Successful Approaches for Ensuring Effective Business Engagement in Programs

June 18, 2015

The Webinar Begins At 3 PM Eastern
Webinar Details

• For this webinar you will be in listen only mode using your computer or phone
• Please ask questions via the question window
• This webinar is being recorded – you will be sent a recording link
Disclaimer: This material is based upon work supported by the National Science Foundation under Grants # 1205077 and # 1261893. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.
The CCTA IS Led By

- **National Center for Convergence Technology (CTC)** based at Collin College in Frisco, TX (lead)
- **South Carolina ATE National Resource Center (SCATE)** based at Florence Darlington Technical College in Florence, SC
- **Florida ATE Center (FLATE)** based at Hillsborough Community College in Tampa, FL
- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** based at City College of San Francisco in San Francisco, CA
- **Networks Resource Center** based at the Maricopa Community College District in Phoenix, AZ
CCTA Purpose

• Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees
  – Success coaching
  – In-person convenings
  – Knowledge management /best practices
  – Peer-to-peer learning
CCTA Activities are Relevant for

- Department of Labor grants
- National Science Foundation Projects and Centers
- Workforce-oriented programs of all kinds
Deliverables

• Topical Webinars and Teleconferences On
  – Existing and new solutions
  – Live/recorded with attendee Q&A
  – Archived on www.atecentral.net

• Other online media including videos and transcripts
Deliverables Continued

- Invitations to regional discipline-specific conferences
- Identify and document best practices
- Host convenings
Poll #1: Your Affiliation

A. I am involved with an NSF grant
B. I am involved with a TAACCCT grant
C. Both
D. Neither
REGIONAL CENTER FOR NUCLEAR EDUCATION & TRAINING (RCNET)

Employee Engagement Webinar for CCTA
Outline

• Background of RCNET
• Industry Success
• Truth
• Approaches to Industry Engagement
• Lessons Learned
RCNET’s Mission and Goals

RCNET’s Mission
To make sure the demand for skilled nuclear technicians is met in a standardized and systematic way.

RCNET’s Goals
1. Provide standardized nuclear curriculum packages.
2. Develop, categorize, and maintain a learning repository for nuclear curriculum.
3. Provide professional development for educators.
4. Embed unique training systems and 21st century technologies into the classroom.
5. Provide career and academic pathways.
6. Provide career assistance.
7. Provide materials and assistance in secondary outreach and diversity recruitment.
8. Promote nuclear careers.
RCNET’s EXPANSION

• Based upon industrial surveys, a comprehensive workforce study and external reports generated by MEYETAL Research & Evaluation, RCNET has expanded into 3 additional nuclear fields:
  • Environmental Management
  • Manufacturing
  • Life/Plant Sciences
• Combined, these fields will have over 60,000 job openings by 2030
• RCNET has identified a lead school for each discipline and has identified schools with active programs and schools that are interested in starting programs for each discipline.
### Summary of RCNET Products

<table>
<thead>
<tr>
<th>Product(s)</th>
<th>Audience</th>
<th>Type &amp; Location of Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standardized academic articulation with excelsior college</td>
<td>NUCP graduating students</td>
<td>File transfer guides, contact information, standardized tuition rates and other information available at <a href="http://www.gonuke.org">www.gonuke.org</a>.</td>
</tr>
<tr>
<td>DVD/video on career assistance</td>
<td>NUCP students</td>
<td>Soft skills needed to obtain and grow a nuclear career are detailed. Information on resume writing, interview skills, academic articulation, and RCNET job board are explained.</td>
</tr>
<tr>
<td>MOU with United Negro College Fund</td>
<td>Pipeline students</td>
<td>Agreement to be signed April 19, 2013 will setup the infrastructure to cover yearly tuition costs for up to 20 African American students in nuclear technician tracks at one of 37 college programs across the country.</td>
</tr>
<tr>
<td>DVD/video on human development</td>
<td>NUCP college faculty</td>
<td>Best practices at colleges to ready students for work in a nuclear environment will be reviewed. Methods to embed a culture of safety, responsibility, communication, leadership, and articulation are examined and reviewed. Video on <a href="http://www.gonuke.org">www.gonuke.org</a> and available through Jo Ann Balsamo.</td>
</tr>
<tr>
<td>Biography on Nuclear Pioneers</td>
<td>Students and Technicians</td>
<td>To impart a sense of ownership, RCNET has teamed with 10 technician founders/leaders in the fields of nuclear energy, medicine, weapons, space exploration, and cleanup to publish a collection of biographies with a goal of relating the experiences, blood, sweat and tears these pioneers experienced to build the industry.</td>
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</table>
## Summary Of RCNET Products

<table>
<thead>
<tr>
<th>Product(s)</th>
<th>Target Audience</th>
<th>Type &amp; Location of Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing &amp; outreach materials</td>
<td>Academic and industry outreach specialists</td>
<td>RCNET and partner’s marketing material including videos, brochures, fact sheets, images, and other printed material available at <a href="http://www.gonuke.org">www.gonuke.org</a>.</td>
</tr>
<tr>
<td>Job bank</td>
<td>NUCP graduating students &amp; hiring managers</td>
<td>At gonuke.org website. NUCP graduating students can load their resume and hiring managers can sort and search through it on this protected site.</td>
</tr>
<tr>
<td>Academic &amp; Career Flowcharts</td>
<td>NUCP students</td>
<td>Flow charts on career and academic pathways are available on the <a href="http://www.gonuke.org">www.gonuke.org</a> website</td>
</tr>
</tbody>
</table>
RCNET is headquartered at Indian River State College in Fort Pierce, FL and is a consortium of 60 colleges and universities, 94 industry partners, 14 agencies and other partners, and 7 countries.
*** Data collected by Nuclear Energy Institute (NEI) and represents RCNET’s 44 partner colleges across the nation.
Summary Statistics – RCNET Students

*** Data collected by Nuclear Energy Institute (NEI) and represents RCNET’s 44 partner colleges across the nation.
There is only 1 question industry is interested in.
THE Question

WIIFM?
RCNET’s Approach to Industry Involvement

1. Articulate the direct and indirect return on investment

2. Analyze opportunities (workforce needs by numbers, sector, and location)

3. Create a funnel chart of opportunities

4. Direct face to face marketing

5. Follow Up

6. Follow Up

7. Follow Up

5. Investigate new avenues

6. Reinvent yourself

7. More meetings
Return on Investment

Direct – Training time saved & increased retention rates

$67,000 per hire over 5 years

Indirect – Positive press & grants

$200K per year for active partnerships
Analyze Opportunity

65,000 Job Openings by 2030!!
Analyze Opportunity

65,000 Job Openings by 2030!!

But WHERE? And WHEN?
Funnel Chart

Industry Leads
(300)

Prospects
(150)

Industry Partners
(94)
Face to Face Marketing
Follow Up

- Opportunities come and go
- Jobs come and go
- You need to stay in the forefront of their mind
Develop New Leads

“You should always try and put yourself out of business. Your competition is.”

Warren Buffet
Questions?
NextEra Energy: North America’s Clean Energy Leader

James Auld
Strategic Workforce Development

$4 billion in operating revenue

$29 billion in total assets

Operations in: 24 states and Canada

#1 in renewable energy
Our nuclear fleet powers five million homes from five sites in four states
The Challenge

Where will we find the next generation of:

- Plant Operators
- I & C Technicians
- Electrical Technicians
- Mechanical Technicians
- Radiation Protection Technicians
- Chemistry Technicians
- Wind Technicians
- Line workers
- Smart Grid / Smart Meter Technicians

And we need a new cadre of:

- Engineers
- Plant Manager
Partnerships with Industry

Addressing the Challenge

Critical need for well-trained energy professionals due to rising energy demands, a stringent regulatory environment and impending workforce shortages.
Partnerships with Industry

Strategy

• Create a joint program between IRSC and Florida Power & Light (FPL) and the International Brotherhood of Electrical Workers (IBEW) to address the need

• Match academic requirements to industry needs and best training practices

• Involve industry’s subject matter experts

• Create a Memorandum of Understanding outlining commitment, individual and shared responsibilities

• Collaborating with community of practice including ATE Centers to leverage resources and expertise
Aligning Education to Training

Trainers

Labor

Educators

Executives

Hiring Managers

Human Resources

Takes Teamwork
Removing Redundancy

- Saves Resources
- Improves Throughput
- Prepares Us For the Future
Regional Center for Nuclear Education & Training
RCNET
A collateral result of a solid training partnership
RCNET’s Purpose

1. Provide standardized nuclear curriculum packages.
2. Develop, categorize, and maintain a learning repository for nuclear curriculum.
3. Provide professional development for educators.
4. Embed unique training systems and 21st century technologies into the classroom.
5. Create career and academic pathways.
6. Promote nuclear energy and nuclear careers.
Regional Center for Nuclear Education and Training Program Information

RCNET is headquartered at Indian River State College, and includes a consortium of 46 colleges and universities, 30 industry partners, and 19 agencies.
Key Elements of Success

- Industry commitment to hiring graduates from the program
- Industry subject matter experts providing training support
- Shared responsibilities between industry and college partner for the overall oversight of the quality of the program
- Mutual respect for the role that each partner plays in the education and training of graduates guarantees the sustainability of this relationship
- Collaborating with consortia, including RCNET, to leverage resources and expertise
Questions?
Join Us – All Webinars 3 pm Eastern

• August 20 — Effective Outreach and Recruitment: Part I – Special Populations
  The number of students/participants you attract into a program or initiative supported by grant funding is almost always a key indicator of success. During this webinar, specific successful strategies and tools for recruiting females, Hispanics, and veterans will be shared by NSF ATE and DOL TAACCCT grantees.

• September 24 – Effective Web Telecommunications – Design for Effectiveness
  Effective grant project management today involves implementing web telecommunication tools. In part one of this two part webinar series, you will select the best meeting style to accommodate the plus and minuses of the web and participate in designing a presentation for a remote audience.
Join Us – All Webinars 3 pm Eastern

• October 15 – Effective Web Telecommunications – Design for Effectiveness
  Part two of this two part series focuses on the production aspects of web meetings. You will learn how meeting preparation is critical and how to effectively use today’s diverse technologies to engage your participants with voice, visual, video and interactive tools.

• November 19 – Bridge Learning Communities
  The number of students/participants you attract into a program or initiative supported by grant funding is almost always a key indicator of success. Too often, however, identifying, connecting with, and recruiting your target audience is challenging. This is especially true with special populations. During this webinar, specific successful strategies and tools for recruiting females, Hispanics, and veterans will be shared by NSF ATE and DOL TAACCCT grantees.
Join us in Portland, OR!

July 27-30, 2015

www.highimpact-tec.org
Register for HI-TEC and TAACCCT Convening

HI-TEC Conference July 29-30 in Portland, Oregon


1. TAACCCT-specific session track during the conference.

2. Free follow-up TAACCCT technical assistance convening for all TAACCCT grantees on Friday, July 31.
Q&A and Contacts

• Kevin Cooper, kcooper@irsc.edu
• James Auld, James.Auld@FPL.com
• Ann Beheler, abeheler@collin.edu