Leadership in Community and Economic Research Workshop

C2ER Annual Conference & LMI Institute Annual Forum
June 8, 2015
Session Purpose:

To give you the opportunity to have conversations with your peers about the challenges and opportunities you face in running your research or LMI shops and to provide you an opportunity to share best practices about potential ways for addressing those challenges and opportunities.
Operating Principles

• Informal Session – If you need to take a break, take it or if you have a question, ask it.

• Active Participation – Please actively participate and share your own knowledge and experience.

• “Be Present While You Are Here”
  – Please turn your cell phones off or on “silent” mode – If you have to take a call please excuse yourself
  – Limit replying to emails and texting

• Have Fun and Make Friends!
Basic Discussion Format

1. Introduction of the Discussion Topic

2. Brief Presentation by Topic Presenters – 10 minutes

3. Table Discussion – 30 minutes

4. Table Reports & Large Group Discussion – 15 minutes
Today’s Agenda (A.M.)

• Introductions and Agenda (8.30-9.00)

• Establishing Organizational Missions & Strategies (9.00-10.00)
  – Presenter: Jennifer Zeller, Georgia Power

• Networking Break (10.00-10.15)
  – Please sit at a new table upon return from break

• Building relationships and networks with partners and customers (10.15-11.15)
  – Presenter: Allison Leeuw, Indiana Department of Workforce Development

• Managing transition and change (11.15-12.15)
  – Presenter: Karen Wilde Goddin, Business Oregon
Today’s Agenda (P.M.)

• Lunch (12.15-1.30)

• Providing products and services that are worthy of budget and other resources (1.30-2.30)
  – Presenter: Graham Slater, Oregon Employment Department

• Networking Break (2.30-2.45)
  – Please sit at a new table upon return from break

• Leading people: your staff and project teams (2.45-3.45)
  – Presenters: Alan Spell, Missouri Economic Research and Information Center

• Wrap Up /Open Forum (2.45-3.45)
  – Jennifer and Graham
Introductions:

1. Your Name
2. Your Organization
3. Brief Overview of Your Career Path
4. What would you like to walk away with from the day?
ESTABLISHING ORGANIZATIONAL MISSIONS & STRATEGIES

Jennifer Zeller, Georgia Power
FACILITATION AND STRATEGY

**Inform** – Let the participants know the purpose of the meeting and the product to be produced.

**Excite** – Explain the benefits of the meeting and why this meeting should be important to them.

**Empower** – Describe the role they will play or the authority that has been given to them.

**Involve** – Get them involved immediately through an engagement question that furthers the meeting purpose.

Set the Ground Rules

**Strategic Questions:**
Where are we now?
Where do we want to be?
What do we do to get there?
How do we monitor our progress?
BUILDING RELATIONSHIPS AND NETWORKS WITH PARTNERS AND CUSTOMERS
The Indiana Department of Workforce Development’s (DWD) Labor Market Information shop meets Indiana University’s Indiana Business Research Center (IBRC) and together they “put the feet on the research” to inform business, educators, job seekers, economic developers and workforce professionals.

- Tech Support → the development of software/applications for the digital sharing of data.

- Statistical Analysis → the statistical modeling of large volumes of LMI data to produce new information.

- Training and Education → leveraging university tools to improve productivity in the analysis of labor market information are all part of this partnership. IBRC offers excel, sql, census, LEHD, a multitude of training webinars for the LMI Analysts and specifically geared to the LMI Regional Analyst Team.

- Flexibility → IDWD and IBRC continue to focus on offering more localized and regional workforce data to the benefit of local decision makers.
IN Reality: A tool for students

This was developed at the request of the IDWD leadership team based on demand from educational stakeholders. The design was also inspired by the work of the Texas: Texas Workforce Commission & the Texas Education Agency: http://www.texasrealitycheck.com/.

Indiana’s “Reality Check” is an interactive online tool allowing the student user to choose their career and/or their lifestyle to see how their goals match up with “reality” and is available at www.hoosierdata.in.gov/inreality.
<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Change Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs (SA)</td>
<td>3,017,500</td>
<td>Monthly increase of 1,400 jobs</td>
</tr>
<tr>
<td>Private Jobs (SA)</td>
<td>2,588,700</td>
<td>Monthly decrease of 1,200 jobs</td>
</tr>
<tr>
<td>Manufacturing Jobs (SA)</td>
<td>515,600</td>
<td>Monthly decrease of 100 jobs</td>
</tr>
<tr>
<td>Unemployment Rate (SA)</td>
<td>5.4</td>
<td>Monthly decrease of 0.4 points</td>
</tr>
<tr>
<td>Employment (SA) Monthly Change</td>
<td>0.4 %</td>
<td>Monthly increase</td>
</tr>
<tr>
<td>Labor Force Participation Rate</td>
<td>62.9 %</td>
<td>Monthly decrease of 0.70 % percent</td>
</tr>
<tr>
<td>Unemployment Insurance Initial Claims</td>
<td>4,324</td>
<td>Weekly increase of 1,287 claimants</td>
</tr>
<tr>
<td>Exports (millions of dollars)</td>
<td>$8,716</td>
<td>Quarterly decrease of $413 million</td>
</tr>
<tr>
<td>Residential Building Permits</td>
<td>736</td>
<td>Monthly increase of 85 permits</td>
</tr>
<tr>
<td>Business Establishments (quarterly change)</td>
<td>-1,057</td>
<td>Quarterly decrease</td>
</tr>
<tr>
<td>Business Establishments (annual change)</td>
<td>-0.7 %</td>
<td>Quarterly decrease</td>
</tr>
<tr>
<td>Job Postings (SA)</td>
<td>91,231</td>
<td>Monthly increase of 6,907 postings</td>
</tr>
<tr>
<td>New Job Postings (SA)</td>
<td>39,783</td>
<td>Monthly increase of 2,555 postings</td>
</tr>
</tbody>
</table>
Tool for Customized Regional Labor Market Analysis

- Occupations in Demand
- Industry Clusters
- Location Quotients
- Commuting Patterns
- Demographics Details

http://www.stats.indiana.edu/pre/rb/occ.aspx
Tool Customized for Regional Planning and Case Management

- Poverty Rate by Census Tract
- Output for case managers for >30% Poverty Threshold

http://www.hoosierdata.in.gov/pov/radius.asp
Virtual Career Counselor for Veterans
A WorkOne Career Pathway Tool for Hoosiers

Indiana Business Environment Radius Profiles
A WorkOne Career Pathway Tool for Hoosiers
MANAGING TRANSITION AND CHANGE

Karen Wilde Goddin, Business Oregon
Managing Transition and Change

• Engaging New Leadership
  - Communication, Communication, Communication
  - Embrace Change
  - It Takes a Village

• Adapting to Changing Organizational Structure
  - SWAT Analysis
  - Prioritize Challenges & Opportunities
  - Agency work culture
MANAGING TRANSITION AND CHANGE

• Differentiating Your Organization and its Mission During Transition
  - Adopt Strategic Framework: “Grow our Own”
  - Media Campaign and Outreach: Statewide Economic Development Forum: Listening Tour
  - Strategic Work Plans and Performance Measures
Graham Slater, Oregon Employment Department

PROVIDING PRODUCTS AND SERVICES THAT ARE WORTHY OF BUDGET AND OTHER RESOURCES
Earning Your Budget

• It’s not about $$. It’s about relationships.

• Know your customers. You exist to serve them. They are your best advocates.

• Do great things with the resources you’re given.

• Be patient. Sometimes it’s “the right time”, sometimes it’s not.

• Invest in your people.

• No whining.
LEADING PEOPLE: YOUR STAFF AND PROJECT TEAMS

Alan Spell, Missouri Economic Research and Information Center
Leading People

• Assembling a Team
  – Mix of Talents - Analytics, Writing, Graphics, Mapping, etc.
  – One person responsible
  – Staff support each other – the Team mindset built from a Business mindset...

• Effective Staff Management Styles
  – You’re leading a consulting firm that provides solutions – the business mindset. Treat grants like business and overachieve.
  – Appeal to the Noble Motives – Your work matters and serves others – be specific
  – Caring Mentorship – You’re there to support them while setting high standards
Leading People

• Finding Good Employees
  – Mentor and promote inside (good for moral) but without fear of going outside if have skills gap.
  – Get the word out in newspapers, universities, local associations, C2ER
  – Hands-on test appropriate? (find data, Excel calcs, chart and present)

• Methods of Encouraging Staff Development
  – Make staff present and write often
  – Require cross training
  – Encourage side research in their interest areas if work related
  – Webinars and in-house lunch/learn
WRAP-UP AND SYNTHESIZING DISCUSSION
Wrap-up

• What is a key takeaway you have from today’s discussion that will help you in your position?

• Are there any ideas as to how C2ER and LMI Institute might be able to help you in your leadership role with your organization?

• This is the first time that we have done this workshop, any feedback?