California Innovation Corridor

**This workforce solution was funded by a grant awarded under Workforce Innovation in Regional Economic Development (WIRED) as implemented by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.** **This solution is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.**

California Innovation Corridor

# Project Leads Meeting

September 6-7, 2007

Judy Turner

***Optimize the Corridor for innovation and 21st Century workforce competitiveness***

Wired TALENT DRIVING PROSPERITY

CALIFORNIA SPACE AUTHORITY

LABOR & WORKFORCE DEVELOPMENT AGENCY

# Importance of Alignment and Integration

- CSA increasingly required to speak to how all 25 projects together will be integrated
- Context of the overall Corridor effort necessary to articulate its importance
- Corridor WIRED effort has a good chance of being the WIRED "poster child", which could lead to long term sustainability as DOL wants its investment protected and is sharing WIRED goals across a broad range of federal agencies, foundations
- Transformation Vision of Corridor WIRED project (from PIP): ***Integration of education, workforce and economic development systems/innovation strategies in a regional (CIC) framework***
- Hence: ED, Education and Workforce products must exhibit alignment and integration

# Project Leads and Upcoming Partner Meeting Goals

- Continue sharing the nature, goals of all 25 projects
- Begin cross-talk as to common insights
- Ensure everyone understands breadth, depth of Corridor WIRED initiative, in order to promote Corridor progress
- Start driving toward information needs for everyone's final conclusions, final reports, recognizing all projects are at different points of progress (to ensure that projects being completed early still benefit from insights across the initiative)

# Project Leads Agenda Notes – Alignment/Integration

## Day One

- Snapshot overviews of projects
- Brainstorming of Accomplishments
- Discussion of common learnings
  - Innovation/Entrepreneurship
  - Global Competitiveness
  - Talent Development
- Examples of systems (workforce, education, eco dev) transformation

## Day Two

- Individual project integration with systems transformation

1.1

California Innovation Corridor

# 1.1
# CREATE AN ECONOMIC DEVELOPMENT MODEL

## PRESENTER:
## SALLY DIDOMENICO

Project Leads Meeting September 6, 2007

Corridor WIRED Transformation Vision (from the PIP)
***Integration of education, workforce and economic development systems/innovation strategies in a regional (CIC) framework***

Wired TALENT DRIVING PROSPERITY

CALIFORNIA SPACE AUTHORITY

LABOR & WORKFORCE DEVELOPMENT AGENCY

# Overview: Project 1.1

## ECONOMIC DEVELOPMENT MODEL

**MAJOR CIC PROJECT**

**OBJECTIVE:**

- **PROVIDE AN INNOVATION SUPPORT METHODOLOGY AND RESOURCE TOOL TO BENEFIT ECONOMIC DEVELOPMENT PROFESSIONALS**
  - **LEVERAGE ASSETS**
  - **INNOVATOR SKILL-BUILDING**
  - **TECHNOLOGY COMMERCIALIZATION**
  - **ENTREPRENEURSHIP GROWTH**

# Overview: Project 1.1

- **STATUS**

  **MODEL BEING DEVELOPED BY RECOGNIZED EXPERT**
  **ROUGH DRAFT – END OF OCTOBER**
  **OPPORTUNITY FOR PARTNER INPUT**

  **FINAL PRODUCT**
  - **MULTI-PART GUIDEBOOK 35-50 PAGES**
  - **CASE STUDY(S) FOR FOCUSED APPROACH**
  - **SUPPORT CD – INTERACTIVE FOR USER**

- 
  - **<u>CREATE SEPARATE DEMONSTRATION/SUPPORT</u>**
    - **<u>SYSTEM FOR MODEL ELEMENTS</u>**

  **ECONOMIC DEVELOPMENT TOOLKIT**
  - **TWO SECTIONS: DATA AND PROJECTS**
    - **DATA – ANALYSIS AND STRATEGIES**
    - **PROJECTS – RELEVANT PROJECTS IN CIC**
      - **DECISION OF PROJECT LEADERS/CSA**

# Key Products/Deliverables Sustainability Project 1.1

**DRAFT FORMAT FOR PROJECTS TO BE INCLUDED IN INNOVATION ECONOMIC DEVELOPMENT TOOLKIT (1.0 SERIES)**

**PROJECT NAME***

**PROJECT LINKAGE TO DOL WIRED OBJECTIVES***

(State, in simple language, the specific DOL objective being supported.)

**PROJECT LINKAGE TO INNOVATION ECONOMIC DEVELOPMENT MODEL***

(State specific element of the economic model being supported.)

**PROJECT IMPORTANCE***

(State why others should read the project – what will they learn of value for improving their own economic competitiveness.)

**PROJECT KEY ELEMENTS***

_____

*Required element for all projects in economic development tool kit. These elements will be listed in the Table of Contents for the economic development toolkit.

# Key Products/Deliverables Sustainability Project 1.1

**PROJECT INFRASTRUCTURE**

**PROJECT REPLICATION**

**PROJECT RESULTS**

**Anticipated impact or results, results realized or not realized**

(Comment: The results should tie back to the importance of the project.)

**PROJECT SUSTAINABILITY**

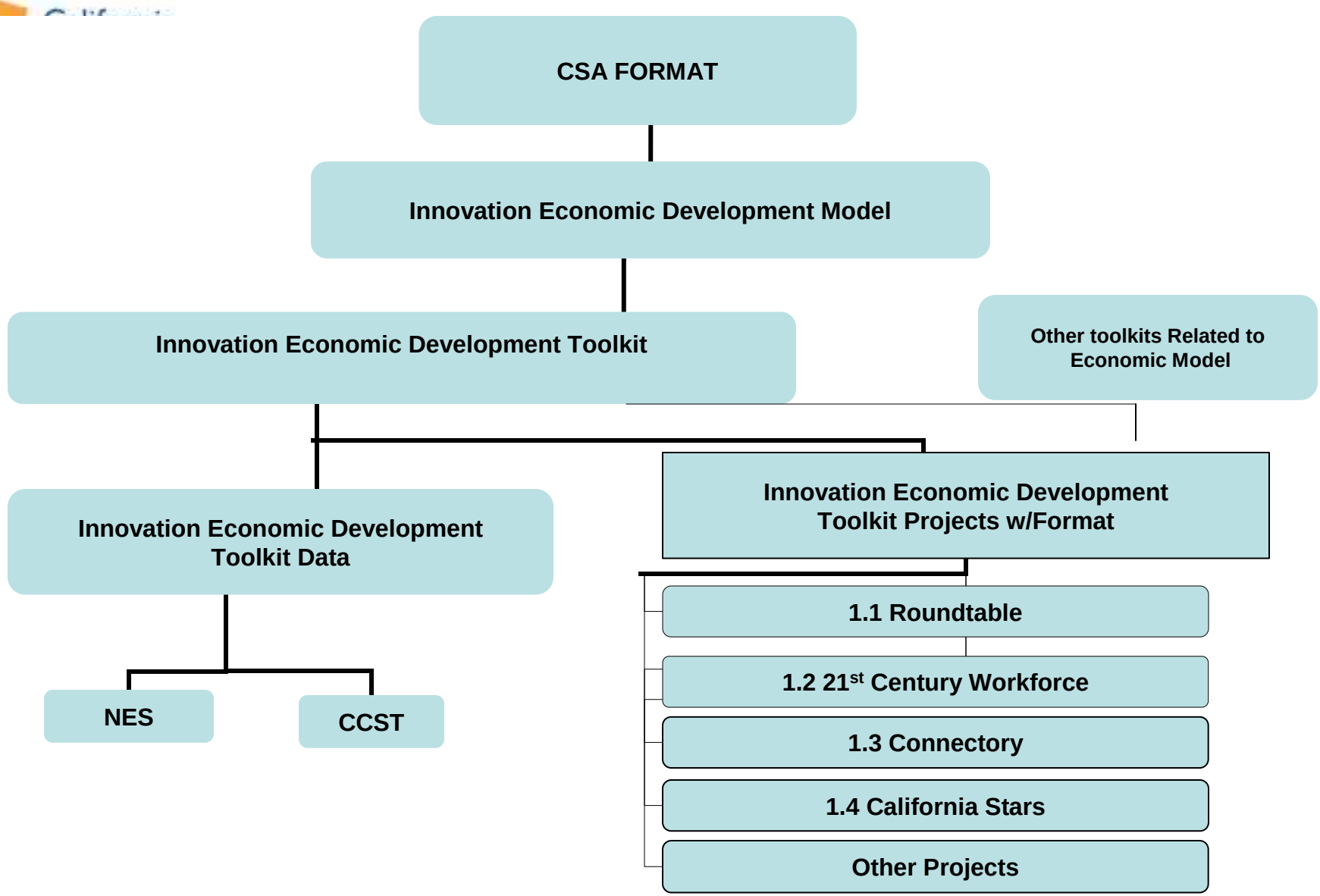
(Comment: Important to CSA and DOL)

**PROJECT SUCCESS ASSESSMENT***

(Comment: The success of the project should be directly linked back to the DOL objective – second item in the format – and to the project results stated above.)

---

*Required element for all projects in economic development tool kit. These elements will be listed in the Table of Contents for the economic development toolkit.


CSA FORMAT
Innovation Economic Development Model
Innovation Economic Development Toolkit
Other toolkits Related to Economic Model
Innovation Economic Development Toolkit Data
Innovation Economic Development Toolkit Projects w/Format
NES
CCST
1.1 Roundtable
1.2 21st Century Workforce
1.3 Connectory
1.4 California Stars
Other Projects

1.2

1.3

# Project 1.3 transition to 1.1: Innovation Asset Inventory California Innovation Corridor Portal on Connectory.com

**Jo Marie Diamond**

Project Leads Meeting September 6, 2007

Corridor WIRED Transformation Vision (from the PIP)
***Integration of education, workforce and economic development systems/innovation strategies in a regional (CIC) framework***

# Overview:
# Project 1.3 to 1.1

- *Building on Innovation Asset Inventory & CIC Portal on Connectory Design Document (produced under the Project 1.3):*
  - *Support development of a "Corridor-wide" on-line system, with opportunity for regional modules, to identify innovation assets at universities, federal laboratories and publicly accessible facilities and*
  - *Segment out those innovation companies in the larger virtual platform, Connectory.com, for inclusion in the CIC Portal.*
- *Make the CIC Portal a core, dynamic resource in the ED Development Tool Kit that provides concrete implementation of the ED Model*

# Key Products/Deliverables Project 1.3 to 1.1

- *Design Document completed: CIC Portal on Connectory.com*
- *More detailed specs completed to support agile development of CIC Portal*
- *Profile Intake Application for non-Company Innovation Assets completed*
- *GUI Design, search, partner functionality vetted*
- *Outreach to communities inside/outside CIC underway*
- *Launch of CIC Portal –January 2008*
- *Followed by Corridor Tour/Demo – Year 3*

# Key Findings to Date

- **Characteristics of Innovation**
  - Willingness to develop, leverage relationships via multiple sources (referrals to/from assets)
  - Getting “deep” into asset core competencies, capabilities fosters collaboration
- **Characteristics of Supply Transformation**
  - Have used existing Connectory to distribute Supply Chain Rejuvenation Survey
  - Innovation doesn’t stop with research, diffuses through supply chain
- **Issues around Talent Development**
  - Asset inventory process identified mutual interest in STEM/CTE across stakeholders

# Key Findings to Date (cont'd)

Success Factors in Developing an "Innovation Ecosystem" or "Innovation Culture"

- Connectory/CIC Portal presentation at Far West Fed Lab Consortium meetings (11-12 Sep 07) direct result of WIRED
- Share profiles at Lab Consortium meetings to extend relationships, profile sustainability at Labs, have them reach back to CIC ED/WIBs
- Invite to FLC Meeting extended to CIC Talent projects
- Multiple inquiries from other CA regions about extending CIC Portal outside Corridor

# Key Findings to Date (cont'd)

Conclusions about integration/alignment of workforce development, economic development, education?

- Process of asset profile development, reaching out to innovation ecosystem stakeholders provides opportunities for collaboration: FLC Meetings
- Upfront homework on assets – via CIC Portal/Connectory searches -- can prepare ED, WIB, Education for development of relationships
- More cost effective to maintain asset inventory on dynamic platform than to conduct ad hoc research

# Key Corridor Conclusions at Close of WIRED

*What conclusions is your project reaching about "Optimizing the Corridor for Innovation and 21st Century Workforce Development"?*

- Willingness to step outside "comfort zone" critical for forming, maintaining relationships with assets
- Knowing "what you have" is critical to reach across stakeholders, tech sectors

  -- Makes it easier to conduct outreach
  -- Underpins development of effective programs
  -- Becomes basis for building "communities of practice."

- CIC Portal on Connectory.com serves as knowledge platform.

1.4

# Sustainable Innovation Entrepreneurship /1.4
# Jo Marie Diamond

Project Leads Meeting September 6, 2007

Corridor WIRED Transformation Vision (from the PIP)
***Integration of education, workforce and economic development systems/innovation strategies in a regional (CIC) framework***

# Overview: Project 1.4

- CA Tech 100 – 4/24 and 4/25/07 - Irvine
  - Honoured Innovation across the Corridor
  - Convened Venture Capital from across the Corridor
  - Provided entrepreneurs access to Federal R&D and Private Equity Investment Communities
  - CIC-wide entrepreneur training/presentations to investors across 9 industry sectors
  - Opportunities for WIBs and EDOs to participate
  - Identified means to track economic impact of innovation entrepreneurship

# Key Products/Deliverables Sustainability Project 1.4

- *CA Tech 100 Planning/Implementation Templates*
  - *Invitations/Applications: Nominated, Presenting Companies*
  - *Sponsor Development Guidelines/Forms*
  - *Agendas, Binder Formats, Presenter Instructions*
  - *Event Flyers to Multiple Audiences, e-blasts*
  - *Press Releases, Analysis of Viral Propagation*
  - *CA BT&H Video on California Innovation Contributions*
  - *Elected Official/Stakeholder Letters*
  - *Award Certificates/Letters*
  - *Partner MOU, EDO, WIB tailored Outreach*
- *Final CA Tech 100 Summary Report (forthcoming)*
- *CIC Portal on Connectory profiles for awardees, All-Star Nominees, Presenting Companies*
- *Innovation Entrepreneur Tracking Reports*

# 1.4: Key Findings to Date

## Mention key findings that apply to:

- Innovation Companies are eager to access resources that can help their business model.
- Opportunity for innovation entrepreneurs to meet private equity, federal R&D investment community, resources in one place proved valuable.
- Entrepreneurs respect showcase, high-level awards; will propagate press coverage.
- Relationships formed between Fed Labs, University Research/Commercialization, participating EDs, WIBs, Educators fosters innovation ecosystem.
- Integration of ED, Workforce, Education requires cultivation, demonstration of mutual benefit.
- Non-CIC Regional Partners can be successfully recruited. Entrepreneur tracking via CONNECT, LA EDC, NOVA

# 1.4: Key Findings to Date (cont'd)

What conclusions is your project reaching about the desired integration/alignment of workforce development, economic development, education?

- Requires willingness and skills to get involved directly with companies, tech sectors, investment community
- Forming relationships with key players: companies, universities, federal labs/facilities is key. These players will participate if approached
- Upfront homework required, but nothing replaces personal involvement with innovation stakeholders

# Key Corridor Conclusions at Close of WIRED

What conclusions is your project reaching about "Optimizing the Corridor for Innovation and 21st Century Workforce Development?"

- Transformation is Difficult; but worth the effort. Key is identifying strengths, weaknesses, mutual benefits to partners
- Relationship building pays off in healthy ecosystem. Allows partners to "broker" for innovators effectively.
- Metrics critical to demonstrating the impact of innovation ecosystem.

1.5

1.7

# Task 1.7-- *Racing Toward the Future*
# A WIB Resource Toolkit

Project Leads Meeting September 6, 2007

Presentation by Donna Gerardi Riordan, CCST

Corridor WIRED Transformation Vision (from the PIP)

***Integration of education, workforce and economic development systems/innovation strategies in a regional (CIC) framework***

# Overview:
# Project 1.7

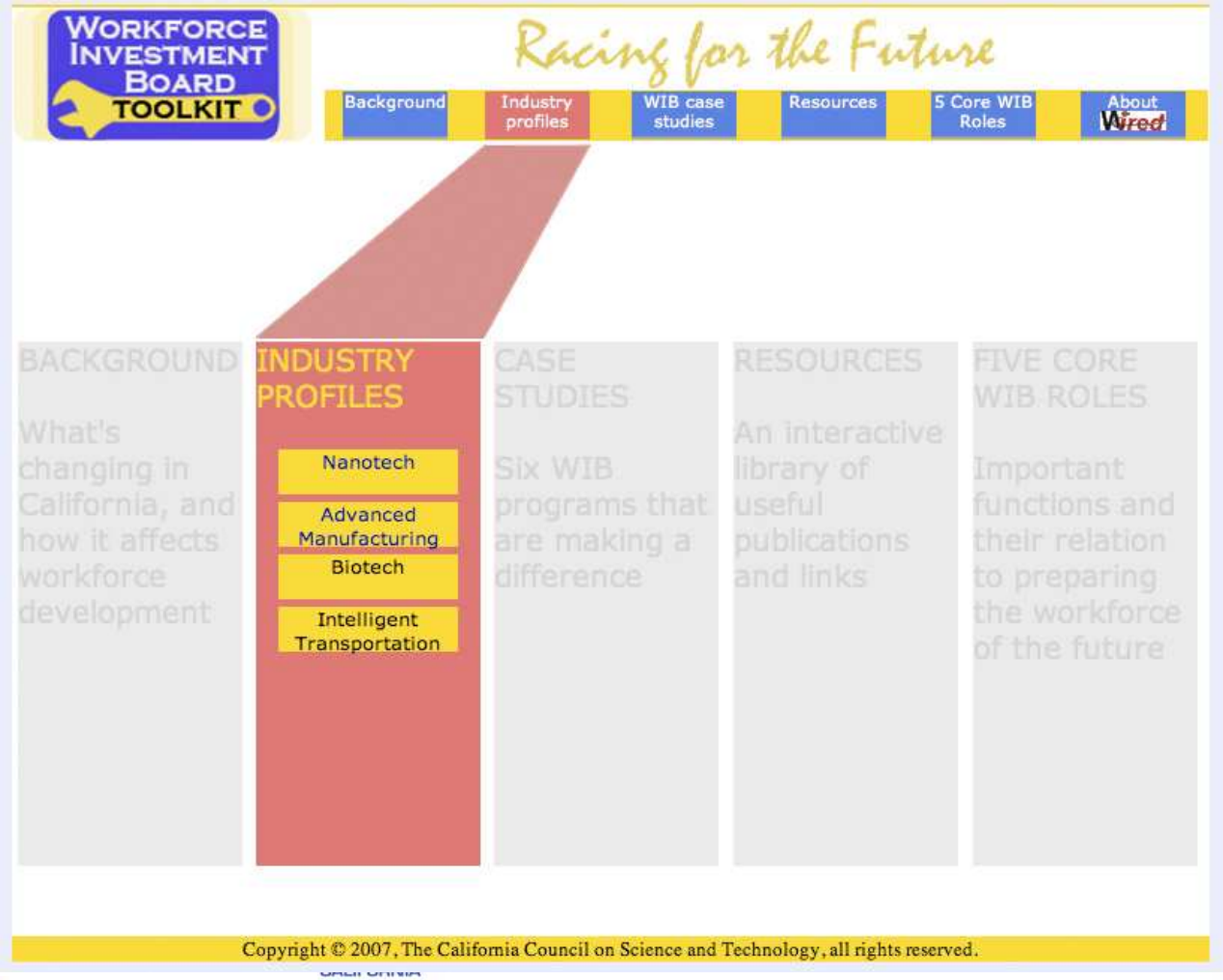
"Create for the California Innovation Corridor a visionary manual/toolkit that describes **the key role that can be played by WIBs**, in conjunction with local elected officials and local industry, to advance and advocate for proactive strategies for local and regional innovation, industrial rejuvenation, and talent development."

# Key Products/Deliverables Sustainability Project 1.7

- A CCST-authored toolkit, endorsed by CWA and CSEWI
- Toolkit to include
  - **Description of how S&T drive community economic changes**
  - **Skills needed for S&T workforce in 21st Century**
  - **Industry overviews**
  - **Case studies**
  - **Information resources**
  - **"Something new emerging" -- WIB roles**

- Toolkit is primarily a web resource, with printable documents accessible from the website.

# Racing for the Future:
## Online WIB Toolkit



# Key Findings to Date

Key findings that apply to:

- Characteristics of Innovation
  - **Innovation is not one thing; innovation at the local/regional level requires common understanding of goals, roles of various organizations, assets, strategies and metrics**
- Issues/Solutions around Talent Development
  - **Identification of assets in a locale/region; need for effective communication among key assets**
- Global Competitiveness
- Success Factors in Developing an "Innovation Ecosystem" or "Innovation Culture"
  - **Understanding of roles that can be played by various local/regional players and willingness/ability to step up to play those roles**
  - **Shift from "competency addiction" to change agent**

# Key Findings to Date (cont'd)

What conclusions is your project reaching about the desired integration/alignment of workforce development, economic development and education?

- Questions that have emerged are:
  - **Are there enough relevant conversations and planning and strategy development <u>at the right</u> level between workforce development, economic development, and education sectors in the state?**
  - **Is there a role for public/private partnerships <u>at the right level</u> to instigate the kind of policy changes that might address some of the key challenges in workforce and education?**

California Innovation Corridor

- Success Factors in Developing Talent
  - **Identification of need for talent within locale/region**
  - **Identification of assets available to develop talent**
  - **Identification of pool of potential talent to develop**
- Integration of ED, Workforce, Education
  - **A tough nut to crack, given that roles, responsibilities, funding and regulations about how to spend funding are driven by different state and federal agencies with different (although related) missions**
- Regional Collaboration
  - **Identify individuals willing/able to be change agents**
  - **Develop ways for "out of the box" actions to succeed, be rewarded and acknowledged, invite adaptation of new modes of operating in other settings**

# Key Corridor Conclusions at Close of WIRED

What conclusions is your project reaching about "Optimizing the Corridor for Innovation and 21st Century Workforce Development"?

- The capacity exists in regions around the state to engage in effective change
- Need for policies to encourage and reward more risk-taking at local/regional levels to become involved in change-making activities
- WIBs can play important roles as change agents – but the incentives by funding agencies need to be in place
- Regarding metrics

  "Not everything that can be measure matters;
  Not everything that matters can be measured."

2.1, 2.2, 2.3

# Supplier Transformation Initiative
# Christine Purcell

Project Leads Meeting September 6, 2007

Corridor WIRED Transformation Vision (from the PIP)
***Integration of education, workforce and economic development systems/innovation strategies in a regional (CIC) framework***

# Overview:
# Supplier Transformation Initiative
# WIRED Projects 2.1,2.2,2.3

- History: CSA CSIBV Collaborative Objectives – determined need
  - "Smart Supplier" Training and Capacity Building
  - Common Learning Outcomes
  - Annual Space Manufacturing/Supplier Forum
- WIRED CIC Program: Smart Supplier Initiative
  - WIRED CIC 2.1 Survey Draft of Current State – 1000 suppliers via top tiers, CCCs and EDCs/WIBs
  - WIRED CIC 2.2 Define Maturity/Capabilities model
    - Define core common requirements, common language
    - Align survey with assessment content
    - Determine gaps, identify resources
  - WIRED CIC 2.3 Outreach to 3000 suppliers
    - Annual Forum – at Supply Network, training providers venues
    - ETP, ITAR, Connectory Aerospace Portal Outreach

# Key Products/Deliverables
# Supplier Transformation Initiative
# WIRED Projects 2.1,2.2,2.3

- CIC 2.1
  - Survey
- CIC 2.2
  - Survey results - 1000 suppliers via top tiers, CCCs and EDCs/WIBs
  - Common Learning Outcomes
  - Gaps
  - Assessment Design
  - Resources
  - Maturity / Capabilities Model
- CIC 2.3 Outreach to 3000 suppliers
  - Annual Forum – at Supply Network, training providers venues
  - ETP, ITAR, Connectory Aerospace Portal Outreach

# Key Findings to Date

- Characteristics of Innovation
  - 80% of innovation coming from suppliers
- Characteristics of Supply Transformation
  - Early collaboration between supplier and customer, shared costs, risks, benefits
- Issues around Talent Development
  - Identify and train for common requirements; specific requirements to be trained by primes
- Entrepreneurship
  - Early collaboration with customer, shared costs
- Global Competitiveness
  - CA suppliers supplying globally

2.4

3.1

3.2

3.3

3.4

3.5

3.6

3.7

3.8

3.9

3.10

3.11

3.12

3.13

3.14