



C MPACT

A SUBSIDIARY OF



MCLEAN COUNTY
CHAMBER of COMMERCE

2019 YEAR IN REVIEW

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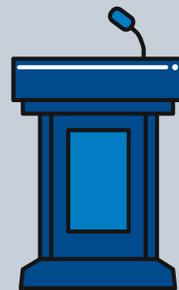
ACTIVE
VOLUNTEERS

65



COMMUNITY
PRESENTATIONS

8



NEW
PROGRAMS/EVENTS

5



EVENT/PROGRAM
REGISTRATION

481



2019 COMPACT BOARD



TONY COLETTA CHAIR

Advocate BroMenn Medical Center
Vice President of Human Resources



MEMBERS

Barry Reilly

Bloomington Public Schools-
District 87 Superintendent

Keith Cornille

Heartland Community College
President

Tom Frazier

Bloomington Area Career
Center
Director / Principal

Kathy Nicholson-Tosh

KNT Consulting
Owner / President

Laine Fahrenkrug

COUNTRY Financial
Agency Administration: Project
Manager, Agency Projects

Lynne Haeffele

Illinois State University –
Center for
the Study of Education Policy
Director

Mark Jontry

Regional Office of Education #17 –
DeWitt-Livingston-Logan-McLean
Counties
Superintendent

Mark Daniel

McLean County Unit
School District No. 5
Superintendent

John Whalen

Laborers' Economic Development
Corporation, A Division of Midwest
Region Laborers' Director

David Taylor

United Way of McLean County
Executive Director

Mark Fetzer

Core 3 Property Management
President / Managing Broker

Charlie Moore

McLean County Chamber of
Commerce
President & CEO

Rebecca Henderson

SMARTpath Education Services /
Escape
Bloomington Owner / President

EXECUTIVE SUMMARY:

2019 for the McLean County Community COMPACT was a year of transition and growth. In April, the COMPACT Manager transitioned to a new employee; May brought the first Education to Employer Summit focusing on secondary education; in June the Becoming BN Program designed for summer interns was piloted; July BNSTEM introduced "The Loop"; September the Essential Workplace Skills (EWS) in partnership with Heartland Community College was launched; and in October the second Education to Employer Summit focusing on post-secondary education was conducted.

The COMPACT Board along with dedicated volunteers have made 2019 a success. The COMPACT manager presented our work to eight community organizations, we had over 450 registrations to events/programs, and conducted a strategic revision to help guide the COMPACT mission for the next 10 years. COMPACT also fiscally began to separate finances from the Chamber and established its own accounts and reporting.

Our intentional collaborations and program impact could not take place without the support of our generous investors. Who recognize the importance of growing a robust, diverse, and work ready talent pipeline in McLean County.

2019 COMPACT STRUCTURE



As of: 11.12.19

2019 PROGRAM OF WORK

In 2019 the McLean County Community COMPACT continued to advance towards the goals established in BN Advantage by continuing to expand and improve its programming from 2018.

GOALS IDENTIFIED FROM THE BN ADVANTAGE STRATEGY

As part of the BN Advantage regional economic development strategy, COMPACT will continue to ***“Champion the region’s educational and training institutions, resources and programs that will enable Bloomington-Normal’s existing and future employers to cultivate, retain, and attract the talent they need.”*** To this end, COMPACT, its committees, and strategic partners prioritized BN Advantage goals by developing programs and initiatives that are directly linked with achieving those objectives.

BN Advantage Actions:

- Improve communication and coordination between regional employers and education and training institutions to better prepare for the talent and skills needs of Bloomington-Normal's firms.
- Achieve and sustain a strong business-education partnership at the K-12 level.
- Increase private sector participation in and supporting of mentorship programs for K-12 students.
- Develop and launch programs to support Bloomington-Normal employers’ talent retention and recruitment endeavors.
- Engage young professionals/recent college graduates in these efforts.
- Introduce the region’s high school and college students to Bloomington-Normal employers and businesses by linking them together.

2019 COMPACT Committees:



EMPLOYER ENGAGEMENT COMMITTEE – Seeking cooperation and partnership with representatives from business and industry as well as public workforce agencies to ensure that supporting experience, curricula, and instruction are closely aligned with the labor market needs resulting in job placement and career success for students and employers in McLean County.

PROGRAM DEVELOPMENT & ALIGNMENT - Identifying the means and materials with which students will interact for the purpose of achieving identified educational outcomes (education.com). For the BN Advantage, it's inclusive of the lessons and academic content relating to the needs identified and outlined by McLean County employers.

PROGRAM EVALUATION & PROCESS IMPROVEMENT – Assessing evidence of workforce development success based on project goals, products, and outcomes; analyzing metrics to continuously improve the effectiveness of project activities.

COMMUNITY – Uniting public, non-profit, private, and philanthropic sector leaders to implement county-wide solutions that will move the needle on outcomes related to milestones along the cradle-to-career continuum for children in McLean County.

STEM – Key stakeholders are engaging with a defined portfolio of STEM initiatives that establish the county as a premier location for education and experiences in STEM, while creating a talent pipeline for new and existing local businesses.

OUR PROGRAMS



BECOMING BN

Inaugural Program Ran: June 4, 2019 – August 6, 2019

Description: Becoming BN is a summer program, specifically designed for ALL summer interns in McLean County to learn more about the wonderful attributes Bloomington-Normal has to offer.

10 week program included: Kick-Off Event, 8 weeks of programming, and a Closing-Party. Weekly events ranged from Lounge About at the Roundabout in Uptown Normal and Volunteering with Midwest Food Bank to attending the Illinois Shakespeare Festival and catching a game at Corn Crib Stadium.

Quick Data Points:

- 46 unduplicated interns registered to participate in weekly events
- Approximately 17 unduplicated Interns attended two or more weekly events = 65%
- 90% of survey participants indicated BecomingBN events were worth their time



ESSENTIAL WORKPLACE SKILLS

Launched in Fall of 2019

EWS consists of five workshops that are offered through Heartland Community College Department of Continuing Education.

- *Understanding Customer Service Essentials*
- *Navigating Challenges and Stressors*
- *Practicing Professionalism at Work*
- *Communicating Effectively*
- *Using Effective Tools for Decision Making and Goal Setting*

Essential Workplace Skills (EWS) was piloted through Heartland Community College with nine local area employers early in 2019 and at the EDC's September 2019 BN By the Numbers event the series officially launched.

Open enrollment workshops are offered on a monthly rotating basis and can be taken in any order, or businesses can work with Heartland to customize the series for their internal use.



SPRING EDUCATION TO EMPLOYER SUMMIT

May 20, 2019

Registrations: 150 , Attendees: 120

Summit Recap and Resources found [HERE](#)

The Spring Education to Employer Summit focused on secondary education and the innovative ideas that are helping students and educators connect with local businesses. Attendees heard from superintendents through the Keynote addresses on "How Education & Industry Can Partner to Build the Foundations of Success" along with "How Education is Answering the Call". They then had the opportunity to participate in one of three breakout sessions that included topics such as: "Innovation & Responsiveness: Introduction to the "New" Collar"; "Career and College Pathways: Developing Our Future Talent Pipeline" and "Work-Based Learning, Internships; and Opportunities to Connect with Students".

SPONSORED BY:  Advocate BroMenn Medical Center



EDUCATION TO EMPLOYER FALL SUMMIT

SPARKING POST SECONDARY COLLEGE & CAREER COLLABORATION

FALL EDUCATION TO EMPLOYER SUMMIT

October 17, 2019

Registrations: 125, Attendees: 75

Summit Recap and Resources found [HERE](#)

The Education to Employer Fall Summit focused on post-secondary education and connecting educators and employers. The Summit began with a **fireside chat** with appearances by ISU President **Dr. Larry Dietz** , IWU Interim President **Dr. Georgia Nugent** , Heartland Community College President **Dr. Keith Cornille**, and Lincoln College Interim VP for Academic Affairs **Michelle Baldwin**. Participants then had the opportunity to participate in one of the three breakout sessions that included discussions on "Connecting Employers and College Students through Career Services"; "Upskilling the Workforce"; and "The Economic Impact of Being a "College Town".

SPONSORED BY:  Advocate BroMenn Medical Center





60 BY 25 NETWORK

McLean County Community COMPACT is part of the 60 by 25 Network that is designed to meet the needs of communities that are working together to provide rigorous, real world learning in and out of the classroom. A coalition led by Advance Illinois, Illinois Student Assistance Commission, and the Education Systems Center at Northern Illinois University has come together to create a community of practice to help local and regional teams accelerate progress toward the goal of ensuring that 60% of all adults have a college or career credential by 2025.

Under this Network, COMPACT had received funding for the College and Careers Pathway Endorsement Project. Working with Heartland Community College, Bloomington Public School-District 87, McLean County-Unit 5, Olympia School Districts and the Bloomington Area Career Center the project has focused on “identifying a sequence of courses extending from high school into postsecondary education and undertake curriculum alignment addressing the career-focused instruction component of endorsement” in endorsement areas of Health Science, Information Technology and Agriculture. The project led a visit to School District 214 in Arlington Heights, IL early in 2019 to explore how District 87 has utilized project/work based learning programs and utilized partnerships with local employers.



In 2019 BNSTEM was an initiative to help McLean County grow, attract, and retain talent in our community. Through partnerships with COMPACT, McLean County schools, and local businesses BNSTEM was able to engage students and employers in STEMPosiums in LeRoy, Olympia, and Heyworth Schools; create and launch “The Loop” which offers monthly networking events that allow local educators to experience STEM through local employers by exploring manufacturing facilities, or touring local hospitals.

BNSTEM.org also hosts the Classroom Connections Platform which facilitates matching schools with businesses and the programs those businesses can provide to local students; such as tours, classroom presentations, or career shadowing.

STRATEGIC PLANNING

2020-2030



CORE VALUES

Collaboration, Commitment, Equity, Innovation, Outcome Focused



CORE FOCUS

Mission: Through an integrated network of employers, educators, and community resources we grow a robust, diverse, and work ready talent pipeline.

Vision: To strategically unify and mobilize community and external resources by enhancing the culture of shared responsibility to maintain and enhance workforce development in McLean County.



GOALS

1. Increase Employer and Educator Collaborations
2. Improve College & Career Readiness
3. Provide Equitable Access to Success
4. Increase Talent Attraction & Retention



PROCESS

1. Research, Data, Assessments
2. Reduce Silos & Inefficiencies where efforts are duplicative
3. Connect, Coordinate, and Collaborate
4. Grow and maintain integrated networks



TARGET MARKET

Students, Educators, Employers, Parents



KEY INFLUENCERS

Local Businesses and Industry Leaders, Community Leaders, Education Experts, Youth Advocates



UNIQUES

1. Connection to Chamber / Employers
2. Connection to Learning Institutions
3. Connection to and leveraging various resources /models



10 YEAR TARGET

To make McLean County a top tier destination for growing, expanding and relocating businesses by providing a robust, diverse, and work ready local talent pipeline.

CONCLUSION

2019 built upon the partnerships forged in 2018 and worked to build a strong foundation of operations for COMPACT programming. New partnerships and opportunities presented themselves and in 2020 COMPACT will be well positioned with the development of a new stand-alone website and approval of an AmeriCorps VISTA grant to begin in late Spring of 2020.

2019 INVESTORS

