

INDUSTRY CHAMPION DEFINITION

An Industry Champion takes personal interest and responsibility for the success of the sector partnership, encouraging partners to build upon the momentum and positive energy of the group. These individuals act as cheerleaders to rally buy-in from partners and stakeholders, building support from others determined to be key to the success of the project and providing encouragement and motivation throughout the process. Industry champions should be “civic entrepreneurs,” the kind of leaders who not only have decision-making authority at their businesses but also understand that the long-term success of their companies is linked to the broader prosperity of the community. Industry champions understand the benefits of investing in their current and future workforce and leverage their power and prestige to recruit additional manufacturers to the partnership.

Industry Champions will typically make a significant time or financial commitment to the success of the partnership, while other manufacturer members may choose a lower level of engagement. The table below illustrates some of the various levels of engagement.

LOW ENGAGEMENT	MEDIUM ENGAGEMENT	HIGH ENGAGEMENT
Provide labor market information (via survey, focus group, or interview)	Identify course competencies	Become founding member (greater financial commitment)
Participate in career fairs	Approve course competencies	Serve as industry champion (greater time commitment)
Provide feedback on skill level of graduates	Participate in job profiling	Serve on board of directors, steering committee, or action team
Commit to interviewing graduates	Participate in skill profiling	Develop/refine curriculum
Provide facility tours	Participate on advisory boards	Provide instructors and instructional materials
Provide job shadowing opportunities	Join sector partnership (paying member)	Hire graduates
Attend sector partnership meetings	Recruit peer employers to sector partnership	Sponsor students
	Offer programs to incumbent workers	Provide transportation for students
	Provide internships	Donate use of facilities
	Recruit students for programs	Fund certification exams
	Volunteer for mock interviews	Donate materials and tools
	Review student projects	Assist with grant writing / concept development

***BOLDED ITEMS** are required for successful sector partnerships regardless of specific goals and success measures.