# RISE 2030 | Strategic Plan Task Planning

## 1.3 Identify Three Existing or New Regional Employers to Model New Upskilling Relationships

**Priority:** Redefine Our Relationship with the Community
**Goal:** Establish Waubonsee as the go-to upskilling partner for area employers

**Strategic Action:** *Waubonsee will identify three existing or new regional employers to model new upskilling relationships that include defined pathways and encouragement of self-advocacy for personal development.*

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### STRATEGIC ACTION TASK PLAN

***Phase 1: Identify Employers and Needs***

1. Learn About Peer Upskilling Models

    o *Identify best-practice upskilling model case studies and identify regional peer programs.*

    o *Engage with peer institutions to learn how they approach upskilling.*

    o *Identify what attributes of benchmarked programs should be included in WCC's.*

    o *Align efforts and identified attributes with ATD's framework.*

2. Identify Three Regional Employers with High Upskilling Demand

    o *Review market research on local workforce needs.*

    o *Conduct a district-wide industry scan by sector to:*

        ▪ *Support employer identification.*

        ▪ *Establish qualifiers (i.e., company size)*

        ▪ *Conduct a needs assessment and gap analysis to identify potential employer relationships.*

    o *Leverage industry associations, economic development groups, and any current upskilling partnerships to identify ideal partners, including current and new potential partners.*

3. Establish Business Strategy Team

- o *Establish a cross-functional Business Strategy Team to lead the response to industry needs, align, and leverage college-wide resources.*

4. Conduct Employer Needs Assessments to Identify Target Job Roles and Essential Skills Within the Identified Three Regional Employers

- o *Hold focus groups and one-on-one meetings with employers.*
- o *Identify job roles and skill gaps that require upskilling.*

5. Develop Partnership Agreements

- o *Define employer and WCC roles, expectations, and commitments.*
- o *Establish agreements outlining funding models, employee participation, and outcomes tracking.*

6. Employer Engagement and Recognition

- o *Establish a formalized role to coordinate employer communications.*
- o *Determine assigned staff points of contact for employer relations.*
- o *Establish a model for employer and industry partner co-creation (i.e., involving industry directly in program design).*
- o *Create and implement post-program feedback loops for continuous improvement.*
- o *Develop an "Employer Wall of Fame."*
- o *Create a digital "look-book" showcasing WCC's program offerings and capabilities.*

## *Phase 2: Develop Upskilling Pathways*

7. Design Skills-Based Learning Pathways

- o *Align training with industry-recognized competencies (technical and soft skills needed for specific job roles).*
- o *Ensure flexibility (short courses, micro-credentials, stackable pathways).*
- o *Collaborate with employers to validate curriculum content relevance.*

8. Map Pathways to Certifications and Credentials

- o *Identify certifications or credentials that enhance employee career mobility.*
- o *Ensure pathways integrate with existing WCC programs where possible.*
- o *Offer prior learning assessments (PLAs) where possible so experienced employees do not need to retake courses.*

9. Incorporate Self-Advocacy and Career Development

- o *Embed career coaching and mentorship across the curriculum.*

- o *Offer training on employability skills, resume building, salary negotiation, and professional networking.*

10. Academic and Student Support

   - o *Implement a tool to match student skills with employer needs.*

   - o *Provide flexible scheduling/establish a flexible operations framework to support working students and employer timelines.*

      1. *Ensure campus operations and security support for non-traditional hours.*

   - o *Implement a noncredit enrollment management system*

   - o *Integrate Career Services into the upskilling model.*

   - o *Position WCC as a credentialing body (i.e., Workforce Certification Center).*

11. Technology and Data

   - o *Implement and utilize Salesforce to track employer data and engagement efforts, set up structured employer "chase" workflows, and centralize all relevant information for consistency and access.*

12. Accessibility and Inclusion

   - o *Ensure accessibility for all learners, especially during industry testing or certification processes.*

## Phase 3: Pilot and Launch Upskilling Programs

13. Enroll Initial Cohorts of Employees

   - o *Work with employer HR teams to select participants.*

   - o *Provide clear onboarding and program expectations.*

14. Deliver Training in Flexible, Employer-Aligned Formats

   - o *Offer a mix of in-person, online, and workplace-based learning.*

   - o *Ensure course schedules align with employee work shifts.*

15. Establish Employer Feedback Loops

   - o *Collect real-time employer insights on training effectiveness.*

   - o *Make iterative improvements based on feedback.*

## Phase 4: Evaluate and Scale

16. Gather Participant and Employer Feedback

   - o *Conduct post-training surveys and interviews.*

   - o *Identify success stories and improvement areas.*

17. Track Key Performance Indicators

    o *Monitor enrollment, completion rates, and career advancements.*

    o *Compare pre- and post-program job performance data.*

18. Expand Partnerships and Refine Model

    o *Adjust pathways based on feedback and evolving workforce trends.*

    o *Scale up partnerships with additional regional employers.*

19. *Marketing and Communications*

    o *Engage the Marketing team early to support clear messaging and stakeholder alignment.*

## TEAM AND INVESTMENT

**Action Teams should include individuals who bring the following perspectives and expertise:**

- Leads employer outreach and partnership negotiations.
- Develop and align upskilling content with workforce needs.
- Support participants in self-advocacy and career mobility.
- Tracks program performance and workforce impact.

**Investment**

- **Medium investment** for WCC providing:
    o Faculty & program development funding
    o Employer engagement & partnership coordination resources
    o Marketing and recruitment for upskilling programs
    o Technology support for flexible learning formats