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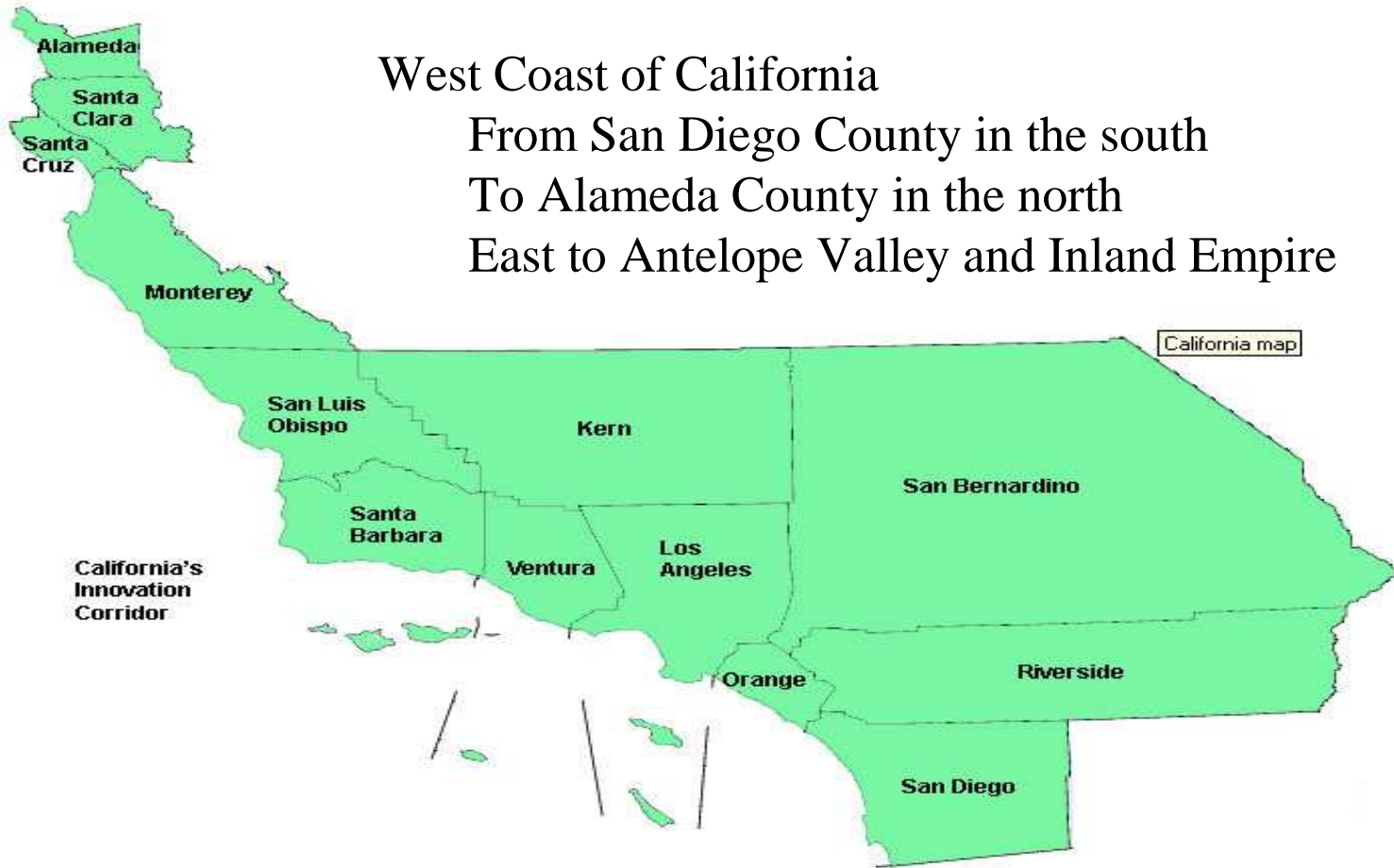
Industry Leadership in Regional Economic Strategies: California Innovation Corridor

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California Innovation Corridor



West Coast of California

From San Diego County in the south

To Alameda County in the north

East to Antelope Valley and Inland Empire





California Innovation Corridor WIRED Initiative

40+ Funded Partners, 60+ Proposal Partners

Overarching Goal:

*Optimize the Corridor for Innovation and
21st Century Workforce Competitiveness*

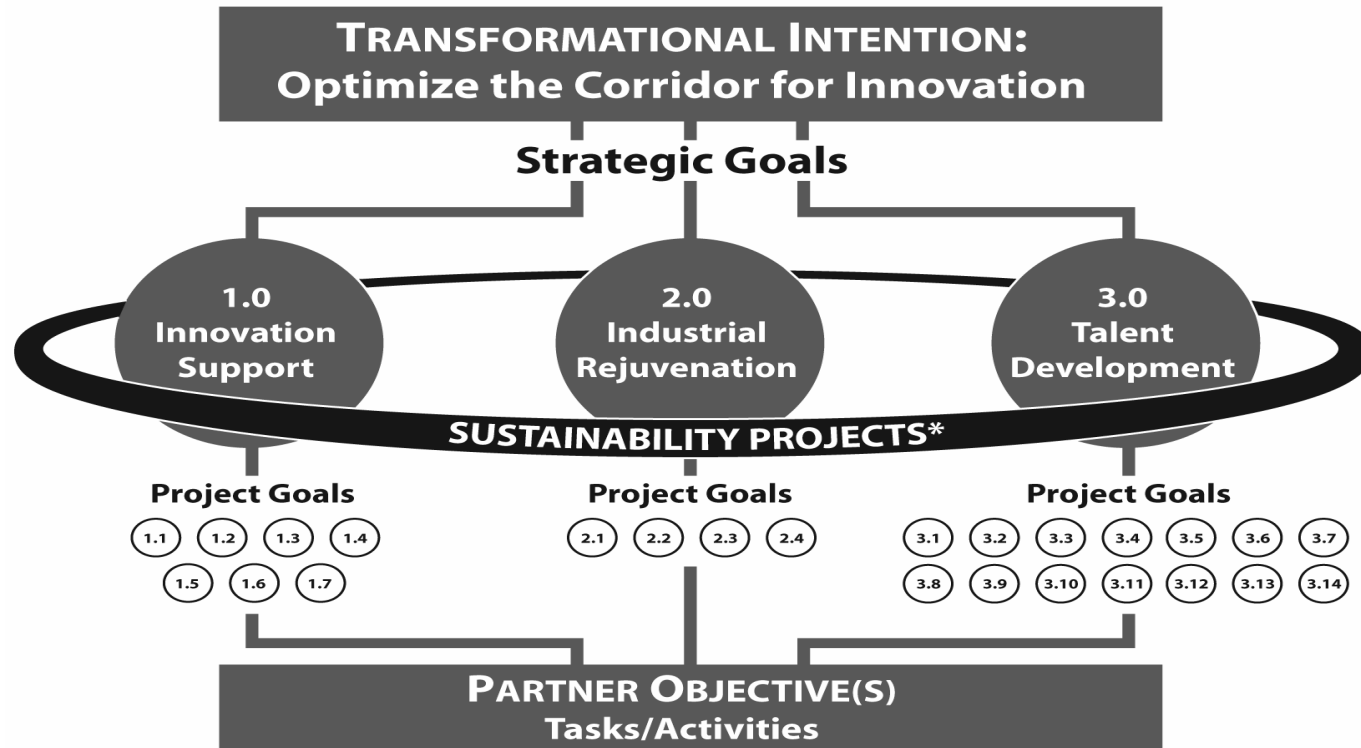
25 individual projects within three tracks:

- Innovation Support -
- Industrial Rejuvenation (Supply Chain Competitiveness)
- Talent Development



California Innovation Corridor WIRED Initiative (cont'd)

CIC WIRED PROGRAM



***Sustainability projects are those projects supporting both a strategic transformational goal and the overall WIRED grant initiative as well**





California Space Authority: CIC WIRED Proposal/Program Lead

- ❑ “Voice, Visibility and (competitive) Edge for California Space Enterprise plus California Space Education and Workforce Institute (CSEWI)
- ❑ Space enterprise
 - Three domains: commercial (industry), civil (NASA and NOAA); national security
 - 2007-2010 Strategic Plan definition:
 - ❑ Activities that involve sub-orbital, lunar, planetary or deep space systems, operations, or related services, including supporting activities such as technology development; manufacturing; operation of ground systems, ranges and test sites; virtual space enterprise activities; space-related education, workforce development and training and governmental support



California Space Authority Facilitated Visioning of CIC WIRED

- 1998 CSA develops California Space Strat Plan to foster global competitiveness, biz support
 - 300+ public/private stakeholders engaged
 - Workforce, Educ, Eco Dev, Infra, Mfg, R&D and other working groups – network developed
- 2004 California Space Enterprise Strat Plan initiatives: Biz Dev/Ret/Growth; Infra/Mfg; Science, Technology, R&D; Educ/Wkforce; Public Awareness – shared objectives with other industries
- Space strategic areas – CIC region - a shared technology/innovation region with other key industries



CIC WIRED Initiative: Beyond Boundaries

- ❑ California Space Authority/Strat Plan assumptions
 - Local, regional, nat'l, int'l business support needed for global competitiveness
 - Support multi-faceted: workforce, education, eco dev
 - Manufacturing, research/tech development critical
 - Public/private, cross-industry partnerships critical
- ❑ CSA led CIC WIRED proposal/program mgr - CIC effort
 - California Innovation Corridor defined, working
 - Workforce, education, eco dev and industry engaged
 - Projects include manufacturing, innovation supporting numerous industries (space supplier average: business<10%space)
 - Industries include: aerospace, biotech, IT, manufacturing, nano



California Innovation Corridor: WIRED Sustainability Projects

- ❑ Economic Development Innovation Model
 - Project Lead: Bay Area Economic Forum (BAEF)/Bay Area Science Innovation Consortium (BASIC)
 - Hewlett Packard spearheaded Innovation Roundtable
- ❑ Innovation Asset Inventory
 - Project Lead: BAEF/BASIC; Technical Lead: San Diego East County EDC; CSA key industry advisor
- ❑ WIB (Innovation) Toolkit
 - Project Partners: California Council on Science & Technology & California Workforce (WIB) Association
- ❑ STEM Collaborative Action Plan
 - 100+ public/private stakeholders engaged
 - Development: alliance of regional education collaboratives
- ❑ Learning Collaboratory for Workforce Professionals
 - California Workforce Association – WIB alliance





Sampling: Industry-Driven Projects

- Unemployed software engineers from IT retraining for aerospace industry
 - CSA worked with NOVA (Silicon Valley WIB) which contracted with University of CA, Santa Cruz Extension to develop curriculum, UC certificate: “Software Engineering for Aerospace/Defense Applications” – 2 of 15 hired mid-course
- “Smart Supplier” initiative
 - conceived by CSA in 2004
 - refined for WIRED proposal
 - Effort in progress to determine common learning outcomes across supply chain training provider network, develop Maturity Capabilities Model
 - NOVA and California Workforce Association serve on Supply Chain Industry Advisory Group driving decisions



Industry Roles in CIC WIRED Initiative

- Industry advisors: advisory groups/surveys/dialogue/interviews:
 - Validating performance requirements and skills needs: Manufacturing technologist certification
 - Characterizing supply chain transformation, developing key learning outcomes for supplier training
 - “Real World” STEM inputs, defining industry role in STEM Collaborative Action Plan; helping identify “best practices”
 - Validating LMID-produced technician job profiles for pharmaceutical, medical, semiconductor, electronic component and electronic instrument manufacturing; scientific research and development services
 - Defining term, job requirements, identifying Systems Engineering training needs, providing systems engineering training



Industry Roles in CIC WIRED Initiative (cont'd)

- ❑ Sponsor/coordinator: Innovator Roundtable (Hewlett Packard)
- ❑ “Hot Start-Ups” tracked for VC success, eco dev impact
- ❑ Company training: estimated 1000 satellite production workers
- ❑ Providing internships, hands-on learning
- ❑ Speakers for “real-world” orientations, panelists, sponsors, co-organizers of events
- ❑ Student mentors, teacher mentors
- ❑ Industry retirees for math and science teaching
- ❑ Employer/University consortium participants
- ❑ “Immersion” opportunities for professors and students: innovation settings



Benefits of Catalyzing Industry Value

- ❑ Keeping focus on industry worker/skill needs
- ❑ Fosters break-down of silos-seeing big picture
- ❑ Helps characterize real-world trends, impacts
- ❑ Provides subject matter expertise
- ❑ “Tells the story” with individual company, worker examples, e.g. 50% of our workforce is retiring; our Production Manager started as a janitor
- ❑ Source for data, analysis, resources
- ❑ Strategic planning, systems expertise
- ❑ Project and worker opportunities: demo projects, internships, on-the-job training
- ❑ Provides engaged, knowledgeable, value-added, “real-world” perspective, project leadership and/or support