

# “Transformation: Operating as a Demand-Driven System”

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# Our Story

Once upon a time...

# The Setting

- Central Minnesota – Growing Regional Competitiveness
- 2002 Community & Human Service Assessments
- Industry Forums
- Regional Innovation for Global Competitiveness Summit 11/12/04
- Measures and Reporting

# 7 Forms of Capital – Books Being Written\*

- Physical – Leveraging Natural Assets  
Granite Country USA  
Mississippi River  
Parks
  - Physical – Building Infrastructure  
Marketing Central Minnesota  
Airport  
Major Transportation Arteries  
Northstar Rail  
Foley Internet Access
- \*OTF Group, Prosperity Strategies

# Books Being Written (cont.)

- Physical – Connecting Financial Resources  
Economic development incentives & JOBZ  
Innovative Financing Network
- Social – Institutional-Facilitating Collaboration  
The Printer's Association of Central MN  
The Science Initiative of Central MN  
The Woodworking Ass'n.

## Books Being Written (cont.)

- Social – Human – Developing Talent  
Success by 6 – United Way  
SCSU Winter Economic Institute – Dr.  
Ruby Payne's Hidden Rules of Class at  
Work  
Training Loan Program – Benton Co.  
H1B Rural Nurse Training Program  
Healthcare Academy

## Books Being Written (cont.)

- Social – Human – Developing Talent cont.  
Business & Industry 101  
Discovery Academy  
Quebecor World Inc. – St. Cloud Training

## Books Being Written (cont.)

- Social – Cultural – Retaining Talent  
Social Capital Survey  
Chamber Social
- Social – Knowledge – Coaching  
Entrepreneurs  
Business Mentor Initiative  
Tools of the Trade – Benton Co.

This Book barely resembles the  
first draft....

A story from an HR Practitioner, “everybody  
wants to be part of a training program,  
however....”

# The Plot

Develop training replicable in high wage/high skill industries that promotes competency and standards; partners industry with existing resources; assists workers develop competencies for technological transfers and changing business conditions through a career ladder.

Nov., 2001

# The Author, Narrator and Location

Quebecor World, Inc. – St. Cloud

# The Central Characters – First Draft

- Quebecor World Inc. – St. Cloud – Vice-President/Manager, HR, Supervisors, Employees
- WorkForce Center – SBETC, Job Service
- Adult Basic Education
- St. Cloud Technical College

# Final Draft

## What got done?

- WorkKeys Profiles & Assessments
- Internal Training Modules, Instructors & Facility
- Simulator MOU
- Competency Checklists
- Portfolios
- Train the Trainer

## What got done? (cont.)

- Moving into replication of the model
- Incorporating outcomes into job seeker preparation – including SCTC certificate, credits for work-based learning
- Measurements of Success

# Emerging Themes

- The need to sell, sell, sell
- Resources – ink that fades

Workforce Center – WIA (10% & Formula), Job Skills Partnership Grants, WorkKeys Assessments

ABE

MnSCU – Customized Training

# The Next Book?

## What We Need

- To sustain the training
- To replicate within and outside of this industry
- Policy Issues (see handout)
- Questions?

Thank you

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