

# GRASSROOTS COALITIONS TO FILL THE PIPELINE

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# IN THE BEGINNING

- SCHOOLS WERE CREATED AS A MEANS TO PREPARE YOUTH FOR CAREERS AND LIFE IN THE LOCAL ECONOMY. THEY WERE GUIDED BY LOCAL INDUSTRY WHETHER IT WAS AGRICULTURE OR MANUFACTURING.
- TODAY EDUCATION IS AN ENTITY UNTO ITSELF AND TENDS TO DEFINE ITSELF

EVERYTHING WORKS

- THE KEY TO SUCCESS IS  
TO A SUCCESSFUL  
INITIATIVE IS TO START

# THE JOURNEY

- INDUSTRY LEADERSHIP IS KEY
- USE/INCLUDE THE MEDIA
- MEET WITH LOCAL AND STATE POLITICIANS. TALK OF THE NEED. ASK THEM FOR LEADS TO SOLUTIONS. FOCUS ON UNFILLED JOBS.
- REACH OUT TO SCHOOLS AND OFFER HELP.
- BROADCAST SUCCESSES
- ALWAYS LEAD, BUT LOOK FOR PARTNERS

# SUCCESS BREEDS SUCCESS

- WE SAW A STRONG INDUSTRY BASE THAT WAS CRITICAL TO OUR REGION'S ECONOMY. BY WORKING TOGETHER WE COULD MEET OUR GOALS OF FILLING AND CREATING STRONG, SUSTAINABLE JOBS. (BILL WARD REBHC)
- WE SAW THE MOST SUCCESSFUL PROGRAM IN THE STATE FOR FILLING THE SKILLED WORKFORCE PIPELINE. (JACK HEALEY, MASSMEP)
- THEY HAD THE ORGANIZATION AND INFRASTRUCTURE OF INDUSTRY REQUIRING HIGH SKILLS, K-12 WITH STRONG VOCED, COMMUNITY COLLEGES, AND THE REB IN PLACE. WHAT THEY NEEDED WAS MONEY. (BART ASLIN, SME-EF)

# SUCCESS BREEDS SUCCESS

- WE WERE HAVING TROUBLE RECRUITING STUDENTS TO OUR MFG & ENGINEERING PROGRAMS. THE INDUSTRY / REB LED COALITION HAS HELPED PUBLICIZE THE INDUSTRY NEEDS AND OPPORTUNITIES. IN THE 4 YEARS SINCE BECOMING INVOLVED WITH THE COALITION, OUR ENROLLMENT HAS DOUBLED AND THE PROGRAM IS AT CAPACITY.  
(Dr. Ira Rubenzahl, President STCC)

# LESSONS LEARNED

- WHEN ON A BURNING PLATFORM, LEAD, FOLLOW OR GET THE HELL OUT OF THE WAY.
- WHEN YOU COME TO A FORK IN THE ROAD, TAKE IT.
- LOOK FOR AND RECOGNIZE OPPORTUNITY
- BE CREATIVE
- ASK FOR THE REFERRAL
- ALL POLITICS AND MOST SOLUTIONS ARE LOCAL
- FORGET BEST PRACTICES, FOCUS ON CONTINUOUS IMPROVEMENT
- ACTION WINS OVER ANALYSIS
- BROADCAST SUCCESS
- MASS MEDIA IS KEY
- BE INCLUSIVE
- GIVE CREDIT
- PREACH THE GOSPEL