

# Updated “Sector Partnerships in Action” Workshop Descriptions

**Thursday, March 26, 2015**

**11:00 - 12:00**

**Workshop 2 - WORKFORCE BOARDS THURSDAY ONLY // Ballroom W**

**Sector Partnerships in Action - Plenary Session: What, Why, How of Strong Sector Partnerships**

*Stephanie Steffens, Director, Colorado Workforce Development Council; Lindsey Woolsey, President, The Woolsey Group; John Melville, President, Collaborative Economics, Inc.*

This session will be a full overview of the what, why, and how of “next generation” sector partnerships, including lessons learned from across the country, examples of sector partnerships, and promising practices. Participants will leave this workshop with insights into how the field of sector partnerships has changed over the years, and the particular opportunities now for launching new, or expanding existing, partnerships in Iowa’s regional economies.

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**1:15 - 2:15**

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**Sector Partnerships in Action - Defining the Scope**

*Stephanie Steffens, Director, Colorado Workforce Development Council; Lindsey Woolsey, President, The Woolsey Group; John Melville, President, Collaborative Economics, Inc.*

This workshop will go into depth on three important questions related to sector partnership success: 1) What’s the right target industry? We will discuss data, early industry engagement, breadth and depth of sub-sectors. 2) What’s the right geographic footprint? How big or small should a sector partnership’s region be? 3) What’s the right number of industry partners and community partners? How big is too big? How small is too small? Join us to understand the nuts and bolts of defining the scope of your partnerships.

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**2:30 - 3:30**

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**Sector Partnerships in Action - Simulated Partnership “Launch” Meeting**

*Stephanie Steffens, Director, Colorado Workforce Development Council; Lindsey Woolsey, President, The Woolsey Group; John Melville, President, Collaborative Economics, Inc.*

This is a hands-on training, including a condensed “simulation” of a first meeting with industry members of an emerging sector partnership. You will walk away with concrete tools for getting companies to your meeting, facilitating effectively, and walking away with clear next steps and industry commitments. This is a fun, interactive and confidence-building session.

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**3:34 - 4:45**

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**Sector Partnerships in Action - Closing Session: Your Next Steps**

*Stephanie Steffens, Director, Colorado Workforce Development Council; Lindsey Woolsey, President, The Woolsey Group; John Melville, President, Collaborative Economics, Inc.*

This session will be a conversation with you about what is already going on in Iowa that looks and feels like sector partnership activity; your next steps; and your unresolved questions. Sector partnerships exist in almost every industry and in thousands of communities across the country. Let’s talk about how to take them to scale here.