

# 2021 Colorado Sector Strategies Update

## Colorado Sector Partnerships Overview

Colorado sector partnerships are critical to effective business engagement that supports economic growth and recovery. Colorado has been intentional about investing in industry-driven approaches to grow Colorado's economy. Since the first Sectors Summit in 2013, local Colorado communities have been developing sustainable sector partnerships where businesses and support partners come together at a shared table to identify shared priorities, set goals to increase competitiveness, and produce results that impact individuals and businesses in their sector, regional communities, and across the state. This coordinated approach has been critical to surfacing innovative solutions to complex challenges that provide benefits for businesses, students, and job seekers alike. Programs that have been developed by sector partnerships have included apprenticeships, internships, industry tours, boot camps, middle school and high school camps, training programs, and more.

Each year, sector partnerships complete a Key Performance Indicator (KPI) survey. The purpose of this survey is to:

- Capture the positive outcomes, challenges, opportunities, and impacts of sector partnerships.
- Evaluate the distinct and unique value sector partnerships contribute to their regions.
- Inform strategic decision making for investments in sector partnerships at a local and state level.
- Grow and garner support for sector partnerships locally and across the state to demonstrate the value of sector partnerships in Colorado.
- Build and sustain high-performing sector partnerships.

This year the Colorado Workforce Development Council (CWDC) added three questions to the survey to collect baseline data to align with the Governor's bold goal: Ensure all Coloradans have access to opportunities for quality, life-long education connected to the future of work. In alignment with the Governor's bold goals, the CWDC developed the three lead measures addressed in the report:

- Increase adoption of My Colorado Journey from 18,000- 45,000 by June of 2021.
- Build the capacity of industry-led talent development to respond to the needs of the changing economy.
- Define and promote the Equity Agenda for talent development in Colorado.

For the 2020-2021 reporting year sector partnerships were faced with many challenges, including lack of engagement from businesses and public partners, lack of funding, competing

business priorities, changes in conveners, and changes in public partner support. As a result, many sector partnerships are working to relaunch their sector partnerships to more closely align with the changes in the industry and the economy.

## Colorado Regional Sector Partnerships Map

### Region 1

Northeast Colorado Manufactures(NECOM)

### Region 2

Northern Colorado Health Sector Partnership  
 Northern Colorado Manufacturing Sector Partnership (NOCO)  
 Northern Colorado Construction Sector Partnership

### Region 3

Aerospace / Aviation Sector Partnership  
 Boulder County Healthcare Sector Group  
 Colorado Media & Journalism  
 Colorado Tree Care Sector Partnership  
 Denver Metro Construction Sector Partnership  
 Greater Metro Denver Healthcare Partnership  
 Metro Denver Retail Partnership  
 Tech Talent Boulder/Broomfield  
 Tech Talent Denver  
 Freight Transportation Sector Partnership

### Region 4

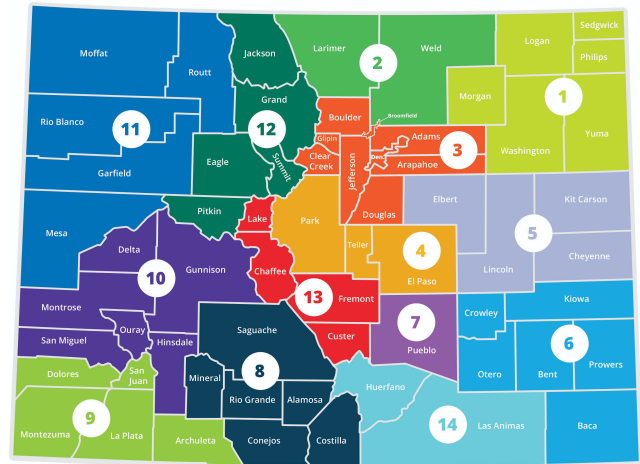
Pikes Peak Regional Healthcare Sector Partnership  
 Pikes Peak Regional Retail and Hospitality Sector Partnership

### Region 5

Region 5 Health Enrichment Partners

### Region 7

Southern Colorado Healthcare Sector Partnership  
 Southern Colorado Manufacturing Sector Partnership



### Region 8

Value-Added Ag Sector Partnership  
 San Luis Valley Healthcare

### Region 9

Southwest Colorado Healthcare Sector Partnership  
 Alliance

### Region 11

Mesa Manufacturing/Mesa County Manufacturing Sector Partnership

### Region 13

Upper Arkansas Early Childhood Sector Partnership  
 Upper Arkansas Tech Sector Partnership  
 Region 13 Tourism & Outdoor Recreation/Retail Sector Partnership

### Region 14

Region 14 Hospitality and Retail Sector Partnership

# 2020-2021 Impact Survey Highlight Results

## Convener Survey Results

Sector partnerships represent 9 of the 14 key industries in Colorado, including advanced manufacturing, aerospace, food and agriculture, health and wellness, media and journalism, construction, technology and information, tourism and outdoor recreation, and transportation and logistics.

The highlights of the Sector Partnership Convener Impact Survey results include:

- 100% of Conveners and Convening Teams recommend participating in sector partnerships
- 87% are actively engaged in talent development industry-led priorities
- 62% are engaged with work-based learning programs (such as apprenticeship, internships, job shadows)
- 63% of sector partnerships have equity-specific goals

## Business Survey Results

Participating businesses continue to advocate for industry-led priorities that address talent shortages, including work-based learning opportunities, career pathway development, and upskilling and reskilling. As a result of businesses actively participating in sector partnerships, 80% of businesses stated they would recommend a peer to participate in their sector partnership. In addition, results from the Sector Partnership Business Impact Survey include:

- 80% of participating businesses contribute 3-9 hours per quarter to their sector partnership
- 60% are developing or participating in an internship or apprenticeship program
- 80% agreed there is increased recognition of industry due to participation in community
- 60% had new or enhanced human resource policies, practices, and recruitment
- 60% had new or enhanced ideas, products, and joint ventures

Businesses participating in the survey provided comments on what they valued most about their sector partnership experience. Here are some anonymous comments about what was valued by businesses:

- "Workforce, educating about careers for younger people. Bringing in speakers like demographers, legislative information."
- "Information and assistance in developing career pathway infographics. Connections with industry leaders."
- "Working together with all avenues in the county."