

## **POLICY TYPE: ENDS**

### **POLICY TITLE: Regional Workforce Needs**

The College will address regional workforce needs

1. The College will develop strategies to identify and address on-going needs.
2. The College will organize area resource in addressing needs
3. The College will build effective partnerships in addressing workforce needs.
4. The College will be recognized as a leader in economic development.

#### *Indicator 1.*

The College addresses its ability to respond to regional workforce needs primarily through its Workforce Training & Community Education (WTCE) Division. The division, now completing its second year of operation since an organizational merger in 2007, provides a myriad of traditional and non-traditional educational and training services. Specific strategies that assist with the identification of on-going workforce needs include:

**Advisory Boards** – The division supports advisory boards that represent 13 career technical programs. In addition, Dr. Heilman hosts a Workforce Training Advisory Council. All of the councils provide an opportunity to interact with representatives from business & industry for the purpose of gaining insight into current and developing career fields.

**Employers** – Not all of the area’s employers serve on advisory boards; thus, it is critically important that the College extend itself to employers across the College’s service area to develop and maintain professional relationships. The creation of such partnerships places the institution in a position of awareness with respect to happenings within the business community.

**Chamber of Commerce & Economic Development Boards** – As noted in a later section of this report, the College previously served as a member of all the service area Chamber of Commerce entities. Due to budgetary restrictions, membership has been shifted to only Chambers in the Barton County area. The College’s involvement with Chambers and Economic Development Boards places the institution in a key position to be aware of community needs and developments. In response, the College can shift its programs and resources to serve as a relevant partner to communities throughout its service area.

**School Districts** – One of the most significant of all partners, school districts provide insight into the educational interests and needs of students, parents and personnel. Barton partners with 18 individual schools within 16 school districts. The relationship that exists with key contacts, i.e. Superintendents, Principals and Counselors is valuable to all segments of the institution.

**Labor Data** – Not utilized consistently in the past, the College now includes labor data as a component of determining need for new and enhanced career technical programs. In partnership with the City of Great Bend, the College uses ccBenefits as one tool for accessing labor and market data. In addition, the College is mindful of labor data found in the Kansas Job Outlook, the National Occupational Outlook Handbook as well as job and labor data available in partnership with the KansasWORKS.

**Trends & Opportunities** – The key to being prepared for a trend and/or an opportunity is paying attention to what is occurring at the local, state and national levels. WTCE is gaining experience and competence in this area each and every day. Healthy partnering, participation in community activities, attendance at state meetings, and awareness of political and strategic events and happenings all position the College to act in a responsive manner with respect to addressing regional workforce needs.

*Indicator 2.*

The attached graphs visually show the progress the College has made in reshaping the organization to meet the END.

[Indicator 2 document](#)

*Indicator 3.*

The attached document demonstrates how active the College is in creating key partnerships throughout the region and also testimonials about the successful collaborations.

[Indicator 3 document](#)

*Indicator 4.*

### **CHAMBERS of COMMERCE**

In summer 2008 and fall 2008 Barton had memberships in all of the service area chamber of commerce and/or community development organizations. This included Russell, Ellsworth, Lyons, Claflin, Ellinwood, St. John, Larned and Great Bend. The information received from these organizations regarding local industry trends provided great insight as well as opportunities to meet contacts for potential customized training lead. In turn, these organizations provided additional avenues for marketing WTCE training and college events through their newsletters, coffees and email notices. Currently, Barton continues its membership with all Barton County chamber organizations.

### **Partner Testimonial**

*The Great Bend Chamber of Commerce & Economic Development has found the partnership with Barton Community College essential for the future growth of area businesses. The*

*offerings by Barton Community College such as the Supervisory Training Series and customized training programs allow the business community to gain expert knowledge in a timely manner. Businesses are attracted to opportunities which provide an efficient use of their time and money.*

***Jan Peters, Great Bend Chamber of Commerce & Economic Development***

In addition, the data provided by CC Benefits allows the business community to obtain important information in order to stay competitive in a global market. Salary comparisons and in-demand jobs give businesses an edge in planning for the future. No doubt.....Barton Community College delivers for the Great Bend Chamber of Commerce & Economic Development and the business community.

### **KansasWORKS**

Barton is a KansasWORKS partner and a member of the Local Workforce Investment Board for Local Area 1. In partnership with these organizations WTCE has provided training in the Natural Gas Industry for employees of Northern Natural Gas Company. Northern employees account for 40 enrollments in the Spring 09 semester Natural Gas Technician program course offerings.

### **Partner Testimonial**

*Barton County Community College is involved in Workforce Development beyond the traditional provision of Academic and Occupational Training. Dr. Heilman, BCCC President, is one of three Education representatives on the forty-one member KS Local Area I Workforce Investment Board, charged with strategic planning and oversight of the public workforce system in Local Area I. The College is a participating partner in the Great Bend KansasWORKS One Stop center which is located in BCCC's facility housing its Adult Basic Education program and Educational Opportunity Center. The Trustees, President and Staff of BCCC have done an excellent job of responding to Business and Industry needs for a skilled labor force by working collaboratively with the Local Area I Workforce Board to develop the classroom and instructional training portions of customized training that address occupational demand in the local area and across the state of Kansas.*

***Bob Dalke, Director of LA1 Workforce Investment Board***