



YEAR TWO
Status Report | July 18, 2019



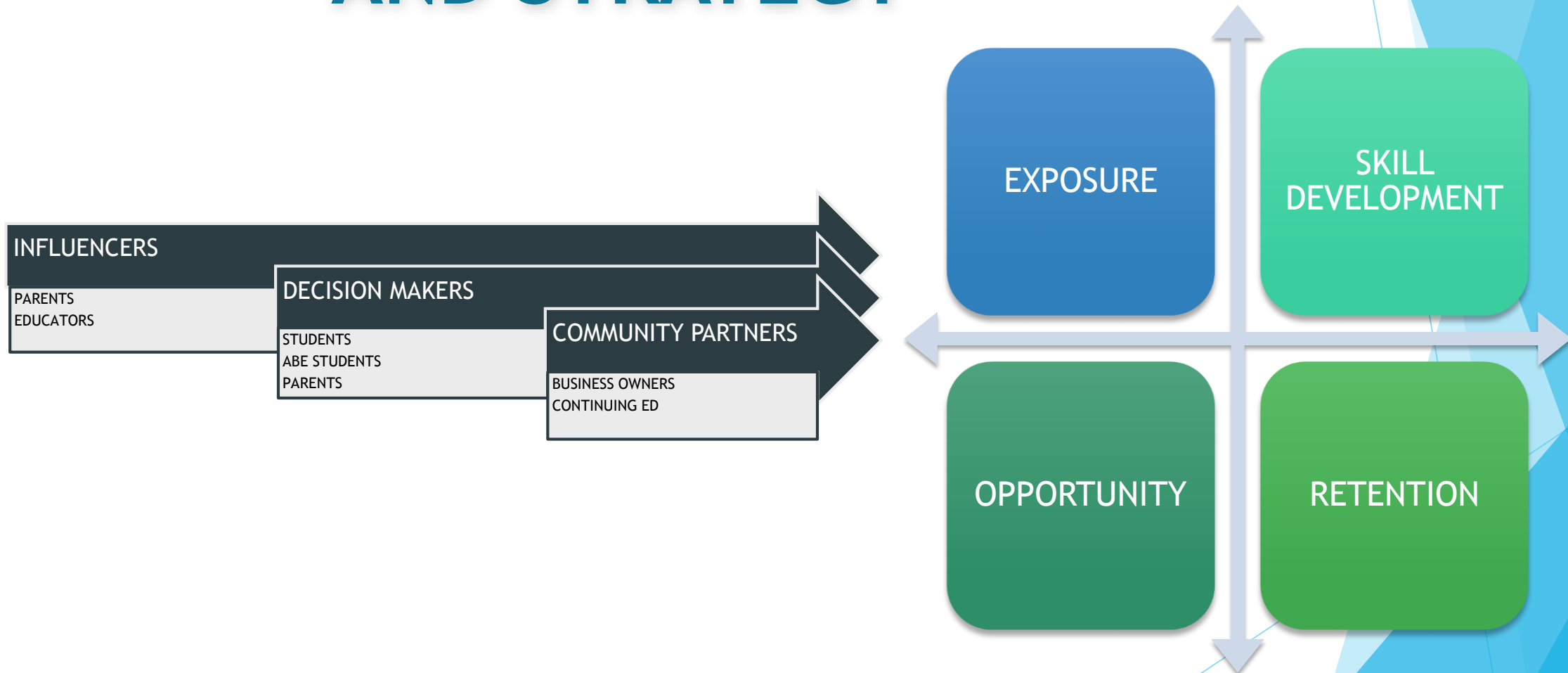
GOAL

To fill our talent pipeline within STEM and Skilled Trade labor careers.

How are getting there:

- Increase Traffic to LakevilleWorks.org
- Increase Resources for Businesses to Attract & Retain Talent
- Increase Awareness of Careers in Trades
- Increase Desire to Learn About Career Paths and Lifestyle Benefits
- Increase Education Opportunities that Relate to Trades/STEM

CONNECTING STAKEHOLDERS AND STRATEGY



2019 | investment allocation

EXPOSURE

\$30,000

INCREASE FROM A MURMUR...TO A ROAR!

OPPORTUNITY & SKILL DEVELOPMENT

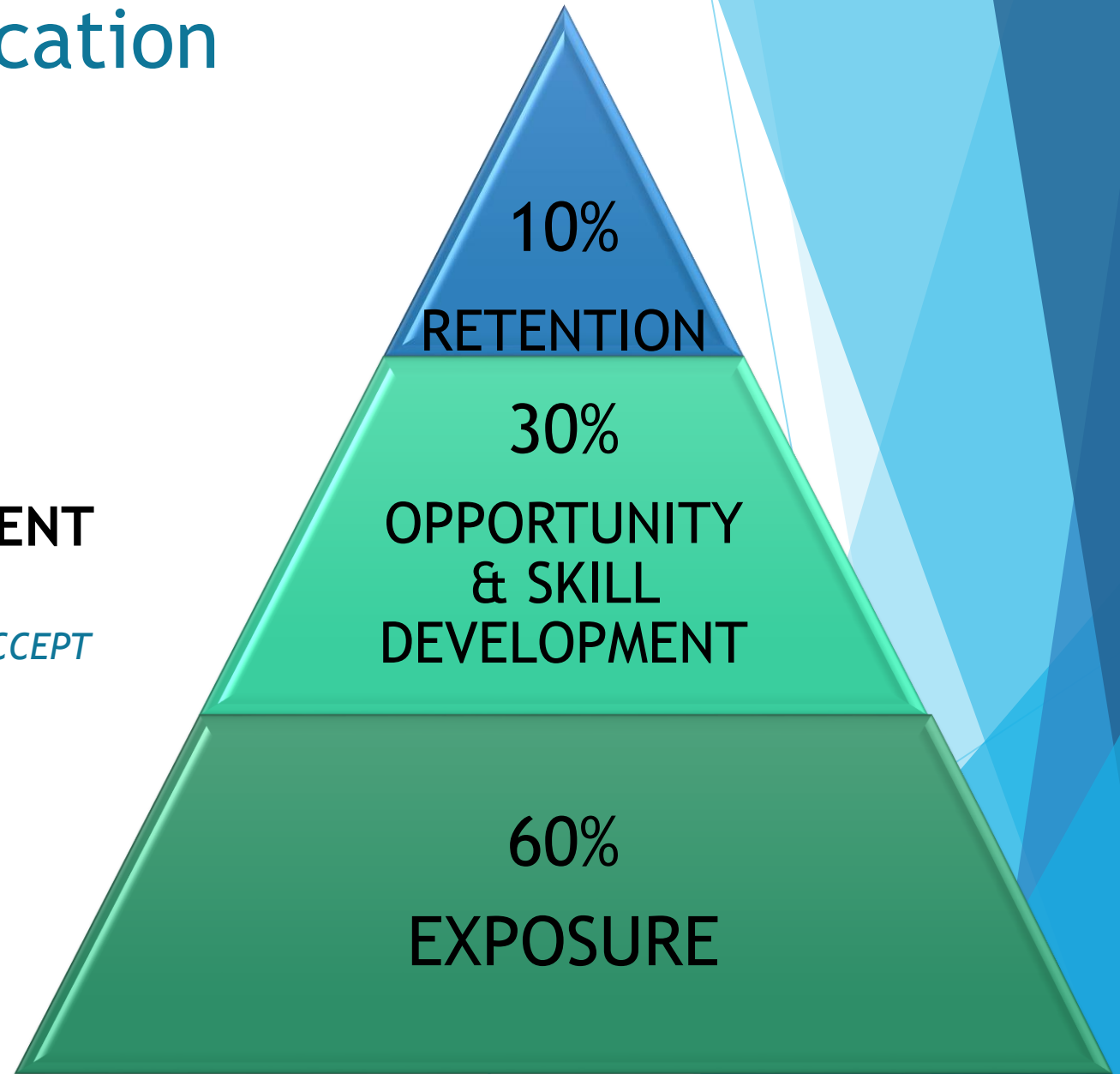
\$15,000

PREPARING STUDENTS FOR US & PREPARING US TO ACCEPT STUDENTS

RETENTION

\$5,000

CREATING SOUGHT AFTER WORK ENVIRONMENTS





TIMELINE

February 2019

- Year Two Kick-Off

March 2019

- Investments Collected

April 2019

- Marketing Began (print, digital)
- Oak Hills STEM Nights

May 2019

- Bethel University Capstone Research Complete
- Full Page Articles in Sun Thisweek
- Hired LakevilleWorks.org Coordinator

June 2019

- President of Dunwoody Tour

July 2019

- Regional Council of Mayors Meeting
- Pan-O-Prog Parade
- Lakeville Art Center Playbill

August 2019

- Lakeville Works Receiving Rotary Grant
- Setting up Pilot Programs
- Dakota County Workforce Board Tour
- Follow Up Meeting & Tour at Dunwoody
- DCTC Introductory Meeting
- EDC Meeting

September 2019

- 2 Job Fairs - Jobs HQ (9/5) and Yellow Ribbon (9/28)
- Pilot Programs Begin (continue through school year)

October 2019

- Manufacturing Week Program with City
- Videos will begin

November 2019

- Lakeville Works Investor Meeting - 2020 Prep



MARKETING*

A mix of video, digital and print targeting parents, students and immediate workforce candidates.
Incorporate students here - creating materials and focus groups



INDUSTRY TOURS

Organized tours for students, teachers and parents.



INDUSTRY TALKS

Professionals in various industries talk at Community Ed, ALC, etc. and is filmed for distribution.



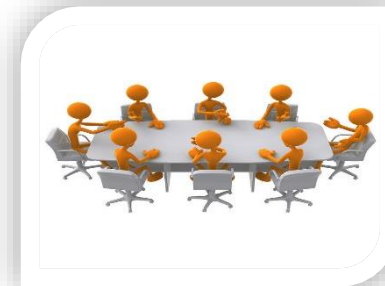
VIRTUAL SUMMER JOB FAIR

Chamber and ISD 194 partner to create a virtual summer job fair that will be distributed throughout schools and community.



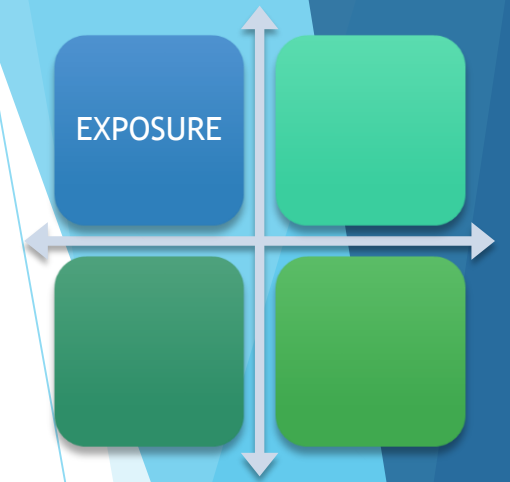
CEO IN CLASSROOM

Business owners and professionals presenting to 8th grade classrooms discussing life after high school, living expenses and careers in Lakeville that achieve goals.



SPEAKER SERIES

Business owners and professionals in small groups with students in middle, high school and ALC.
(Similar to current college visits)



**Indicates where budget being allocated*



MARKETING

- Programmatic Digital Ads
- Print Classified Ads in Sun Thisweek
- Oak Hills Elementary STEM Nights (2)
- Full Page Sun Thisweek Articles
- Pan-O-Prog Parade
- LACC Playbill
- Jobs Fairs - Vets and General
- Community Ed Catalog
- Manufacturing Week Program with City
- Videos

LakevilleWorks.org

- 8,300 Users
- 31,800 Unique Page Views
- 3.84 Pages per Session
- #1 Search = Business/Marketing
- #2 Search = Manufacturing/Construction



EXPOSURE

NOW HIRING!



Part Time
Full Time
Seasonal

SEARCH
JOBS



MARKETING

<https://www.youtube.com/watch?v=J-ba1dOgLqg#action=s>
[here](#)

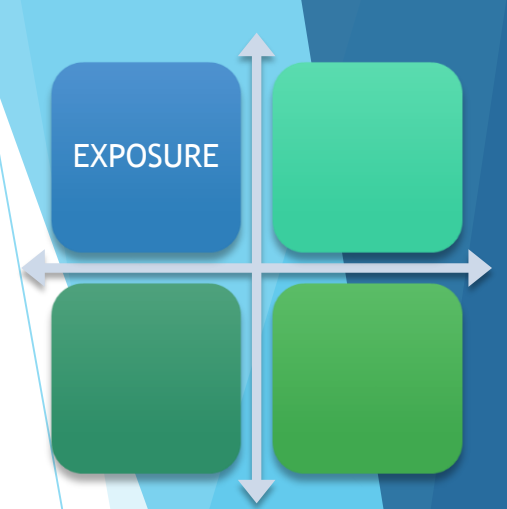
4 VIDEOS:

1. Why Trades?
2. What are Trades & Who Should look at them?
3. How do I get Started?
4. What Careers in Lakeville?

WE NEED, ON CAMERA:

- 3-4 Businesses to Film
- 3-4 Owners/Managers
- 3-4 Employees

WHO WANTS TO BE ON CAMERA?





INDUSTRY TOURS



EXPOSURE

WHO WANTS TO HOST A TOUR?



INDUSTRY TALKS



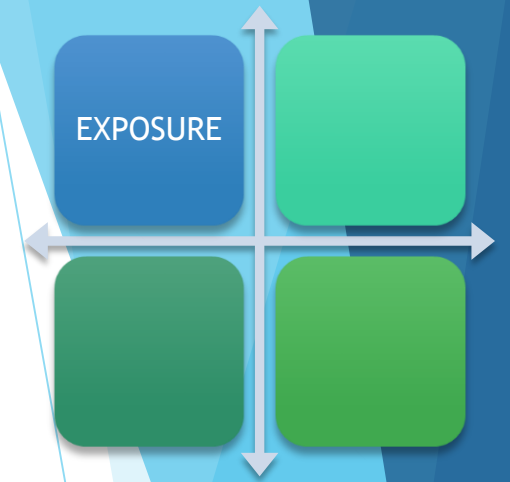
**GUEST
INSTRUCTORS**



SPEAKER SERIES

PILOT PROGRAM

**WHO WANTS TO
TALK TO STUDENTS?**

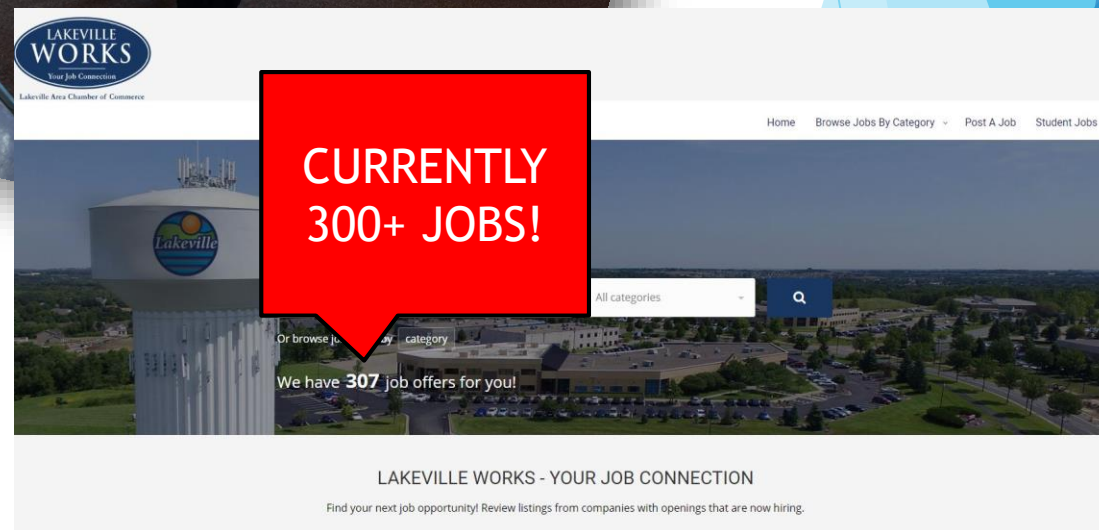
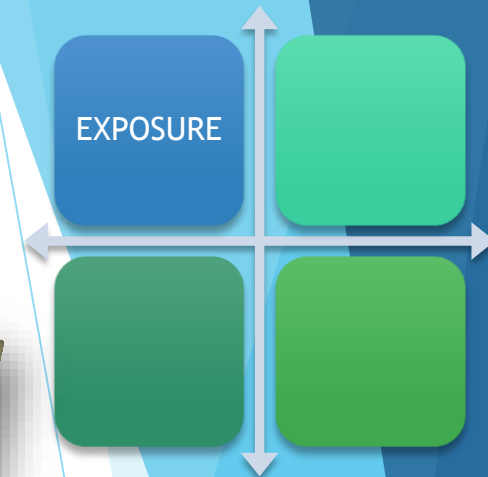
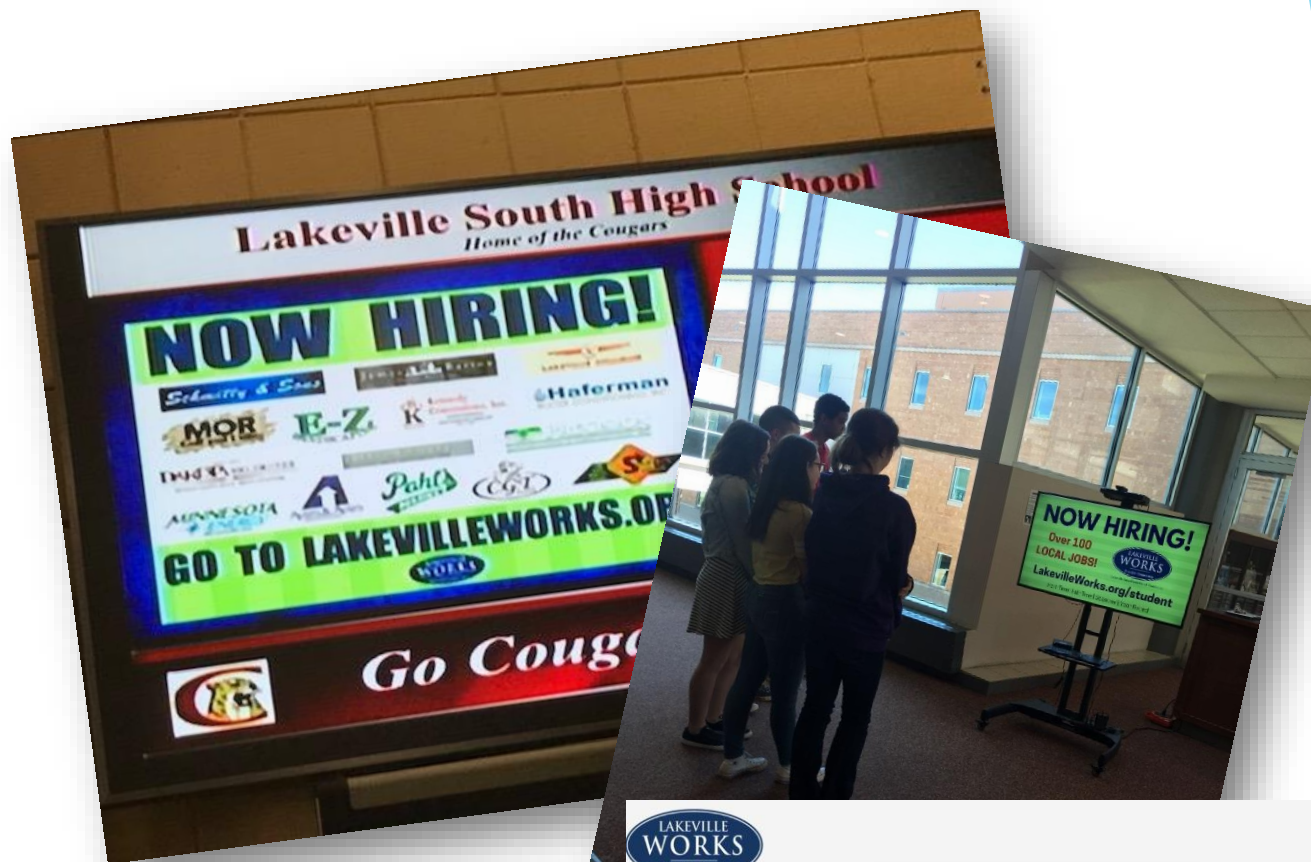




VIRTUAL JOB FAIR

90+ Student
Jobs!

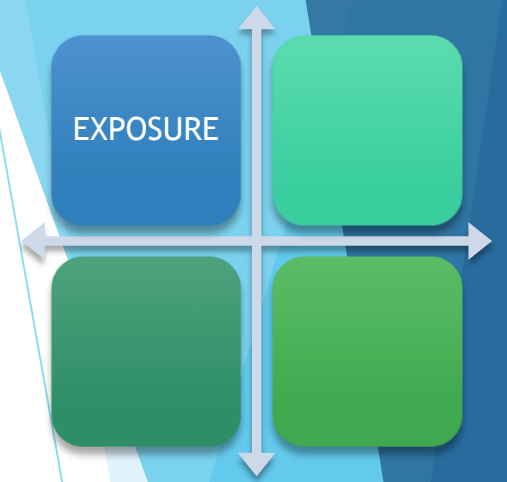
SUCCESS STORIES...
MOR Golf & Utility
Lakeville Collision





CEO IN CLASSROOM

PILOT PROGRAM CENTURY MIDDLE SCHOOL



CEO in the Classroom

Sponsored by the Winona Area Chamber of Commerce
And Area Business Partners

Winona Area
Chamber
of Commerce
EST. 1912
MEASURABLE RESULTS
YESTERDAY, TODAY AND TOMORROW



ACCESS TO EQUIPMENT*

Purchasing needed equipment for the middle schools, finding access to equipment for ALC students.



PROJECT BASED LEARNING

Providing opportunities for students to work on, and solve, real world issues and projects for your company.

(i.e.: Lakeville Works Awards, Capstone)



GUEST INSTRUCTORS

Partnering with our schools to come in and teach a lesson on a particular subject, or piece of machinery.



PARTNERING WITH POST SECONDARY*

Working with post-secondary institutions, like DCTC, to create curriculum, develop camps, etc.



ADVISORY COMMITTEE

Volunteer to sign on an advisory committee for the STEM teachers in ISD 194 to idea share.



FIELD EXPERIENCE, MENTORSHIPS and EXTERNSHIPS*

Taking in students and teachers for meaningful on-the-job education and experience.



**Indicates where budget being allocated*



**ACCESS TO
EQUIPMENT**

SMALL ENGINES FOR LSHS

**\$15,000 ADDITIONAL
EARMARKED**

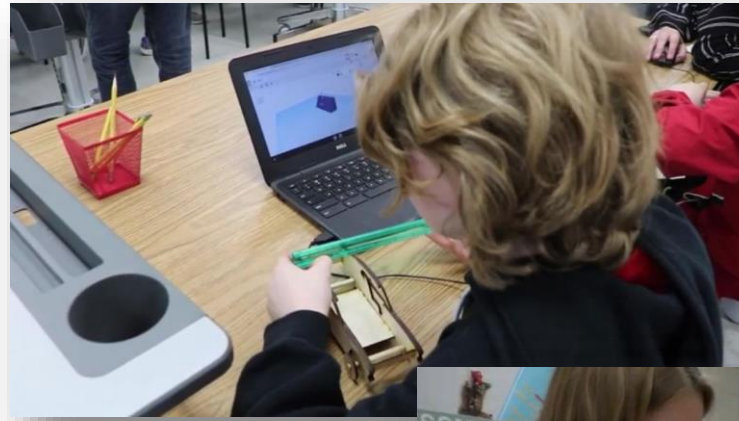




**PROJECT BASED
LEARNING**

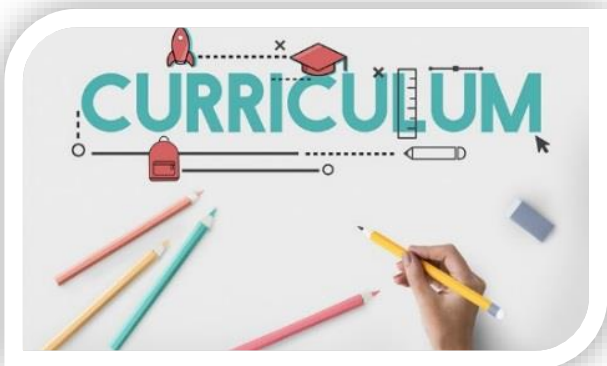
**PILOT
PROGRAM**

**WHO WANTS TO HELP
CREATE A PROJECT?**



QA1®





PARTNERING WITH
POST SECONDARY

DUNWOODY
COLLEGE OF TECHNOLOGY



DAKOTA COUNTY
TECHNICAL COLLEGE



CDL Program
Career Pathway Outline

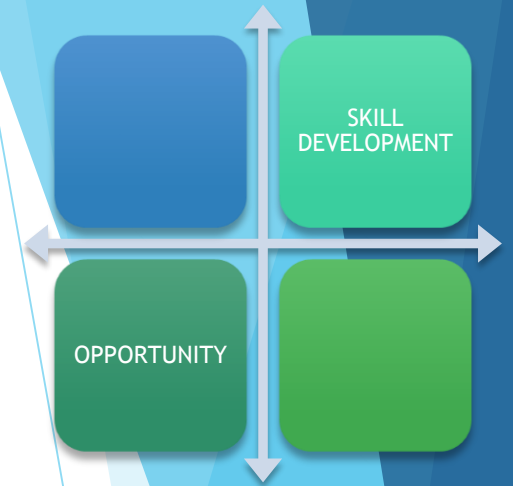




ADVISORY COMMITTEE

WHO WILL BE INCLUDED:

- Parents
- K-12 Educators
- Secondary Students
- Business Partners





**FIELD EXPERIENCE,
MENTORSHIPS and
EXTERNSHIPS**

PILOT PROGRAM

3 WAYS TO PARTICIPATE...



2019 TEACHER EXTERNSHIP
Alesia Arlandson
*Secondary Instructional Data
Support Specialist*
ISD194





HR SEMINAR*

Form and HR Committee and develop a seminar, or series, that educates on a variety of areas in recruitment and retention (i.e.: Bridgeworks - generation gap)



ACCESS TO RESOURCES

MN Pipeline Program, Skilled Apprenticeships, DCTC, B.E.N., Grants, Workforce Centers, Community Ed, 360, Lake Marion



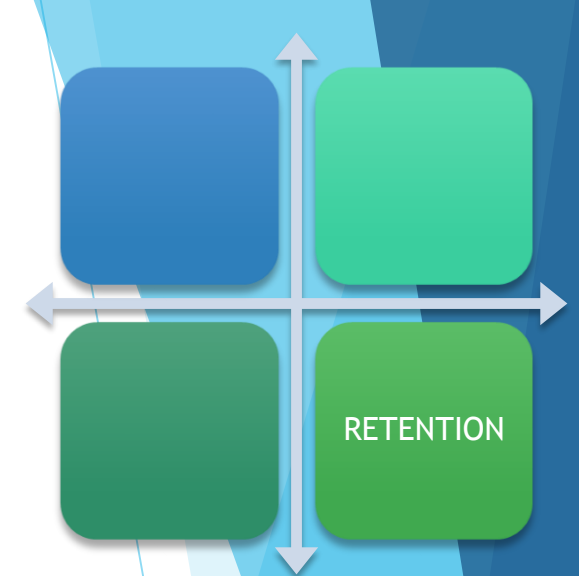
GROUP COLLABORATION

Schedule regular meetings among the investors to discuss progress, idea share and cultivate the relationship among group.



LEADERSHIP TRAINING

Pursue speakers, Erik Therwanger, who can develop strong leaders within your organization.



**Indicates where budget being allocated*



HUMAN RESOURCES SEMINAR

March 10, 2020
8:00 am - 2:00 pm

Crystal Lake Golf
Course

Format:

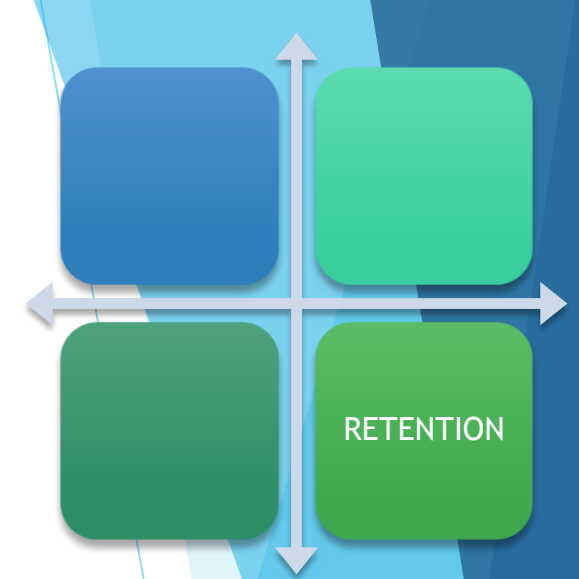
- Networking
- Large Group Speaker
- Breakouts
- Panel during Lunch
- Large Group Speaker
- Awards (TBD)
- Possibly Multi-Chamber Event

Topics:

- Recruitment & Retention
- Workplace Wellness
- Generational Hiring
- Resources: Pipeline, Apprenticeships, etc.

Follow Up:

- Monthly/Quarterly HR networking and educational opportunities





GROUP COLLABORATION



ACCESS TO RESOURCES

NOW:

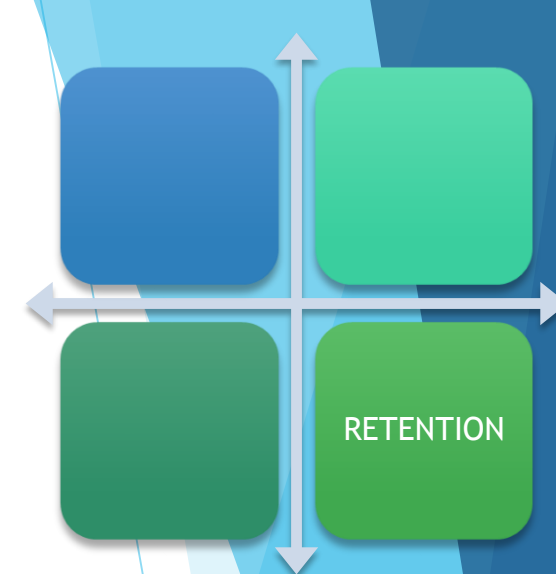
- Marketing Committee
- Human Resources Committee

SOON:

- Advisory Committee
- HR Event & Beyond

DO YOU WANT?

- Lunch & Learns
- More Investor Meetings





LEADERSHIP TRAINING



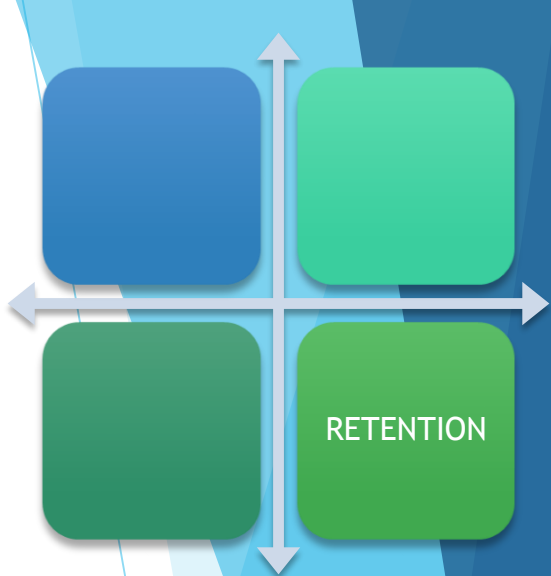
The Amazing SHAKE!
Eastview Elementary

Each pillar is a 4-part series

2020 Dates

- February 5, 6
- March 3, 4
- April 1,2
- May 6,7

Wish List: Young Adults!





Next Steps

- Video
- Pilot Programs