

“Workforce Innovation in Regional Economic Development (WIRED)” Initiative

CALIFORNIA SPACE AUTHORITY (CSA)

The Honorable Andrea Seastrand

Executive Director

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Studies Supporting WIRED Objectives



- *Innovate America* (2005)
 - Council on Competitiveness
- *Innovation-Entrepreneurship NEXUS* (2005)
 - For SBA (by Adv'd Rsch Technologies)
- *The World is Flat* (2005)
 - Thomas L. Friedman
- *The Gathering Storm* (2005)
 - National Academy of Sciences
- *Manufacturing in America* (2004)
 - U.S. Department of Commerce





Innovation-Entrepreneurship NEXUS

- Entrepreneurship: driver of reg'l economic growth
- High entrepreneurship = high economic growth
- High entrepreneurship: significantly higher rates of employment, wages, productivity
- Regional size not a determining factor in above
- Return on innovation investment greater for regions able to support high entrepreneurship

Innovation does not create economic growth, but innovation transformed into entrepreneurship (new companies, new jobs) does create economic growth



Innovate America

“Innovate or Abdicate”

(U.S. lead in technology, standard of living)

“Innovation will be single most important factor in determining America’s success through 21st Century”



- American business, government, workers and universities face unprecedented acceleration of global change, relentless pressure for short-term results, and fierce competition from countries that seek innovation-driven future
- For past 25 years, U.S. has optimized organizations for efficiency/quality; next 25 years, must optimize for innovation



WIRED Initiative: Element of the U.S. Competitiveness Agenda



Department of Labor (DOL), Department of
Commerce (DOC) collaboration:
a Cabinet-level partnership



- INNOVATION – the *fuel*, the only sustainable competitive advantage – U.S. innovation: 50% of GDP
- ENTREPRENEURSHIP – America’s *engine* for innovation
- REGIONAL COMPETITIVENESS – economic development and workforce development: inseparable goals





CSA WIRED Grant Award

U.S. DOL Grant - \$5M for 3 Years

- Three strategic channels of activity
 - Rapid transformation of innovation to entrepreneurship (commercialization)
 - Transformational renewal of manufacturing and supply chain to ensure global competitiveness
 - Talent development: support for education and workforce communities in producing world-class, innovation-oriented 21st century technical workers





CSA WIRED Grant Award



- Economic Region/13 Counties
 - The California Innovation Corridor
- Program Lead
 - The California Space Authority (CSA)
- State of California Role
 - Technical support, fiscal agent
- 60+ Partners and Supporters
 - Private sector
 - Workforce Investment Boards
 - Economic Development Entities
 - Education/Academic Institutions
 - Federal Labs and R&D Labs

DoL WIRED Initiative

