

STEP 4: CONDUCT THE REGIONAL WORKFORCE AND ECONOMIC DEVELOPMENT SUMMIT

SAMPLE WORKFORCE AND ECONOMIC DEVELOPMENT SUMMIT AGENDA

What	Who
Welcome and Introduction <ul style="list-style-type: none"> • Encourage Participation 	Major Partners (e.g., Mayor, Chamber President, Community College President)
Charge to Group	Business Leader
Keynote Address <ul style="list-style-type: none"> • Overview of Macro Workforce Issues (e.g. Boomer retirements, globalization, escalating technology) 	
State Workforce Issues	State Workforce Development Director or State Workforce Investment Board Chair
Describe Local Model Program(s), Encourage Participation in Planning Process	Business Leader(s)
Strategic Planning Process <ul style="list-style-type: none"> • Desired Outcomes, Timeline 	Facilitator
SWOT Analysis – Breakout Sessions	Small Groups w/Facilitators
Breakout Session Small Group Reports	Group Leaders
Summary Cheerleader Activity	Respected Community Leader
Next Steps <ul style="list-style-type: none"> • Expectations, communications, participation 	Facilitator
Adjourn	Group

SWOT (STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS) ANALYSIS

STRENGTHS - What an organization does the best; sources of competitive advantage.

Please identify three to five strengths that you perceive the Lee County Workforce Development System possesses.

- 1.
- 2.
- 3.
- 4.
- 5.

WEAKNESSES - What an organization does not do well; areas for improvement.

Please identify three to five weaknesses that you perceive the Lee County Workforce Development System may need to overcome.

- 1.
- 2.
- 3.
- 4.
- 5.

OPPORTUNITIES - Potential favorable conditions for an organization; sources of competitive advantage.

Please identify three to five opportunities that you perceive the Lee County Workforce Development System should capitalize upon.

- 1.
- 2.
- 3.
- 4.
- 5.

THREATS - Potential unfavorable conditions for an organization; sources of opposition or competition that may affect an organization.

Please identify three to five threats that you perceive the Lee County Workforce Development System faces.

- 1.
- 2.
- 3.
- 4.
- 5.

TRAIN THE TRAINER NOTES – SWOT ANALYSIS EXAMPLE

*Seat participants around tables so they can see and hear one another.
(Horseshoe, circle, rectangle)

Pose the following question:

1. As we work together toward better meeting the workforce needs of our region, what are some of our major assets and or strengths?

Instruct participants to write down three to five responses on the post-it notes – only one response per note.

Give participants about four-5-five minutes of “think time.” (You will get a feel for when they are finished.)

Go around the table seeking responses. Ask participants to give one response each. Then ask for other participants who had the same or similar response. Have assistant group responses on chart paper.

Continue around the room until all different responses have been exhausted.

Then pose the second question.

2. As we work together toward better meeting the workforce needs of our region, what are some of our deficiencies or weaknesses?

(Repeat same process as #1.)

3. What are some potential opportunities?

(Repeat same process as #1.)

4. What are some potential threats, barriers or obstacles?

(Repeat same process as #1.)

5. What stakeholder groups should be at the table and represented on the Regional Workforce Development Planning Council – the group that will take your input – examine labor market information – determine our critical business sectors and those critical occupations for future growth – target our education and training resources to better meet those needs – review best practices to address issues raised here – develop a draft plan to present back to us?

(Repeat same process as #1.)

6. What do you think should be some of the major goals and objectives of the plan?

7. Is there any response that should be made to our previous questions for those who are not here?

8. Conduct roadmap exercise.

Return to large group and report out – three minutes for each group.