

Planning your Sector Partnership “Launch” Meeting

- Remind everyone that this doesn't mean we don't continue with our other important industry-targeted efforts.
- Remind them too that a sector partnership will not replace any of the individual efforts already going on in the target sector, but it will bring clarity on points of alignment, and it will create a formal partnership of companies that becomes the single table at which multiple initiatives may come together.
- Agree that a “Launch” *does* mean an actual meeting. A good “launch” *might* include the following as an agenda:

- Welcome/Intros from your Private Sector Champs – i.e. why this matters (15 minutes)
- A Short “What, Why, How of Sector Partnerships” (15 minutes)
 - A short overview of the multiple efforts going on in our region already focused on their industry – i.e. your industry matters
 - An acknowledgement that employers in the room may already be involved in these (thank them for this!)
 - A re-iteration of how this (insert Name) Partnership will leverage this work and be a forum for networking, discussion and action on collective issues and opportunities
 - Assurance that sector partnerships in their industry exist across the country, some sharing of outcomes
- Facilitated: What are the growth opportunities for X industry in our region (not statewide, not nationally, not globally!), now and on the horizon? (30 minutes)
- Facilitated: What actions would be required to realize or leverage these opportunities? (30 minutes) (*these actions* become your Partnership's Action Areas)
- Facilitated: Commitments (get names of employers! You are asking them to help you further flesh out action areas, and identify some early wins (15 minutes)
- Wrap up and Next Steps (including employer-led action area work groups) (15 minutes)

- Agree (and discuss) what the “team's” role will be at a Launch (including agreement to be *listeners only*).
- Also agree on: Who can facilitate this well? Who can take notes? How will we organize the aftermath (including facilitating “work group” calls/meetings)? Agree and confirm that you all know that actual work will come out of this. It is not just a meeting. You are launching a Sector Partnership.
- Finally, set a target date, and agree as the Lane County Sector Strategy Team you'll work backwards from that date to bring it altogether: outreach, engaging “champs”, invites, location (can a company host this?), time (what works best for your industry?), agenda, facilitator, expected outcomes.