Technology & Security Workforce Development:
Recruiting the people for the programs we have in place.

May 31, 2018

Colleen Ruggelo, Strategic Relationship Manager at Purdue University Global
Elizabeth Fortin, Director or Workforce Development at Kennebec Valley Community College
Maine’s worth a visit, but a lifetime? Young professionals may need convincing

As the state tries to attract workers to stimulate the economy, it confronts a national perception problem.

BY PETER MCGUIRE STAFF WRITER

2018 economic expectations muted in Maine

Paychecks here aren’t increasing much, analysts say, and the tight labor market will hinder growth.

BY EDWARD D. MURPHY STAFF WRITER

Mainers eager for respite from a year-end Arctic freeze better not look to the 2018 economy for any signs of warmth – most economists are calling for a tepid year.

Personal income in Maine grew just 0.5 percent this summer, putting the state in 40th place nationally for the third quarter of the year. And looking forward, TD Bank predicted the state’s economy will barely nudge ahead in 2018, forecasting it will grow about 1 percent or less for the year.
Historic Population Growth Rates of Maine, 1870-2017

Numerous Sources: State and Colonial Censuses, Federal Censuses, Census Bureau annual population estimates, linear imputations of national population share for intercensal periods not estimated by the Census Bureau

Get the data
Today we’ll touch on

• Workforce Initiatives
• Educational Initiatives
• Business Initiatives
• Marketing tips
• Solutions, conclusions and brainstorming
Workforce Initiatives

- CareerCenters of Maine
- TechHire & Project Login
- Jr. Achievement
- JMG
- Chamber of Commerce Initiatives
- Live and Work in Maine
- Propel
- Two Degrees Portland
- Boots to Roots
- How can we get the word out within and without the Maine border?
Mainebiz News Source

Free workshops for immigrant entrepreneurs scheduled for June

By Staff

Immigrants in Maine looking to start a business or seeking help with an existing one are invited to attend four free workshops in Portland next month.

The workshops, hosted by Portland Adult Education at 14 Locust St., Room 10, will cover the pros and cons of owning a business, steps for starting up, the basics of a business plan, marketing, cash planning and the wealth of resources available to new businesses.
Educators

- University Programs
- Community College Programs
- Adult Education Programs
- Employers as Educators and Investors
- How can education industry recruit better?
Maine’s Community Colleges

• Maine has 7 community colleges from Presque Isle to York
• TAACCCT 3 Maine is IT grant from 2013 – 2017
  • $13M to support IT training programs
  • 36+ programs from industry recognized certification courses, credit certificates, associate degrees and advanced certificates
  • Served 4,419 unique participants
• Workforce Training & Professional Development departments
  • Direct to business customized training program for incumbent workers
  • Consortium training
  • New hire training
  • Maine Quality Center grant funds
  • Digital Badging
• Recruiting for positions
  • Existing entry level employees
  • “Almost hired” candidates
Educators

• **Maine State University System**: Research, workforce engagement, internships, clinicals, co-op pathway to employment.

• **Community Colleges**:  
  - KVCC: Professional development, leadership training, computers, trades, healthcare training, OSHA, training and retraining.  
  - All CC’s have a ‘transfer office’ and career services.

• **Public/Non-profit schools in ME**:  
  - Community outreach, attend transfer fairs, focused on financial incentives for students to keep going with their education.  
  - Purdue University Global: Excel Track Training Programs, AAS in IT, BS in IT, BS in Cybersecurity, MS in IT & MS in Cybersecurity, Undergraduate training leads to industry certification exam readiness, and industry exams lead to college credit.

• **Private/For-Profit Schools**:  
  - Thomas College: Cybersecurity degree program new this year!  
  - Colby College: Alfond Foundation and Colby Lead Efforts to Build STEM Workforce in Maine (Colby News, 2/21/17)

• **Adult Education and Career Centers**: Additional training, professional development, basic skills and aptitude tests.
Employer/Business Initiatives

• Unified job keywords and standards for workforce entry (to reduce confusion)
• Clear pathway to career growth within company
• There’s a lot of talk around the “soft-skills” that are needed in the IT/Security/Cybersecurity field, would you be willing to train someone with the right soft skills? How do you measure this on a resume or in an interview?
• Degrees & Certifications... what level would you hire at with the right training, but less than a year of experience?
• How can employers recruit employees, and participate in initiatives more or create their own initiatives? How does your business recruit and educate the current and upcoming workforce on opportunities?
BASED ON THIS INFORMATION
WHAT CAN YOUR COMPANY DO?
Marketing Tips

We have many of the solutions that we need in place.

• Make sure to refer to programs consistently by their correct name. In certain cases, the names for the same programs are similar but not identical. This can make finding the correct program information difficult, especially if the name has changed over time, which may confuse potential incentive applicants.

• Ensure programs are listed on one dedicated website and prevent from overlapping websites (i.e. same programs listed on the website of multiple administrators) or, in case of necessity, cross-link between incentive program websites, especially where programs need to be mentioned on two different agency’s websites for certain application or regulatory purposes.

• Make sure all programs accurately use metadata keywords and not exclusively use abbreviations so internet search engines can find the program information.

• Make sure all programs have updated program information on their respective websites. This relates to the annual reports (update the most recent annual report as soon as it is available) as well as to the application procedure (e.g. update the status of the incentive program in case the program changes to inactive or when a submission deadline has passed.

• Make sure program requirement information is updated, consistent and comprehensive if the program is described on more than one website or webpage or if the website includes multiple incentive programs.
Solutions and Conclusions:
how workforce initiatives, adult ed., colleges/universities, & employers can...

• Retrain displaced, underemployed people previously employed in shrinking industries
• Bringing more immigrants to Maine who are qualified and trainable,
• Attract (or re-attracting) young workers and students from other states,
• Ramp up internships, apprenticeships, work-study projects and networking young professionals into a support base to help them grow,
• Get more than 62% of HS grads to attend college after graduation
• Set up sustainable short term training programs to help workers at any age/industry explore a STEM field
• Get employers together to create a UNIFIED and TIERED plan for entry into the field as well as advancement.
Sources & Citations

- World Population Review (http://worldpopulationreview.com/states/mainepopulation/)
Websites to Resources

- Purdue University Global’s ExcelTrack Training: https://www.purdueglobal.edu/student-experience/personalized-learning/
- KVCC Workforce Development: http://www.kvcc.me.edu/pages/professional-development/scholarship
- ME Adult Education: https://association.maineadulted.org/
- JMG at Umaine: https://www.jmg.org/
- TechHire & Project Login: http://www.projectlogin.com/techhire-maine
- Jr. Achievement: https://www.juniorachievement.org/web/ja-maine/
- Live and Work in Maine: https://www.liveandworkinmaine.com/
- Propel: http://www.propelportland.org/
- L/A Young Professionals: http://www.upliftlamaine.com/
- Two Degrees Portland: http://www.creativeportland.com/connect-visit/2-degrees-portland
- Boots to Roots: http://www.boots2roots.org/