

A Case Study Leveraging Workforce, Education and Private Sector Partnerships to Drive Economic Growth through Career Pathways

Presented by Jessica Wagner
& Stephanie Keinath

Who is the DACC?

- The Dayton Area Chamber of Commerce was founded in 1907 by John Patterson (National Cash Register Company)
- 2,200 member businesses across 9 counties
- Core Competency Areas:
 - Government Advocacy
 - Economic Development
 - Member Services
- Five star accredited by the US Chamber of Commerce since 1995

Workforce Alignment Strategy

In-demand Industry Clusters

Advanced
Manufacturing

Business
Services

Skilled Trades

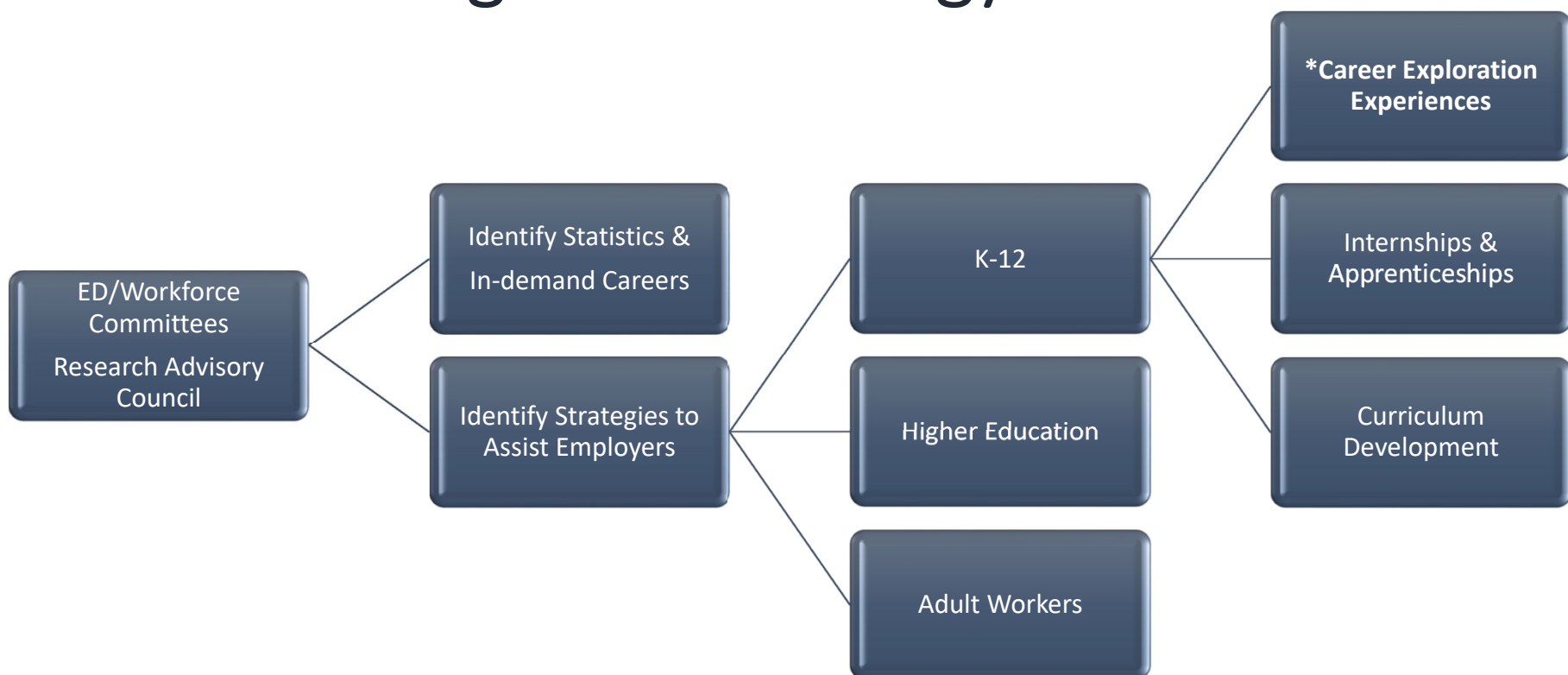
Logistics &
Transportation

Information
Technology

Healthcare &
Bioscience

Aerospace &
Defense

Workforce Alignment Strategy



The Workforce Problem

- **DACC Perspective**
 - Members say future workforce is biggest challenge/concern
 - Growing/retaining local talent for jobs that exist in OUR region
- **Montgomery County Educational Service Center**
 - Statewide curriculum standards shift career focus to middle school but need guidance from private sector
- **Dayton Metro Library**
 - Expanding free digital resources for career exploration, job placement
 - How to get resources in front of businesses and educators

The Why

- Nearly half of Ohio's workers hold jobs expected to be automated in near future
 - Critical students begin career exploration earlier
- Students need to see link between "learning" and future work
 - Hands on career exploration for students – younger the better
- 7th and 8th grade is target age to expose them to variety of career pathways & local employers
- Discovering aptitude AND interest can direct high school and post-secondary decisions
- Ultimately we want to build pipeline and retain talent

Poll

How many of you are currently in the career you thought you would be when you were in middle school?

The Solution



The Solution



- Free week-long summer camp for 30 rising 7th & 8th graders
- Each day focuses on in-demand industry with employer visits and activities
- Reflective writing prompts after each visit
- Exposure to career exploration tools (Career Cruising)
- Required final project (spoken word, PowerPoint, art, video)
- Graduation Ceremony – invitations to families, employer hosts, stakeholders, elected officials
- Target campers = students from low-income areas

How did we do it?

- **Identify Lead Organizers**

- Dayton Area Chamber of Commerce
- Dayton Metro Library
- Montgomery County Educational Services Center
- Learn to Earn Dayton

- **Collaboration**

- 24+ partners
- Trade associations & Private-Sector Businesses
- Community-based not-for-profits (meals & snacks)
- Regional Transit Authority

Time to Launch



**All campers start & end day at Dayton
Metro Library.
Field Trip transportation provided by
RTA.**

Monday - Manufacturing



MVCTC
Robotics, machining & welding lab



Bastech
Additive Manufacturing & 3D printing

Tuesday – Healthcare/Bioscience



Practicing tourniquets and wound care at Dayton Children's Hospital

Water testing at Dayton's water treatment plant

Wednesday – Skilled Trades



Thursday – Aerospace/Logistics



Friday – Information Technology



Friday – Graduation



Friday – Graduation



Friday – Graduation





Poll

Knowing what you know now about
the economy, would you explore a
different career?

After Camp

- **Collective sigh of relief**
- **Thank you cards from campers to employers, donors, community organizations, RTA**
- **Formal presentations to Boards of Trustees**
 - Chamber highlighted member participants
- **One month after**
 - Debrief with lead organizers (what worked, what didn't)
 - Ask employers to return, identify new employers
- **Get the band back together and do it again**

Oh, COVID



- **Transition to virtual camp in June 2020**
- **Limited camera crew on site**
- **Virtual Host**
- **One episode per day**
 - Streamed on partner's Facebook pages
 - Permanently housed on DML web page

What's next?

Career Adventure Days

- Career Exploration Fair at Dayton Metro Library
- Activity stations for 7+ industries
 - Logistics
 - Manufacturing
 - Aerospace
 - Skilled Trades
 - Healthcare
 - Homebuilders
 - Bioscience
 - Information Technology
- Ability to reach more students (1,000 over 2 days in 2019)

What did we learn?

- Core leadership/organizers to keep it moving
- Collaborate early and often (especially your chambers of commerce)
- Keep your eye on the goal posts but be flexible
- Look for similar initiatives in other communities
- Public event (invite your dignitaries) for increased support in future
- Schedule postmortem sooner than you want





Thank you!
Questions?

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