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
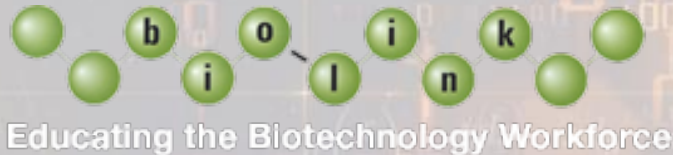
Brought To You By

CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE

With Additional Support by the ATE Collaborative Impact Project

ATE CENTERS

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

ATE CENTERS

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
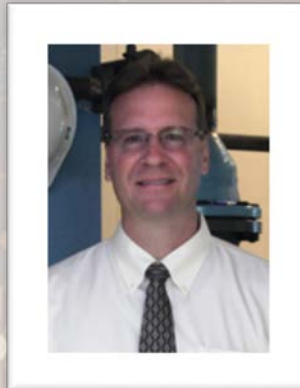- Other online media including videos and transcripts

Deliverables Continued

- Invitations to regional discipline-specific conferences
- Identify and document best practices
- Host convenings

*ATE*CENTERS

PRESENTERS

Kevin Cooper, Director & Dean RCNET,

James Auld, Director
External Training
Initiatives

Ann Beheler
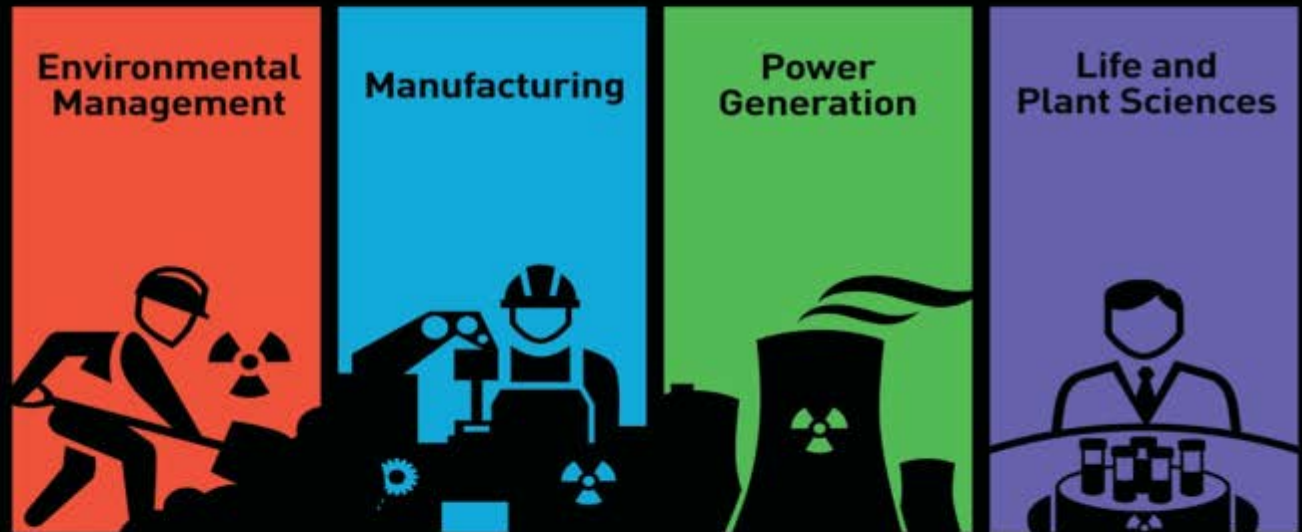**PI & Executive Director**
National Convergence
Technology Center (CTC)

Poll #1: Your Affiliation

A. I am involved with an NSF grant

B. I am involved with a TAACCCT grant

C. Both

D. Neither

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.

ATE CENTERS

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

Product(s)	Audience	Type & Location of Materials
Standardized academic articulation with excelsior college	NUCP graduating students	File transfer guides, contact information, standardized tuition rates and other information available at www.gonuke.org.
DVD/video on career assistance	NUCP students	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.
MOU with United Negro College Fund	Pipeline students	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.
DVD/video on human development	NUCP college faculty	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 www.gonuke.org and available through Jo Ann Balsamo.
Biography on Nuclear Pioneers	Students and Technicians	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.

Summary Of RCNET Products

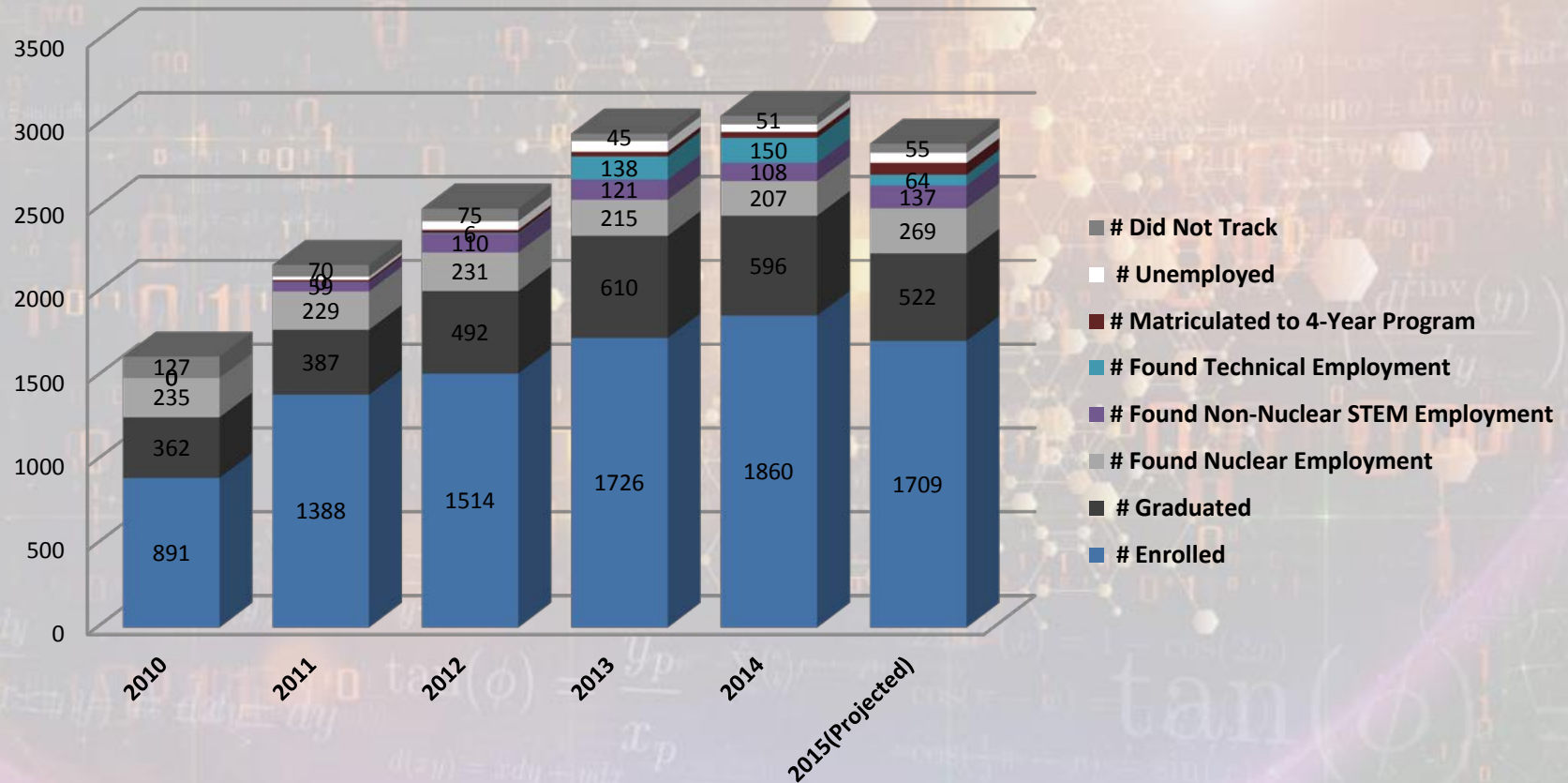| Product(s)	Target Audience	Type & Location of Materials
Marketing & outreach materials	Academic and industry outreach specialists	RCNET and partner's marketing material including videos, brochures, fact sheets, images, and other printed material available at www.gonuke.org.
Job bank	NUCP graduating students & hiring managers	At gonuke.org website. NUCP graduating students can load their resume and hiring managers can sort and search through it on this protected site.
Academic & Career Flowcharts	NUCP students	Flow charts on career and academic pathways are available on the www.gonuke.org website
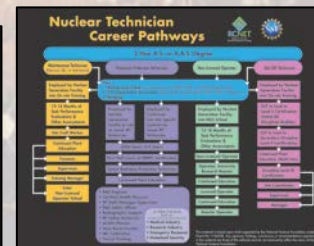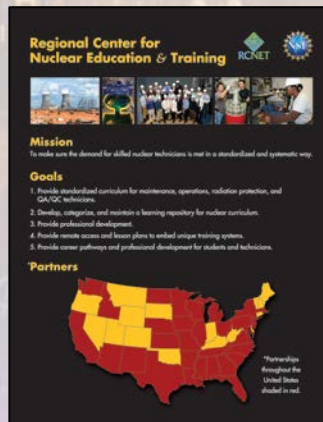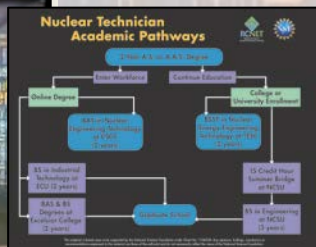
RCNET is headquartered at Indian River State College in Fort Pierce, FL and is a consortium of 60 colleges and universities, 94 industry partners, 14 agencies and other partners, and 7 countries.

Summary Statistics – RCNET Students

*** Data collected by Nuclear Energy Institute (NEI) and represents RCNET's 44 partner colleges across the nation.

Chart legend:
- # Did Not Track
- # Unemployed
- # Matriculated to 4-Year Program
- # Found Technical Employment
- # Found Non-Nuclear STEM Employment
- # Found Nuclear Employment
- # Graduated
- # Enrolled

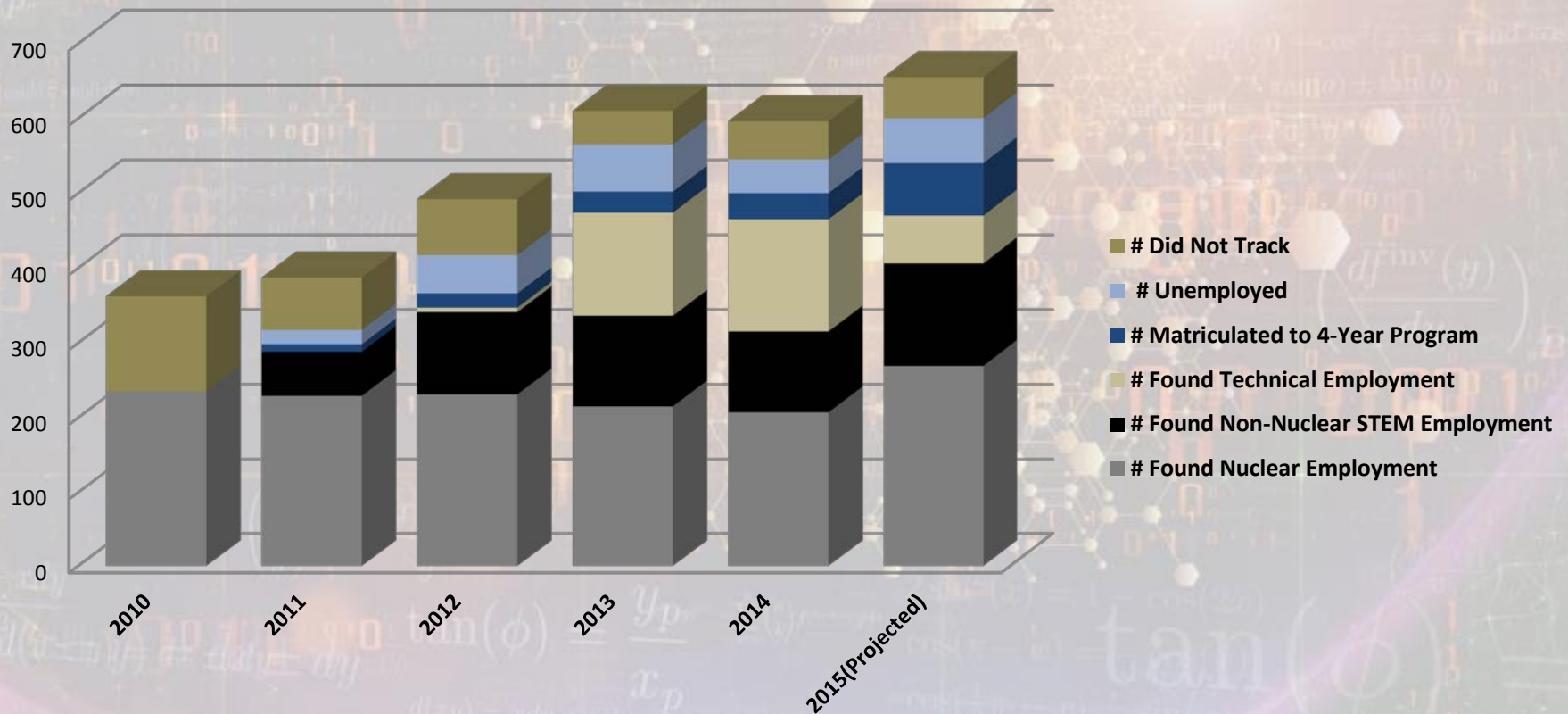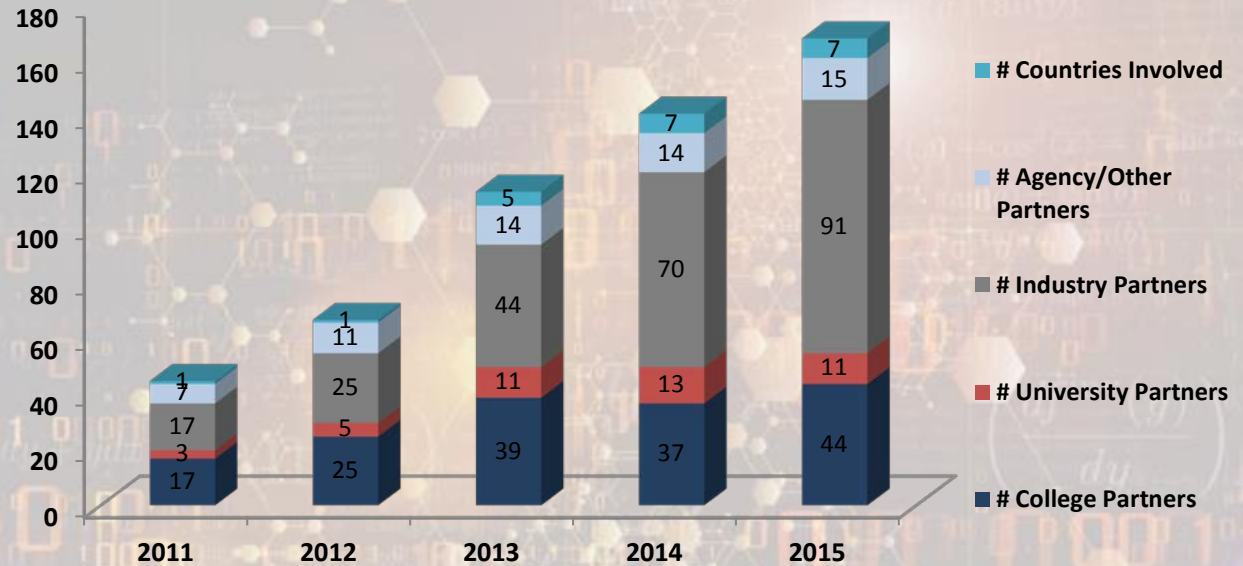| Category	2010	2011	2012	2013	2014	2015 (Projected)
# Enrolled	891	1388	1514	1726	1860	1709
# Graduated	362	387	492	610	596	522
# Found Nuclear Employment	235	229	231	215	207	269
# Found Non-Nuclear STEM Employment	0	59	110	121	108	137
# Found Technical Employment		48	6	138	150	64
# Matriculated to 4-Year Program						
# Unemployed	127	70	75	45	51	55

Summary Statistics – RCNET Students

*** Data collected by Nuclear Energy Institute (NEI) and represents RCNET's 44 partner colleges across the nation.

Graduate Placement

Legend:
- # Did Not Track
- # Unemployed
- # Matriculated to 4-Year Program
- # Found Technical Employment
- # Found Non-Nuclear STEM Employment
- # Found Nuclear Employment

Years: 2010, 2011, 2012, 2013, 2014, 2015(Projected)

Summary Statistics – RCNET Partnership Data

There is only 1 question industry is interested in.

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   5. Investigate new avenues

6. Follow Up   6. Reinvent yourself

7. Follow Up   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
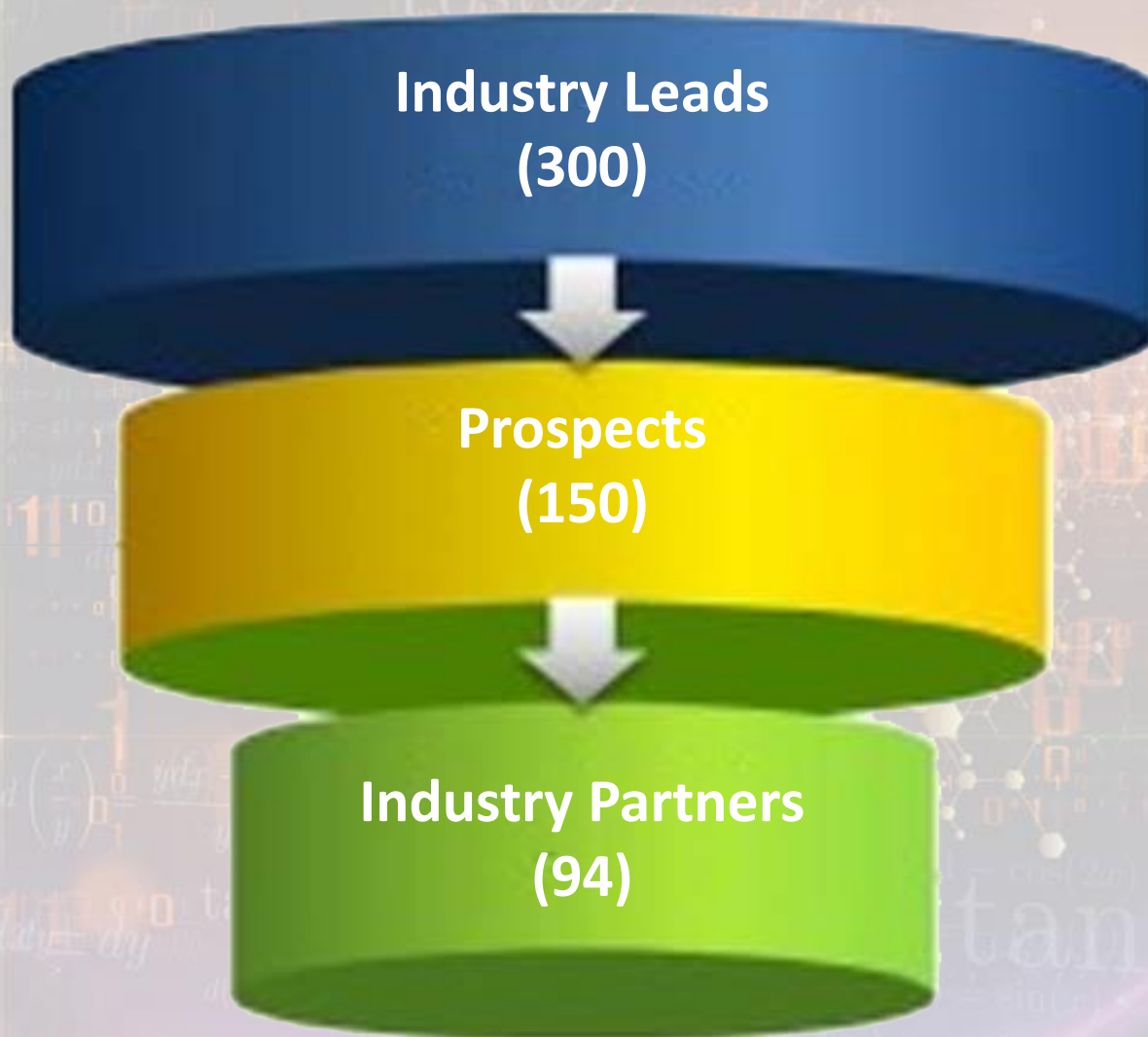
Analyze Opportunity

65,000 Job Openings by 2030!!

65,000 Job Openings by 2030!!

But WHERE? And WHEN?

Funnel Chart

Industry Leads
(300)

Prospects
(150)

Industry Partners
(94)

ATE CENTERS

Face to Face Marketing

Follow Up

- **Opportunities come and go**

- **Jobs come and go**

- **You need to stay in the forefront of their mind**

TO DO LIST

Follow Up
Follow Up
Follow Up . . .

Develop New Leads

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

Warren Buffet

ATE CENTERS

Questions?

- ▶ **$4 billion** in operating revenue
- ▶ **$29 billion** in total assets
- ▶ Operations in: **24 states and Canada**
- ▶ **#1** in renewable energy
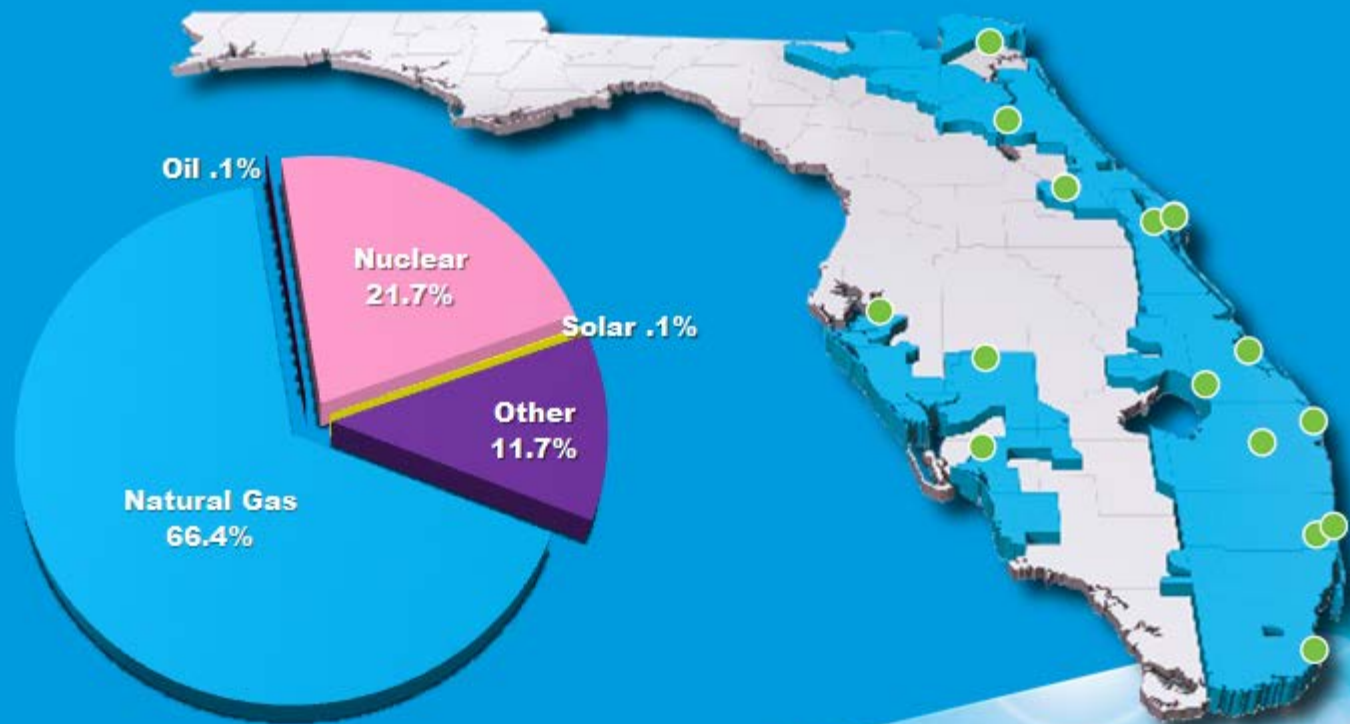
NEXTera ENERGY

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.

ATE-CENTERS

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

ATE CENTERS

Removing Redundancy

Saves Resources

Improves Throughput

Prepares Us For the Future

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.

States with partners
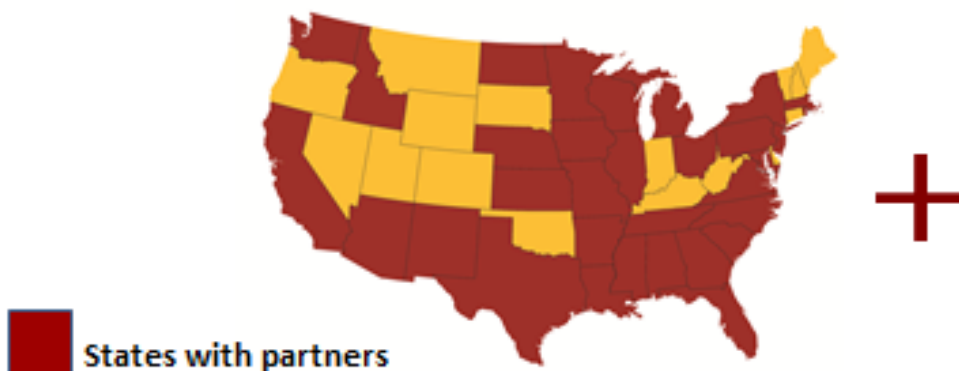
Key Elements of Success

- **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 consortiums, 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.

Register for HI-TEC and TAACCCT Convening

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

Register at http://www.highimpact-tec.org/registration.php.

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