



BillingsWorks Work Plan & Goals 2017-2018

BillingsWorks is a local workforce development collaboration hosted by Big Sky Economic Development and supported by members of a Steering Committee and over 80 public and private businesses. Workforce Development continues to be a strategic priority for Big Sky Economic Development and its many partners for our community and region.

The 2017 State of the Workforce Report confirmed again the strategic goals set for BillingsWorks, including BillingsWorks as a community and employer resource, training and education alignment with the jobs available in our market, being the business hub for work and learn opportunities, and helping businesses find qualified workers through talent attraction.

BillingsWorks's Strategic Priorities 2017-2018

In its fourth year of existence; the Workforce Council and Steering Committee has learned a lot and grown in a multitude of areas. While overall confidence in the workforce is a statistic we monitor, it is subjective. BillingsWorks, therefore, will be looking to influence data such as the number of job postings filled within 3 months, reported increases in the number of qualified job applicants and the number of internships completed; knowing increases in these areas will have an overall effect on the confidence in our workforce. As a result, 2017-2018 will be a year committed to continuing certain programs while investing specifically in three areas: Talent Attraction, Experiential Learning and Career and Technical Education.

A. Talent Attraction:

- Measurements: Job Postings Filled Within 3 months (up 3% at every level)
Reported Increases in the Number of Qualified Job Applicants (up 3% at every level)

- Produce two to three new videos targeting different age demographics.
- Expand the Social Media Campaign
- Create social media campaigns based on different demographics.
- Continue to attend Career and Job Fairs promoting Billings as a great place to live and work.
- Create a one-sheet handout highlighting Billings' quality of life.
- Create a "quality of life" message and promote it consistently.
- Continue promotions using the "My Dream Career is Here"
- Re-boot the My Dream Career is Here promotion featuring local professionals in Billings on social media.
- Targeted direct emails or ads: Continued direct targeting of individuals who have moved away from Montana and encouraging them to visit YourDreamCareerisHere.com
- Investigate additional marketing platforms to push Billings' quality of life message.
- Continue direct targeting/marketing of those that have moved away from Billings informing them of the value of returning.

B. Experiential Learning:

- Measurements: Number of Internships (both MSUB and RMC) up 10% by 2018
 - BillingsWorks will focus on internships putting most of its resources and energy in this area.
 - BillingsWorks will support the State with regards to apprenticeships
 - BillingsWorks in conjunction with the Chamber's NextGEN Inspire team will work on mentorships
 - BillingsWorks will serve as the hub for communication regarding Experiential Learning going on in the city so education can occur across businesses.
 - www.billingsworks.org will serve as a resource for employers seeking interns and will link to MSU-S's and RMC's Career Link

* 151 interns at RMC and 155 at MSUB for Fall of 2016 and Spring of 2017

C. Career and Technical Education:

- Measurements: (TBD by CTE Partnership Advisory Council)
 - BillingsWorks will advise and work closely with the CTE Director and CTE Partnership Council to implement strategies to reach set measurements.
 - (initiatives of the CTE Director will be decided by CTE Partnership Advisory Council)

Additional BillingsWorks Initiatives 2017-2018

GOAL 1: Partnership Accountability. As a workforce council will commit to continual collaboration and follow through to move the needle on workforce development in the Yellowstone County.

- **Produce the State of the Workforce Survey, Focus Group, Event and Report:**
 - Conduct Employer and Employee survey with a goal of 500 responses during January 2018
 - Steering Committee will decipher if the questions we have asked in the past are still relevant
 - Conduct Industry Focus Groups throughout the 2017 year
 - Hold the State of the Workforce Event during April of 2018
 - Release the State of the Workforce Report during the April event
 - 2018's State of the Workforce will include an employee survey
 - The State of the Workforce Report is developed in collaboration with the steering committee, key community partners and contract resources as needed based on budget allocations
 - The State of the Workforce Report will be the reference tool used by our community and region for Billings workforce data and will also contain progress towards the goals and objectives set forth by the BillingsWorks Workforce Council.
- **Maintain MOUS Partnership and Collaboration**
 - Maintain the BillingsWorks Steering Committee
 - Maintain the Education, Talent Attraction, and
- **Makeover www.billingsworks.org so that it provides easy access to resources for employers, job seekers, and the workforce council**
 - Links to other resources from government agencies and programs such as the Billings Job Service, Department of Labor and Industry, Billings 365, etc.
 - Serve as the educational/resource platform for Employers seeking an intern linking to RMC and MSU-B's Career Link.
 - Provide "quick data" sheets containing information about workforce issues, updated quarterly
- **Build our MOU Partnerships and expand communication to provide timely information to current Workforce Council Members and to reach potential new members in the community.**
 - Add two to four new MOU partners, particularly from the private business sector
 - Monthly BillingsWorks newsletter serving as a communication tool to the entire Workforce Council.
 - BillingsWorks Workforce Council and Steering Committee will meet quarterly each year, with the State of the Workforce Event counting as one Council meeting
 - Expand the social media presence of BillingsWorks through Facebook, Instagram and LinkedIn

GOAL 2: Employer ToolKit. BillingsWorks will serve local employers in town by providing resources and counseling when needed (BEAR?)

- **Collaborate with BEAR to include 1 to 2 new members focusing on workforce development. Possibly have Director of BillingsWorks co-chair BEAR.**
 - In order to provide support and guidance to our local businesses, 1-2 new members with expertise in workforce development will join in the Business Expansion and Retention program at BSED.
- **Update the HR Toolkit as a resource for businesses to address their immediate workforce needs.**
 - Include additional information on recruiting, hiring, HR, training and retention topics and publish as data sheets and on the website
 - Promote the HR Toolkit to the BillingsWorks Council, partners and employers through email, website and newsletters.
 - Provide links to other resources published by partner organizations and experts
- **Complete at least 4 presentations or workshops for employers on recruiting, hiring, HR, training and retention issues.**
 - Co-Host Degree Completion seminars in conjunction with MSUB
 - Host career pathway programs with Alternatives and local businesses
 - Partner with SHRM, JSEC, SBDC, NextGen, staffing companies, and others to present workshops for employers
 - Explore options for webinars or record presentations so they can be accessed on the BillingsWorks.org website as a resource

GOAL 3: Ensure the alignment of education and training systems with current and future workforce demand.

- **Support the Department of Labor and Industry with apprenticeship programs**
 - Choose an industry/employer who is willing to work with the Career Center or City College to pilot a first program.
 - Facilitate a meeting to bring all necessary resources together and identify the needs from the employer, school, school district, partner organizations and the MT Department of Labor to make an apprenticeship possible.
 - Facilitate a follow-up meeting with compiled information to evaluate whether an apprenticeship can be implemented
- **Expand Mentorship program**
 - BillingsWorks in coalescence with the Chamber's NextGEN Inspire group will re-build the mentorship program with RMC, MSU-B and City College.
 - BillingsWorks will connect students not only with NextGEN mentors but help build a sustainable process for the colleges/universities to ensure mentorships are included in a student's experience.

GOAL 4: Develop a talent attraction campaign that promotes the benefits of living and working in Billings and Yellowstone County.

- **Increase and continue activity through the Talent Attraction Committee**

- Form a Millennial Talent Attraction Committee to better market Billings to college graduates/younger generation.
- Continue collaboration with Next Gen on a BillingsWorks/Next Gen Talent Attraction Committee.
- Fill the committee with targeted college alumni who are willing to become talent recruitment ambassadors for Billings
- Three times a year, post pictures of the talent recruitment ambassadors on social media to promote the career fairs and the committee's efforts
- **Expand College Career Fair Recruitment**
 - Based on committee feedback and budget allowance, expand college career fair attendance to 3 events, possible colleges include: MSU, UM, UW, Miles Community College and other area colleges
 - Use members of the BillingsWorks/Next Gen Talent Attraction Committee who are college alumni to be booth representatives at area college career fairs
- **Expand Co-Promotion with Community Partners**
 - Work with the Chamber to develop materials that co-promote Next Gen and Your Dream Career is Here
 - Promote Billings "outdoor recreation" activities in materials for the college career fairs and connect students with resources on the yourdreamcareerishere.com website