

Building Successful Demand Driven Workforce Development Partnerships

The Human Capital Academy Model

Agenda

- Speaker Introduction
- What is the Human Capital Academy?
- Partnership Inputs & Benefits
 - Full Employment Council
 - University of Central Missouri
- Human Capital Academy Programs
- Human Capital Academy Design Principles
- Q&A

Presenters

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- **Andrea Robins**
Senior Manager, Full Employment Council
- **Duke Crosswhite**
Manufacturing Coordinator, Full Employment Council
- **Laurel Hogue**
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- **Kirk Buckner**
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What is a Human Capital Academy?

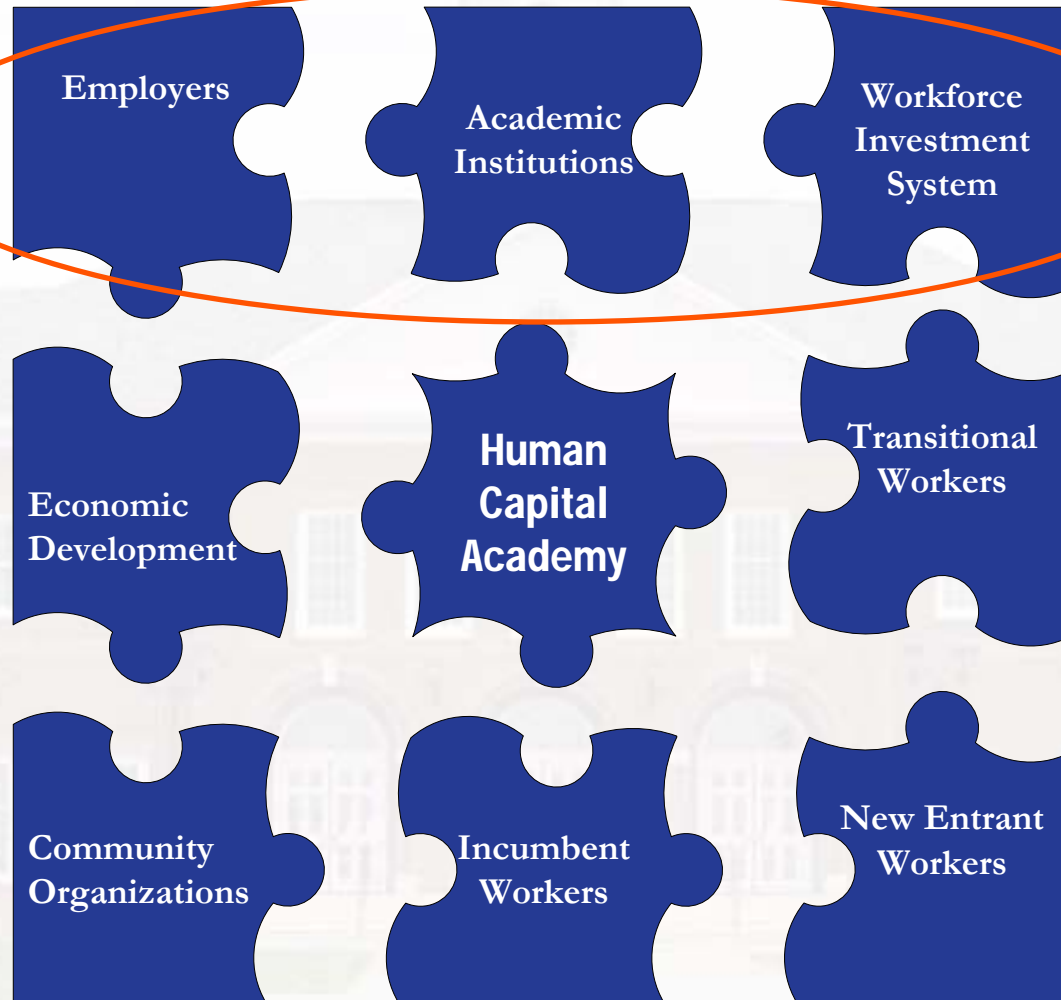
The Human Capital Academy (HCA) is a community-based partnership focused on demand-driven new and incumbent workforce development.

Human Capital Academies operate under the workforce development programming of a community-based academic institution and addresses local and regional labor market needs.

HCA Functions as a Workforce Intermediary

- **PROVIDE**- By providing comprehensive employer-driven workforce development solutions, HCA increases successful programming to workforce development community without additional taxing of resources.
- **SUPPORT** - By providing training and support services to key stakeholders, HCA enhances a program's successful operation.
- **DELIVER** – All programming conducted by HCA has ultimate purpose to get “jobs for people, and people for jobs.”

Demand Driven Community



Workforce
Investment
System

Full Employment Council



HUMAN CAPITAL ACADEMY



About FEC

The Full Employment Council (FEC) serves as the one stop operator and fiscal agent for two Workforce Investment Boards that serves Kansas City, Missouri and the surrounding five counties in Missouri.

This area comprises over 2700 square miles serving urban, suburban, and rural populations totaling close to one million people.

HCA/FEC Collaborative Areas

- Employer Relationships
 - Demand Driven Employer Needs Identification
- Student Recruitment
- Skill Assessment
 - Basic Skills (FEC)
 - Aptitude (HCA)
- Candidate/Student Services
 - Student Counseling (FEC)
 - Student Tracking (HCA)
- Quality Programs
 - Time-to-Market Sensitivity

HCA Benefits for FEC

- **Demand Driven Programming** – Training and services developed based on employer demand
- **Time to Market** – Programs developed to meet demands now vs. slower, more traditional academic approach
- **Subject Matter Experts** – Programs developed with best-of-breed industry experts, located specifically to address employer needs
- **Support Services** – Deliver additional services to complement existing process. i.e. Project Management, Student Tracking, Aptitude Assessments, Employer Surveys, Employer Relationships, Marketing/Promotions
- **Meets Funding Standards/Metrics** – Demand Driven programming that puts people in jobs and/or advances their skills to comply with federal funding performance requirements

Academic
Institutions

Laurel Hogue

University of Central Missouri

HUMAN CAPITAL ACADEMY



UNIVERSITY OF
**CENTRAL
MISSOURI**

About UCM

- The University of Central Missouri, located in Warrensburg, MO is a comprehensive, public university dedicated to student learning and committed to service and excellence.
- UCM offers 150 programs of study leading to an associate's degree, certificate, bachelor's degree, master's degree, education specialist degree, or cooperative doctorate. These include 10 pre-professional programs, 27 areas of teacher certification, and 37 graduate programs.

HCA/UCM Inputs

- Student Registration
- Resources
 - Facilities
 - Instructors
 - State and Local Relationships
- Academic Oversight/Approval
 - Quality Standard
 - Life Long Learning Opportunities

HCA Benefits for UCM

- **Increased Programming Opportunities**
 - Increase Revenue
 - Maps to Workforce Development Initiatives
- **Increased Capacity**
 - Adds additional instructor and curriculum resources
- **Increase School Branding and Awareness** with local/regional employers
- **Maps to Life Long Learning**
 - Allows UCM to service students from entry-level workforce development to additional employer-driven education and onto higher/advanced degrees



Kirk Buckner

Human Capital Academy

HCA Programs

TrainToWork Program (NEW-HIRE)

- Employer-driven demand for resources
- Up-front Employer commitment to hire graduates
- Tailored to individuals unable to obtain desired employment on their own

TrainToAdvance Program (INCUMBENT)

- Employer-driven demand and commitment to employee advancement
- Tailored to job requirements and employee skill gaps

HCA Employer Commitment

- **Single Employer** - a single employer targeting specific occupations, then works with the stakeholders to create programming for training, services, support and subsequent employment and/or advancement.
- **Multi-Employer** - brings together a group of participating employers in a single industry, training workers to fill similar occupations in any of these companies, not just for jobs with one particular employer.

Types of Workers Served under HCA

- **First-time workers**
- **Transitional workers**
- **Dislocated/Unemployed workers**
- **Incumbent workers**

Human Capital Academy Inputs

BASED ON SCOPE OF PROJECT, BUT INCLUDES:

- Stakeholder Facilitation
 - Up-front Employer Commitments
- Aptitude Assessments
- Job Analysis
- Project Management
- Student Management
- Program Development
- Curriculum Development
- Instructor Resourcing/Training
- Project Resourcing
- Subject Matter Expertise
- Program Marketing/Promotion
 - Candidate Recruiting

HCA Milestones

- Currently operating HCA in 12 communities around the United States under local academic partners with expansion to 45 by end of 2008.
- Have run programs for companies like Bank of America, H&R Block, Time Warner Cable, NCO, IHG, Convergys, RF Micro, Moses Cone, Thomas Built, and many others.
- Currently promoting nationwide Bank of America and DirecTech rollout with assistance from DOL-ETA Business Services Group.

Case Study TrainToAdvance: Long Term Healthcare Development Program

Need: FEC identified a need within the Healthcare industry for training and certifying incumbent workers within Long Term Care facilities

Solution: UCM HCA developed program to address need, building a certificate that was state approved and delivered to market with 45 days of need identification. Identified high level SME to oversee design and delivery of coursework.

Supplemented program with support services: marketing/promotions, student tracking, project management, state required background checks and qualifications

Results: 39 people trained and certified within last 90 days

Case Study TrainToAdvance:

Supply Chain/Logistics Development Program

Need: FEC identified a need within the Adv.

Manufacturing industry to train both new-hire and incumbent workers in Inventory Logistics and Supply Chain Management

Solution: UCM HCA developed program to address need, building a certificate program and delivered to market with 45 days of need identification.

Results: 11 people trained and certified from pilot course

Case Study: TrainToWork - NCO

Need: HCA identified a need within Financial Services industry to train new-hires for NCO, a national call center

Solution: UCM HCA developed program along with Employer to address need, building a certificate program and submitted to FEC for approval

Results: 37 people trained and employed over last year

HCA Design Principles

- Focus on programming derived from Employer-specific job needs analysis and feedback (Targeted Demand Driven)
- Create Project Plan
- Identify Key Strategic Partners
- Collaborate
- Execute
- Review
- Measure
- Improve

Questions?



HUMAN CAPITAL ACADEMY
A Demand Driven Workforce Partnership

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