VERMILION
ADVANTAGE

Forging New Grounds Together

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Economic Development’s Role in Workforce Development

Why?

“K-12 education is the source of future labor force, but it is also an indication of ‘quality of life and is often looked to as an indicator of the community’s values and commitment to its future.”

Source: Mark Sweeney, McCallum Sweeney Consulting Business Facilities, February 2003
The Cluster Chapter

- *Evolved* from local existing industry program
- *Continuation* of our role as a *neutral link* in the job retention/creation chain
- Aging workforce - *Our wake up call*

Workforce Development & Economic Development
Our Approach

Two-fold purpose:

- Community Awareness
- Enhanced, comprehensive K-16+ training system

Industry Clusters - Purpose
Our Approach

- “Critical Data” collection/ Compare with macro-trends
- Identify existing training resources/content of training
- Match skill gaps with training gaps
- Fill the gaps (The Plan)

Industry Clusters - The Process
Our Approach

- Speak with a *single* voice
- Address only *common* needs identified by data collection
- Develop *system*, not disjointed programs
- Get *results* or move on
- No more meetings than necessary – use technology

Industry Clusters - The Ground Rules
Our Approach

*Like Industries:*

<table>
<thead>
<tr>
<th>Industry</th>
<th>Companies</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing/Logistics</td>
<td>36 companies</td>
<td>employing 6,500</td>
</tr>
<tr>
<td></td>
<td>&amp; growing</td>
<td></td>
</tr>
<tr>
<td>Tech./Service</td>
<td>20 companies</td>
<td>employing 1,950</td>
</tr>
<tr>
<td></td>
<td>&amp; growing</td>
<td></td>
</tr>
<tr>
<td>Health Care</td>
<td>10 companies</td>
<td>employing 2,650</td>
</tr>
<tr>
<td></td>
<td>&amp; growing</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>66 companies</strong></td>
<td><strong>employing 11,100</strong></td>
</tr>
</tbody>
</table>
Our Approach

Enhanced, comprehensive K-16+ Training System

Activities:
Grades 1-8  Character Education (Joint Clusters)
Grade 3    Mrs. Mary’s “Great Math & Science Adventure” (Joint Clusters)
Grade 4    Mrs. Mary’s “May the Force Be With You” (Joint Clusters)
Grade 4-8  SAE - World of Motion (Joint Cluster)
Grades 6-8  Career Lab (Joint Clusters)

Grades 9-12  Project Lead the Way - Pre-engineering curriculum
Grades 10-12 AIMS (Health Care) and MERIT (Mfg.) Academies
  • Worksite visits
  • Internships
  • Mentor – Power Lunch
  • Scholarships

Grades 11-12 High Tech Edge
(pilot)

Industry Clusters - The Training System
Our Approach

PLTW at Danville High School

2004  1 out of 10 pilot schools selected by DCEO
      POE offered during extended home room

2005  IED added as second course

2006  IED continues
      POE has dedicated class time
      BIOTech begins
      DHS is certified
      Preparing to begin GTT in Danville Fall 07
      Danville Area Community College begins offering PLTW
      through College Express to area Juniors and Seniors –
      extended class period
Our Approach

Enhanced, comprehensive K-16+ Training System

Postsecondary:
NIMS Certification (Mfg. Cluster) – Milling/Machining

Engineers For Tomorrow (EFT) Scholarship Partnership (DACC/Cluster/ Bradley; University of Illinois; or Purdue)

CNA/ LPN/ RN – DACC/ Lakeview School of Nursing – 4 year degree

Future – Physical Therapy, Pharmacy, Computer Network Engineer

Industry Clusters - The Training System
**EDUCATIONAL PROGRAM IMPACT SUMMARY**

<table>
<thead>
<tr>
<th>Program</th>
<th>Schools</th>
<th>Students</th>
<th>Volunteers</th>
<th>Grade Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Character Counts</td>
<td>15</td>
<td>1,513</td>
<td>32</td>
<td>1 – 8</td>
</tr>
<tr>
<td>Mrs. Mary</td>
<td>22</td>
<td>1,906</td>
<td>NA</td>
<td>3 – 4</td>
</tr>
<tr>
<td>SAE – World in Motion</td>
<td>11</td>
<td>767</td>
<td>17</td>
<td>4 – 8</td>
</tr>
<tr>
<td>Career Lab</td>
<td>11</td>
<td>1,103</td>
<td>NA</td>
<td>6 – 8</td>
</tr>
<tr>
<td>AIMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soph/Jr Mentors</td>
<td>DHS</td>
<td>76</td>
<td>11</td>
<td>10-11</td>
</tr>
<tr>
<td>MERIT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soph/Jr Mentors</td>
<td>DHS</td>
<td>73</td>
<td>12</td>
<td>10-11</td>
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<tr>
<td>PLTW</td>
<td>DHS</td>
<td>40</td>
<td>NA</td>
<td>9 -10</td>
</tr>
<tr>
<td>EFT</td>
<td>NA</td>
<td>3</td>
<td>NA</td>
<td>Post-secondary</td>
</tr>
</tbody>
</table>

**TOTAL**  
32  5,481*  72

*Some duplication of students in lower grades receiving multiple cluster-sponsored programs and some duplication of companies providing volunteers to multiple programs.
Our Approach

PLTW-Vermilion Advantage/Business Partnership

All three clusters support program through volunteers and dollars

- Engineering Mentors
- Engineering Paid Internships
- Engineering Field Trips and Speakers
- Engineering Scholarships
- Engineering Projects
Our Approach

Community Awareness:
- Monthly news articles/ Tabloid/ Home Coming Series
- Career Posters
- Radio, Cable TV and Network ads
- Place mats
- 442-JOBS phone number
- WEB Page: [www.442jobs.com](http://www.442jobs.com) (hits)
- Career Fairs

Industry Clusters - The Message
Marketing
Our Approach

Results:

Community Awareness + Skills + Involvement = Results

- Understanding the dynamics of changing skill needs/ opportunities
  - Educational foundation/ long-term and short-term
  - Demographics
  - Technology
  - Business projections
- Implement systematic changes to respond to current and anticipated trends
- Active participation in the process of change
- Businesses, School Districts, Community Agencies, together - creating the future
Our Approach

Results:

Who benefits?

Individuals . . . Community . . .

Existing Businesses . . .

New Businesses . . .

Who benefits? EVERYONE!
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