



**GOVERNOR'S WORKFORCE INVESTMENT BOARD  
LOGISTICS AND OPERATIONS SECTOR COUNCIL**  
**Strategic Plan**

**SECTOR COUNCIL INFORMATION**

Sector:	<b>GWIB Logistics and Operations Sector Council</b>
Chair Person:	Brad Woodring
Document Title:	Strategic Plan, 2013

**OVERVIEW**

The Logistics and Operations Sector Council was created to support the Governor's Workforce Investment Board in identifying workforce needs, job training and educational programs that would best meet regional economic development goals for the industry.

Discussions with stakeholders in the logistics industry and in education identified three opportunities to better meet the needs of both employers and the workforce in Nevada. These opportunities are as follows: Improvements in ongoing communication between industry, education and potential employees; Improving the marketing to potential employees; and improving the long-term data around industry trends, workforce skillset needs and our effectiveness at addressing these trends proactively.

**GOALS**

*This section should provide high level goals of the Strategic Plan.*

Develop a GWIB Logistic and Operations Sector Council Strategic Plan to identify jobs in the industry and to support industry businesses in meeting their human resource needs. Also, develop initiatives necessary to support this goal.

**SCOPE OF WORK AND DELIVERABLES**

*The plan should be broken down into the following: defined Objective, Strategy (to meet the objective) and Action(s) (tied to the Strategy)*

Objective 1.	Strategy	Action Plan
<p>Maintain communication with the Governor's Office of Economic Development to determine the workforce training needs of companies moving to or expanding in the state.</p>	<p>Develop a line of communication between stakeholders in logistic industry</p>	<ol style="list-style-type: none"> <li>1. Improve the communication between stakeholders in the logistics industry and education to identify trends in the industry and best practices</li> <li>2. Identify targeted employers that would represent industry significant group to improve data around employers, industry trends and workforce needs</li> </ol>

**Action Plan - Process:**

1. The logistics and operations industry is changing rapidly as facilities become more automated to respond to shorter lead times, greater customer requirements for short “click to delivery” time and increased focus on supply chain cost in response to a more competitive retail industry. While employers are struggling to find employees with the skillsets required to work in these types of facilities there are numerous educational programs and job training programs available in Nevada.

Additionally, our long-term competitiveness will require a consistent dialogue between employers and educators to insure our programs are training to the future requirements of the industry. There is a wide range of skillsets needed for a successful career in logistics, especially at the management level.

**ACTION:**

- **Establish a forum for ongoing discussion/program design between industry stakeholders and education.**

This is going to be on-going process in the future to maintain relationship and constantly monitor and update industry needs and gather knowledge on workforce needed.

1. While members of the council submitted information on current industry trends and workforce needs we see a need for continuing data collection from a wider source that should include educators, integrators, logistics companies, companies with logistics divisions and students. This data will provide insight into industry trends, potential gaps in future workforce needs, and metrics around the effectiveness of the other projects from this council and training programs.

**ACTION:**

- **Develop a consolidated Industry database to allow ongoing data collection and performance tracking of pilot programs/etc.**

**SCOPE OF WORK AND DELIVERABLES**

*The plan should be broken down into the following: defined Objective, Strategy (to meet the objective) and Action(s) (tied to the Strategy)*

Objective 2.	Strategy	Action Plan
Identify the critical jobs, skills and competencies needed by the workforce for the industry sector.	Gather information from industry to identify employment needs	1. Develop a survey form to logistics & operations companies to gather relevant information on workforce needs – determine the occupations in demand (critical jobs current and future demand)

**Action Plan - Process:**

1. Sector council recognized the need to develop an online survey form by using Survey Monkey as a tool and modify series of questions to determine current and future jobs in demand, as well as training needs, and to determine what are the options in place at the moment and how to better level any existing gaps between industry, employment, and education. Survey will be developed by DETR Bureau of Research and Analysis staff member and WSU staff member assigned with the task. Staff members will be distributing survey questions and collect needed information via e-mail.

Objective 3.	Strategy	Action Plan
Map the talent pipeline for the sector and identify where the talent needed will come from now, in the near-term and the future.	Gather information about existing workforce talent and future needs and trends	1. Determine source of existing talent pipeline and current hiring practices in logistics and operations industry 2. Create the inventory of exiting educational and training opportunities and determine the needed in house and nationally recognized certifications by industry: <ul style="list-style-type: none"> <li>▪ Inventory of education &amp; CTE available</li> <li>▪ Develop a list of industry recognized certifications based on industry needs</li> </ul>

**Action Plan - Process:**

1. Based on survey information, Sector Council will be able to determine where the majority of the talent comes from when it comes to recruiting and also what are the most common hiring practices and issues that employers are face with when searching for workforce talent.

2. Inventory of existing training and educational programs will be valuable to determine gaps and help in bridging those gaps between industry needs and existing opportunities.

**ACTION:**

- **Identify current training/education programs in Nevada.**

**SCOPE OF WORK AND DELIVERABLES**

*The plan should be broken down into the following: defined Objective, Strategy (to meet the objective) and Action(s) (tied to the Strategy)*

Objective 4.	Strategy	Action Plan
Analyze and apply workforce intelligence to recommend sector-wide strategies to improve the talent pipeline.	Develop a pipeline to match students with employers, provide opportunities for real world experience during the training process, and long-term employment post training program.	1. Determine issues and opportunities that exist in current and future workforce supply

**Action Plan - Process:**

1. A common problem identified by both employers and educators was the difficulty involved with “selling” a career in logistics and operations. In some cases there are classes available in supply chain management or applied technology and getting students to take these courses is difficult. Employers often struggle to get recent college graduates interested in careers in logistics. We attribute this to a lack of understanding of both the growth of this industry and the opportunities for advancement in a career in logistics.

**ACTION:**

- **Develop a marketing program to highlight the opportunities in the Logistics and Operations Field.**

Objective 5.	Strategy	Action Plan
Review and recommend workforce development funded training curriculum, activities and credential certifications for Logistics and Operations.	Utilizing gathered industry intelligence identify current and future training and certification needs	1. Work with education – community colleges, colleges, DETR and industry to build curriculum and identify pilot program

**Action Plan - Process:**

1. There is a wide range of skillsets needed for a successful career in logistics, especially at the management level. However the skillsets required for automated system maintenance, conveyance and PLC programming are in high demand currently and will allow us to develop a pilot program that should be scalable and have an immediate impact for both the workforce and employers in the area.

**ACTION:**

- **Develop a pilot program for automated system maintenance, conveyance and PLC programming are in high demand currently**

Objectives 6 – 8 will be mostly implementation of Objectives 1 – 5, and strategies chosen and action plan will depend on information gathered from Objectives 1-5 outcomes.

**SCOPE OF WORK AND DELIVERABLES**

*The plan should be broken down into the following: defined Objective, Strategy (to meet the objective) and Action(s) (tied to the Strategy)*

Objective 6.	Strategy	Action Plan
Identify and apply for federal funding available for job training and education programs.		
Objective 7.	Strategy	Action Plan
Generate public and private resources (including, but not limited to, grants) to support the sector's work and projects.		
Objective 8.	Strategy	Action Plan
Report to the Governor's Workforce Investment Board the findings of the council and provide guidance for training policy formation and implementation.	Share gathered knowledge with GWIB and all other sector councils.	1. Share the knowledge with GWIB during the quarterly meeting and compare information with other sector councils to determine existing overlaps.

**STRATEGIC PLAN TIME LINE**

*This section should provide a timeline for the completion of the project*

Expected timeline for Strategic Plan completion?	Six (6) months. Due by September 30, 2013. Note: Updates due each September 30 <sup>th</sup> .
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**TASKS/ASSIGNMENTS**

*This section should provide information regarding tasks/ assignments, specify which member or group within the Council is responsible for its completion, and include a specific timeline for the completion of the assignments*

Objective – Task/Assignment:	Assigned to:	Completion Time:
Objective 1: Maintain communication with GOED to determine workforce training needs of companies		On-going process

**TASKS/ASSIGNMENTS**

*This section should provide information regarding tasks/ assignments, specify which member or group within the Council is responsible for its completion, and include a specific timeline for the completion of the assignments*

Objective 2: Inventory critical jobs and their demanded skill sets and competencies		In progress
Objective 3: Map talent pipeline and identify what is needed now, in the near-term and in the future		In progress
Objective 4: Analyze workforce intelligence to develop policies & strategies to improve talent pipeline		In progress
Objective 5: Review and recommend workforce development training curriculum, activities and credential certifications		In progress
Objective 6: Identify and apply for federal funding sources for training and education		In progress
Objective 7: Generate resources to support sector's work and projects		In progress
Objective 8: Report the findings of the council and its recommendations for training and education policies to GWIB		In progress

**GENERAL INFORMATION/COMMENTS**

*Provide any additional information/comments/documents for review that should be included in the Strategic Plan.*

*Note: this is just an example – any document could be placed.....*

**BUSINESS REFERENCES/GUIDELINE**

*For review embedded is the Sector Councils Bylaws as a reference and guideline to this Strategic Plan.*



Sector Council  
By-Laws - Updated M

