovation.
4. Develop the competitiveness of regional businesses with training opportunities, intraregional trade and brokering of global market opportunities.

Develop/Expand Linkages to 4-Year Institutions, Faculty and Researchers for R&D Innovation and Business Technology Transfer

1. Explore current R&D facilities in region to connect ongoing efforts and facilitate a regional approach.



Promote Ongoing Research Toward the Growing Movement of “Sustainable”

Resources Industries

1. Participate in Innovation Partnership Zone.
2. Participate in public education and awareness.
3. Integrate sustainable skill sets in Construction Panel.

Assess the Regional and Global Opportunity for New Innovations in Renewable Energy, Lean Manufacturing and “Green” Construction

1. Analyze the market trends.
2. Identify support for value added “green” products for manufacturing.

Share Market Analysis Findings Broadly and Align Capital, Education, Training and Technical Assistance Components in Goal 2 and Goal 3

1. Develop white paper and expand contacts with communication network.
2. Communicate expansion opportunities to include I-5 corridor and West Coast of Washington.



WIRED is an industry driven initiative that will result in a framework to attract business to the Pacific Mountain Region. By promoting innovation and entrepreneurship it will strengthen new and emerging businesses located here. Three industry sectors, construction, energy technology, and manufacturing will benefit from collaborative engagement with partners in economic development, education and workforce development.

WIRED will build a regional identity that enhances our global competitiveness. It is a project of the Pacific Mountain Workforce Council and is funded with grant dollars from Department of Labor – Employment Training Administration



Pacific Mountain Workforce Consortium is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to persons with disabilities