



# Illinois Integrated Regional Planning Project

## Guidance and Templates for Regional Team Planning Work

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Name: \_\_\_\_\_ Region: \_\_\_\_\_

### 1. Meeting Objectives, Agenda, and Process/Output Overview

#### Project Vision:

Business-driven talent solutions that integrate education, workforce, and economic development resources across systems to provide businesses, individuals, and communities with the opportunity to prosper and contribute to growing the state's economy.

#### Meeting Objectives:

- ❖ Understand the goals of the regional planning process, including the coordination of workforce, education and economic development, to:
  - Identify opportunities for sector initiatives and partnerships that will promote business and expand career opportunities for more people in the region
  - Identify opportunities for the coordination and delivery services
- ❖ Learn from and engage with regional partners from the workforce, education, and economic development systems in the region.
- ❖ Understand the strengths, weaknesses, and opportunities in each region as they relate to aligning workforce, education, economic development, and other partners around key target industry sectors
- ❖ Learn a step-by-step method for analyzing labor market information and develop an action plan on exploring potential talent pipeline solutions:
  - Analyze the regional industry and occupational profile
  - Identify the major industry drivers of current and future job openings
  - Identify opportunities for major industry drivers to organize around shared needs for high-demand occupations
- ❖ Learn a step-by-step method for building talent pipeline solutions and develop an action plan:
  - Review major program and service assets and capabilities
  - Review the populations to be served



# Illinois Integrated Regional Planning Project

## Guidance and Templates for Regional Team Planning Work

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### Annotated Meeting Agenda:

Time	Activity	Notes and Outputs
10:00-10:15 AM	Integrated Regional Planning Overview and System Vision for WIOA	Members of the four core WIOA agencies will kick off the meeting with an update on the planning process and the status of the state WIOA plan.
10:15-10:45 AM	Project Context and Introduction to Breakout Sessions	Maher & Maher will provide additional information about the regional planning project and describe the activities and goals for the day.
10:45 AM-12:00 PM	Regional Team Session 1: Team Introductions, Debrief Self-Assessment Results, and SWOT Analysis	Each region will debrief the results of the self-assessment completed prior to the meeting and complete a SWOT analysis of the region based on its self-assessment results. Regions will also begin identifying regional resources and assets and existing sector partnerships as they relate to regional planning and sector strategy development.
12:00-1:00 PM	Lunch: Analysis of Regional Industry and Occupational Demand: Data Overview and Decision-Making Guidance	State data team will provide an overview of the labor market data available for each region and help each region understand the data and how to use it.
1:00-1:15 PM	Break	
1:15-3:00 PM	Regional Team Session 2: Industry and Occupational Data Analysis and Validation/Selection of Regional Target Industry Clusters	Regions will review the data provided by the state data team, discuss previous target industry sector studies and reports, and determine which sector they will develop (or enhance) sector partnerships and strategies around. The regional team will continue its SWOT analysis on the specific sector they have chosen, including a discussion of existing partnerships and resources that can be leveraged and integrated. The team will begin drafting an initial action plan for one target sector.
3:00-3:15 PM	Break	



## Illinois Integrated Regional Planning Project Guidance and Templates for Regional Team Planning Work

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Time	Activity	Notes and Outputs
3:15-3:45 PM	Analysis of Regional Occupational Supply Data: Data Overview and Decision-Making Guidance	The state data team will provide an overview of the occupational and labor supply data available for each region and help each region understand the data and how to use it.
3:45-4:45 PM	Regional Team Session 3: Review of Occupational Supply Data	Regional teams will continue the work started in Session 2, with the additional context provided by the state data team about the supply of talent in the region. Regions will continue to develop the SWOT analysis on the target sector as well as further develop the action plan. The session will conclude with each region determining the next steps to continue action plan development following this initial planning session.
4:45-5:00 PM	Report-Out and Wrap-Up	Each region will share their activities and accomplishments of the day as well as their next steps going forward.



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## 2. Success Factors and Process Framework for Regional Planning

Each team will approach its regional planning work from “where it is,” with the planning process customized for each team and its particular goals. However, to help support the teams’ work, we have developed a set of critical success factors, and a related process framework, for regional, sector-focused strategic planning and implementation. The success factors and the process framework are aligned to articulate what success looks like at each “step” in the process. Graphics depicting both the success factors and the process framework are provided below for team members’ reference.

### Success Factors



### Process Framework





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## 3. Regional Team Session 1: Conducting the SWOT Analysis

During the first regional team session, teams will conduct SWOT (strengths, weaknesses, opportunities, and threats) analyses relative to their self-assessment results. During the two team sessions that follow, teams will continue to build out their SWOT analyses to use as the basis for crafting initial strategic priorities and action steps in their target industry sector.

The following information is provided to support regional team members in conducting their SWOT analyses and developing related strategic and action plan priorities.

### A Note about Conducting SWOT Analyses:

The SWOT analysis is an assessment of the regional team’s strengths, weaknesses, opportunities, and threats related to industry cluster-based strategic planning and implementation. A SWOT analysis is used to identify the internal and external factors that are either favorable or unfavorable to the region’s ability achieve its vision and goals. The purpose of conducting a SWOT analysis is to create a holistic picture of the region in terms of positive and negative attributes and trends, and to then use this picture to guide the development and prioritization of goals, strategies, and, ultimately, action steps.

SWOT analysis elements are commonly understood in the following terms, as depicted below:

- Strengths are the region’s relative competitive advantages and are typically internal in nature (e.g. strong capacity related to industry data synthesis and analysis).
- Weaknesses are the region’s relative competitive disadvantages, typically internal in nature (e.g. lack of relationships with employers in one of our target clusters).
- Opportunities are the region’s chances or occasions for improvement or progress, typically external in nature (e.g. partners are eager to collaborate with us to develop solutions for our target cluster).
- Threats are the region’s chances or occasions for negative impacts or decline, typically external in nature (e.g. significant skill gaps among our younger workforce inhibit our ability to meet employers’ talent pipeline needs).

## SWOT ANALYSIS





# Illinois Integrated Regional Planning Project

## Guidance and Templates for Regional Team Planning Work

The template that follows is provided to assist regional team members in recording key elements of their SWOT analysis discussions.

	<i>Helpful</i> <b>Strengths</b>	<i>Harmful</i> <b>Weaknesses</b>
<i>Internal</i>		
<i>External</i>	<b>Opportunities</b>	<b>Threats</b>



# Illinois Integrated Regional Planning Project

## Guidance and Templates for Regional Team Planning Work

### 4. Regional Team Session 1: Identifying Regional Assets and Existing Sector Partnerships and Initiatives

As part of the first team session, team members will discuss key regional assets and resources, as well as existing sector-based partnerships and initiatives, which might be leveraged in support of ongoing regional planning and sector-focused talent development efforts. Major assets and existing initiatives should be recorded here.

Region:					
1. Organizational and Program Assets (workforce development, economic development, secondary and post-secondary education, human services, industry, etc. organizations and programs)					
Organization	Key Program & Service Assets	Service Area & Population(s) Served	Industries Targeted	Point of Contact	Notes/Comments



# Illinois Integrated Regional Planning Project

## Guidance and Templates for Regional Team Planning Work

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2. Sector Partnerships/Initiatives					
Name & Brief Description	Key Partners	Geographic Area	Industries Targeted	Point of Contact	Notes/Comments





## Illinois Integrated Regional Planning Project Guidance and Templates for Regional Team Planning Work

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### 5. Regional Team Session 2: Cataloging Existing Industry Sector Research/Studies

One component of the second team session is team members' discussion of additional data, research, and studies that focus on important industry sectors in the region, and that should be considered alongside the data provided by the state data team. In the template below, teams should make notes of key research and data studies that should be considered in regions' sector-focused planning.

Region:				
Resource Name	Authoring Organization(s)	Brief Description	Focus Industries	Notes/Comments



# Illinois Integrated Regional Planning Project Guidance and Templates for Regional Team Planning Work

## 6. Regional Team Session 2: Identifying Sectors for Priority Focus

After reviewing data provided by the state data team, and discussing additional available data as well as team members’ “on-the-ground” intelligence, teams should identify several potential industries for focus moving forward, coming to consensus on one sector for initial planning efforts.

Region:							
		Is this industry:	Notes/Comments On:				
NAICS	Industry	Leading, Emerging, or Maturing	Concentration of In-Demand Occupations	Regional Distribution of Employers	Existing Eco. Dev. Targeting	Existing Sector Initiatives	Additional Notes/Comments



# Illinois Integrated Regional Planning Project

## Guidance and Templates for Regional Team Planning Work

### 7. Regional Team Session 3: Understanding Employment Supply and Connecting Talent Pools to Sector Opportunities

During the third team session, regional teams will examine supply-side data and consider ways to leverage partners’ expertise, programs, and resources to connect various talent pools to career opportunities in targeted industries. Teams should record output of these discussions in the template that follows.

<b>Region:</b>			
<b>Target Sector:</b>			
<b>Target Populations</b>	<b>Population Needs</b>	<b>Supporting Assets &amp; Resources (organizations, providers, programs, etc.)</b>	<b>Notes/Comments</b>



# Illinois Integrated Regional Planning Project

## Guidance and Templates for Regional Team Planning Work

### 8. Developing the Initial Integrated Regional Plan for Target Industry Sectors

At the Regional Meetings, regional teams will begin to construct their initial plans for advancing strategies to support their chosen target industry sectors from both demand and supply perspectives. The template that follows is provided to assist teams in developing and reporting out on these initial plans at the meetings, and in continuing to develop their plans following the meeting.

Initial Regional Plan Framework						
Region:						
Target Industry Sector:						
1. Gather, Analyze, and Validate Workforce Data/Intelligence						
Key Strategies	Potential Action Steps	Needed Partners	Potential Target Populations	Timeframes	Responsible Partners	Notes/Comments
2. Form Sector Partnerships: Convene, Partner, and Articulate Vision						
Key Strategies	Potential Action Steps	Needed Partners	Potential Target Populations	Timeframes	Responsible Partners	Notes/Comments



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3. Assess Employer-Defined Talent Needs						
Key Strategies	Potential Action Steps	Needed Partners	Potential Target Populations	Timeframes	Responsible Partners	Notes/Comments
4. Develop Strategies and Align Resources						
Key Strategies	Potential Action Steps	Needed Partners	Potential Target Populations	Timeframes	Responsible Partners	Notes/Comments



## Illinois Integrated Regional Planning Project Guidance and Templates for Regional Team Planning Work

5. Operationalize in Job Seeker/Student and Business Service Delivery						
Key Strategies	Potential Action Steps	Needed Partners	Potential Target Populations	Timeframes	Responsible Partners	Notes/Comments
6. Assess, Adjust, Improve, and Sustain						
Key Strategies	Potential Action Steps	Needed Partners	Potential Target Populations	Timeframes	Responsible Partners	Notes/Comments