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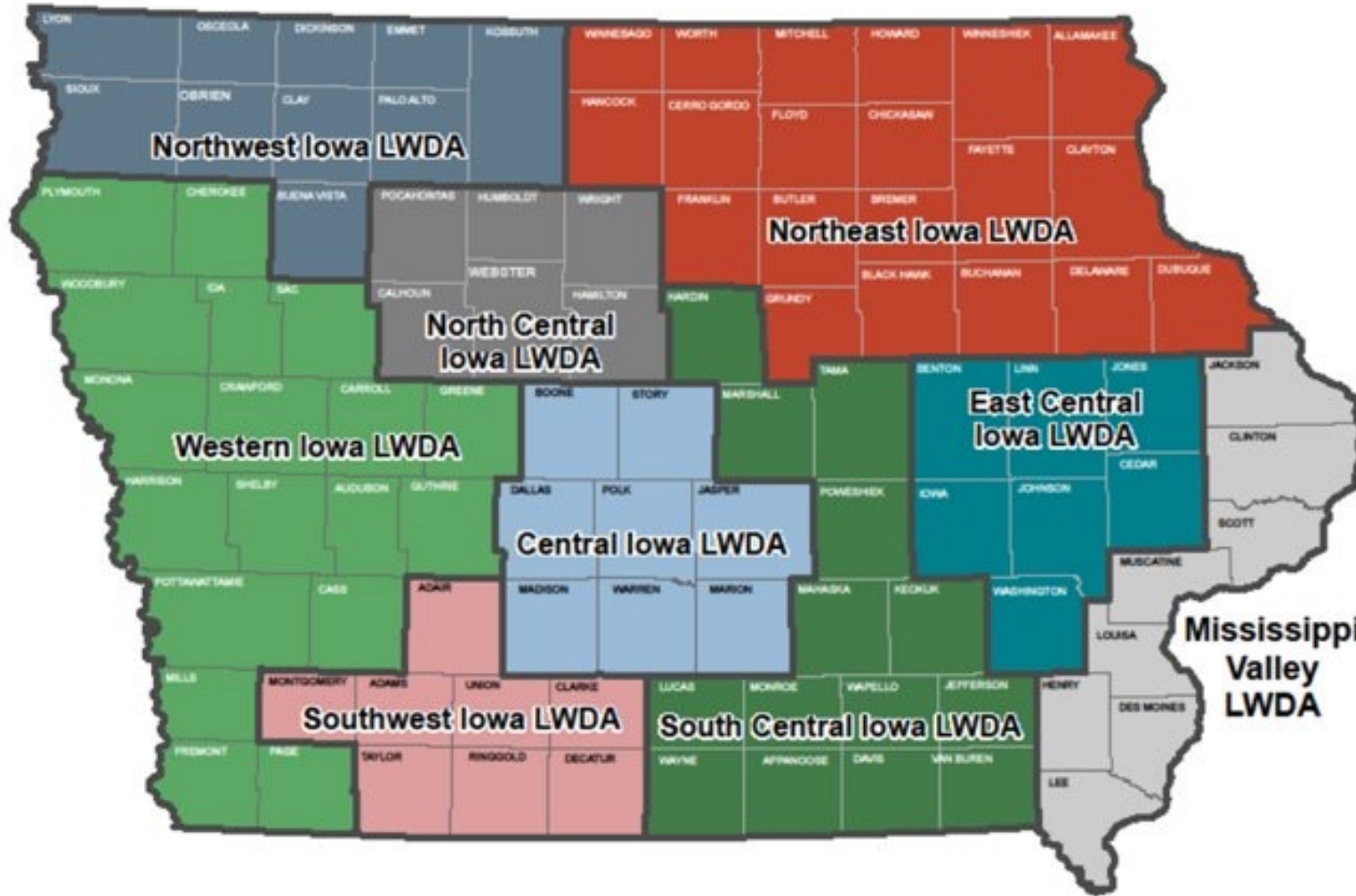
**Workforce Development +  
Economic Development =  
Community Prosperity**

October 12, 2022

# What is a workforce Development Board?



# Iowa's Public Workforce System



# Problem

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**Workforce Boards are not treated as leaders in their communities because they are unknown or seen as program managers.**

# Why should it matter to Economic Developers?

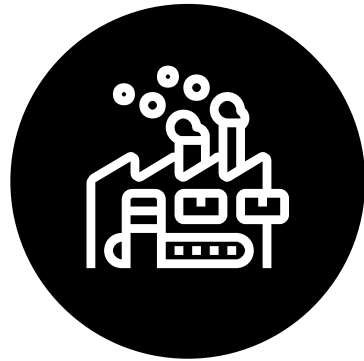
# Workforce Wealth



**Natural**  
**\$2T – 1%**

**11%**

**+**



**Produced**  
**\$23T – 30%**

**22%**

**+**



**Human**  
**\$62T – 69%**

**67%**

**=**



**Total**  
**\$87T**

# Business Location Decision

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## Workforce Development

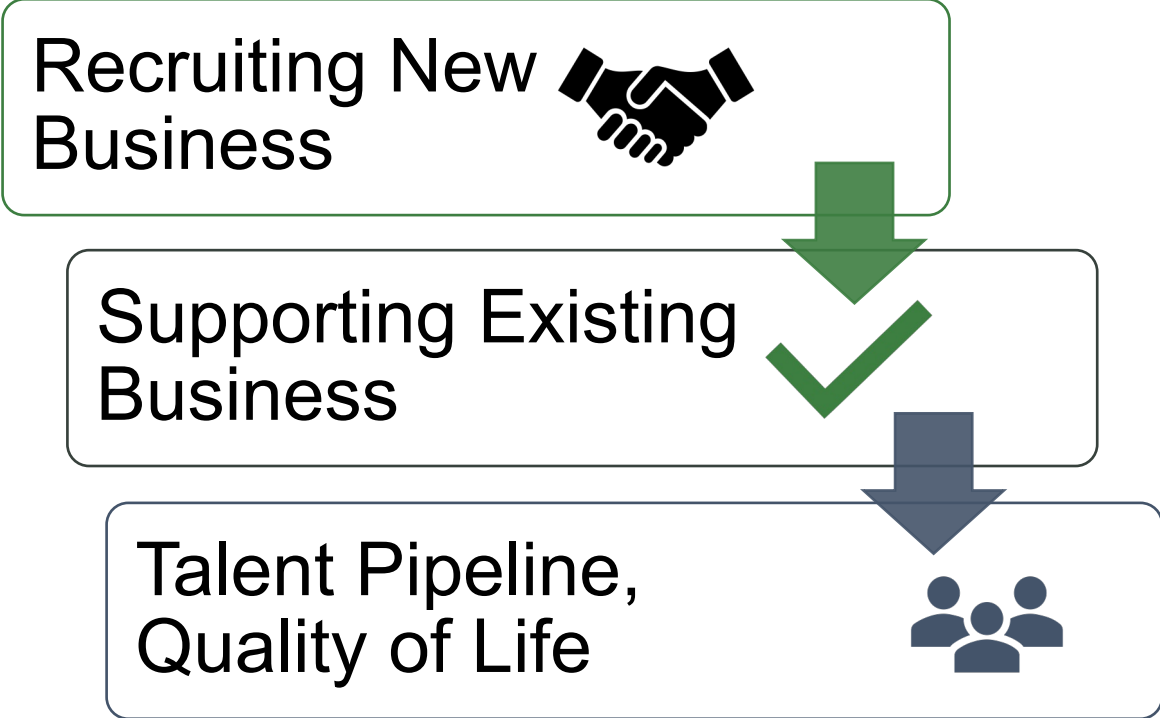
Tax Incentives

Low Cost of  
Business

Transportation

Quality of Life

# New Economic Era

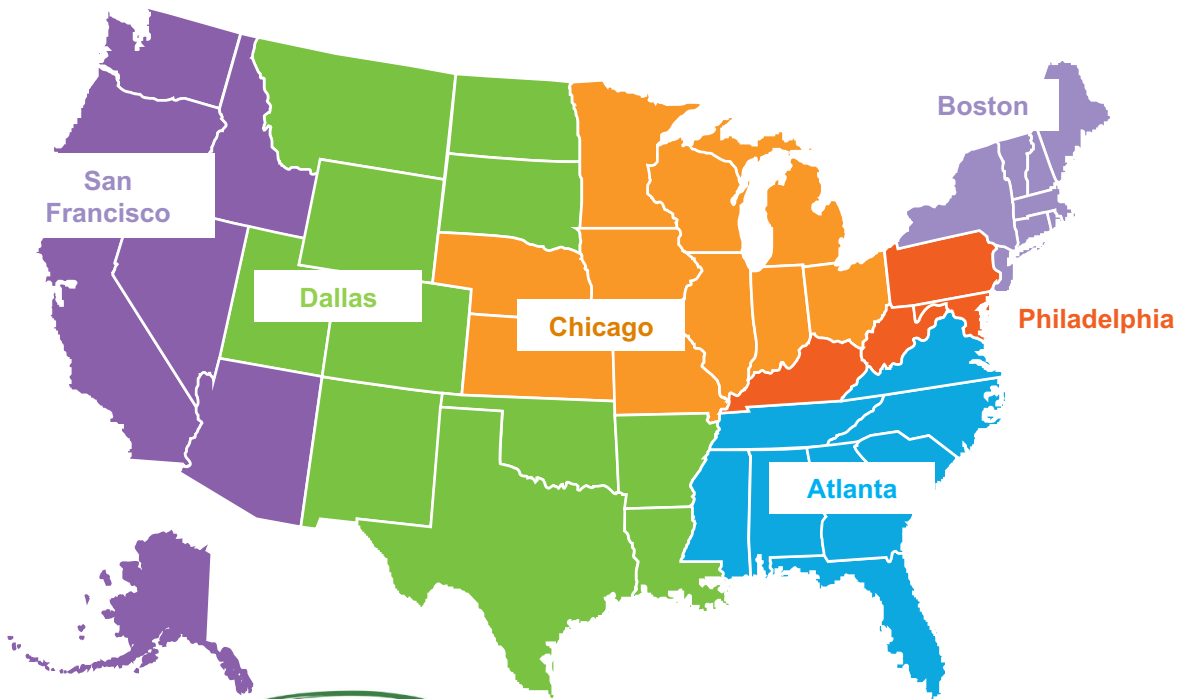




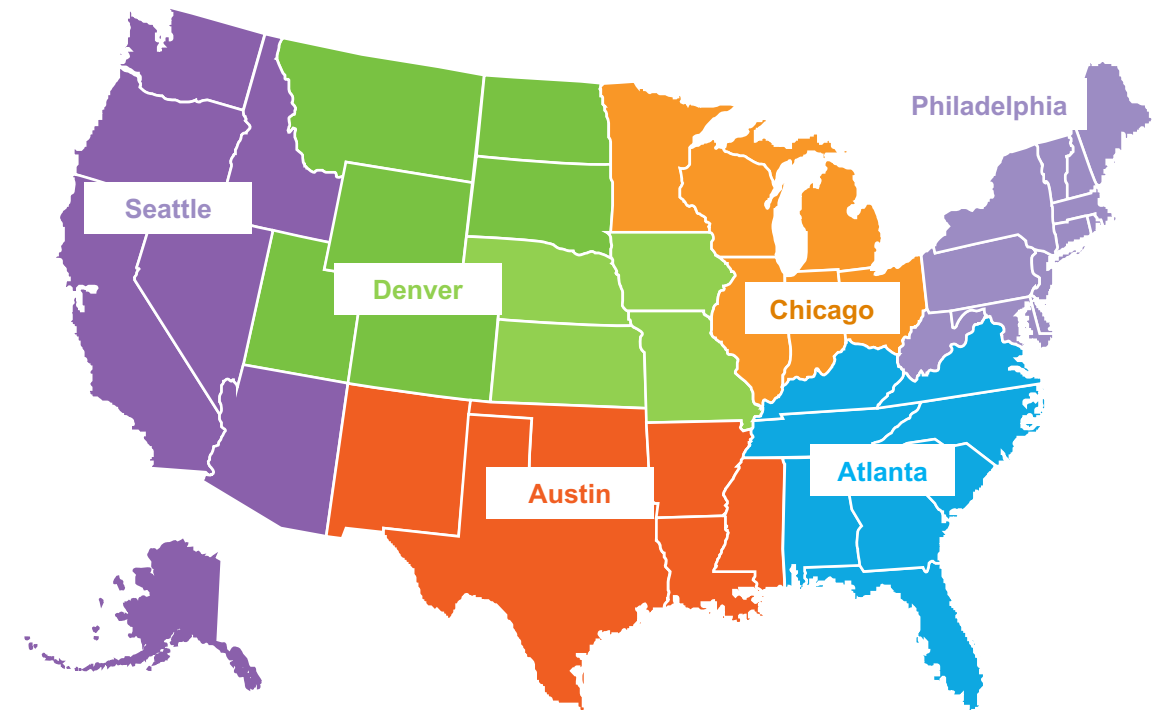
# System Similarities

# Regional Offices

## DOL Employment & Training Administration

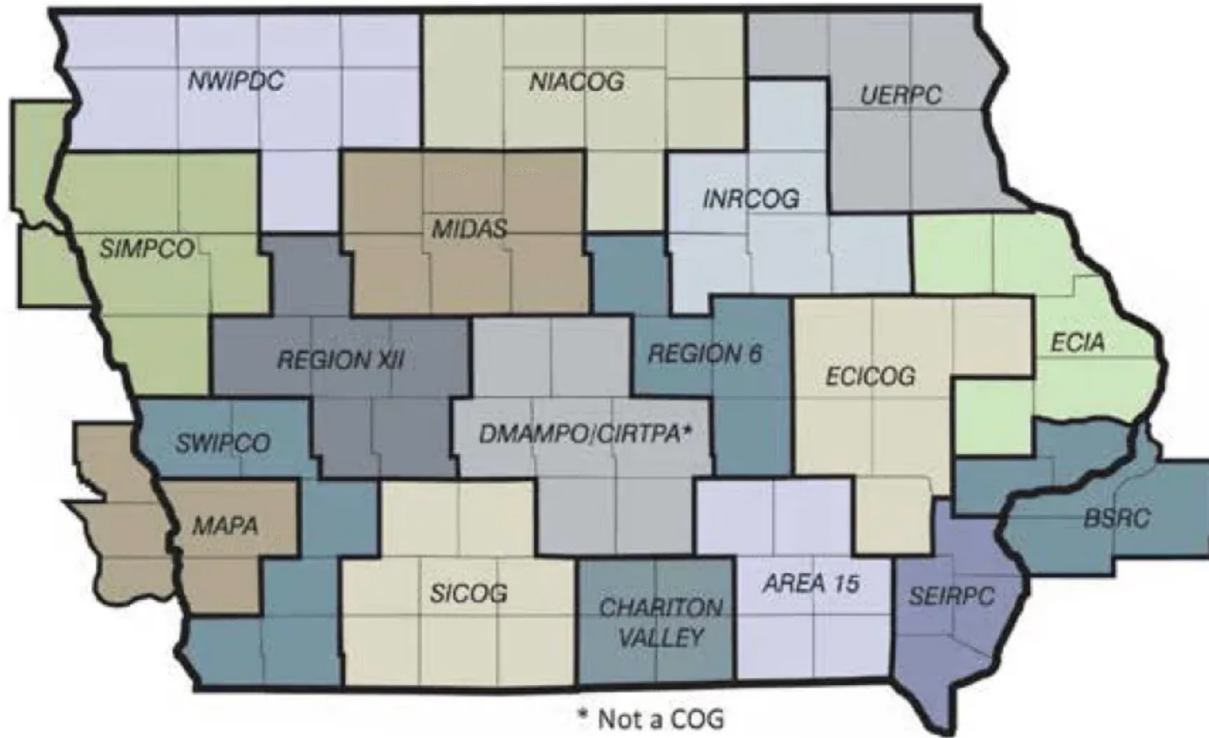


## Economic Development Administration

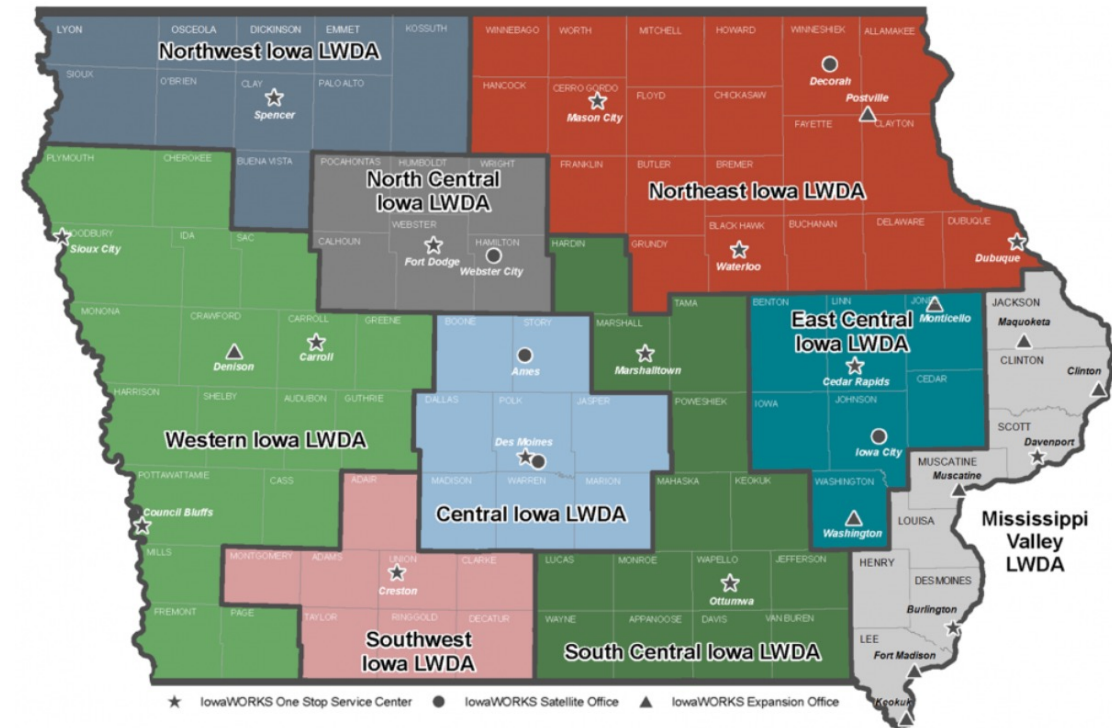


# Regional Offices/Areas

## Councils of Government



## Local Workforce Development Boards



# Similar Services

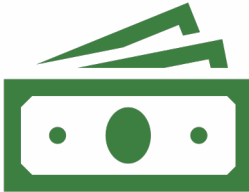
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Resources



Solutions



Funding

# Leadership

Each board is required to establish a set of qualifications for the position of director that ensures the individual selected has the requisite knowledge, skill, and abilities to meet identified benchmarks and assist in carrying out the functions of the board.

## Knowledge

- Robert's Rules of Order
- Sunshine Laws, Procurement
- OMB circulars, contracting
- Industry knowledge
- Human resources
- Fiscal management

## Skills

- Public speaking, negotiation
- Project management, staff development
- Problem solving
- Read and interpret laws and regulations
- Grant writing
- Leadership
- Organizational
- Strategic planning

## Abilities

- Effective verbal and written communication
- Relationship building
- Multitasking
- Decisive
- Consensus building

# System Differences

# Role Clarity

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## Economic

- The range of activities, policies, and programs of a state, a region, or a municipality used to create conditions that enable long-term economic growth.
- Implementation of business development and quality of life policies that influence the growth and restructuring of a region to improve its overall economic well being.

## Workforce

- The range of activities, policies, and programs used to create, sustain and retain a viable workforce that can support current and future business and industry. This may include education and training, job matching and employer engagement.
- Coordination of skills development initiatives that prepare individuals for current and future occupations, giving businesses the human capital necessary to meet demand

# Required Plans

## Economic

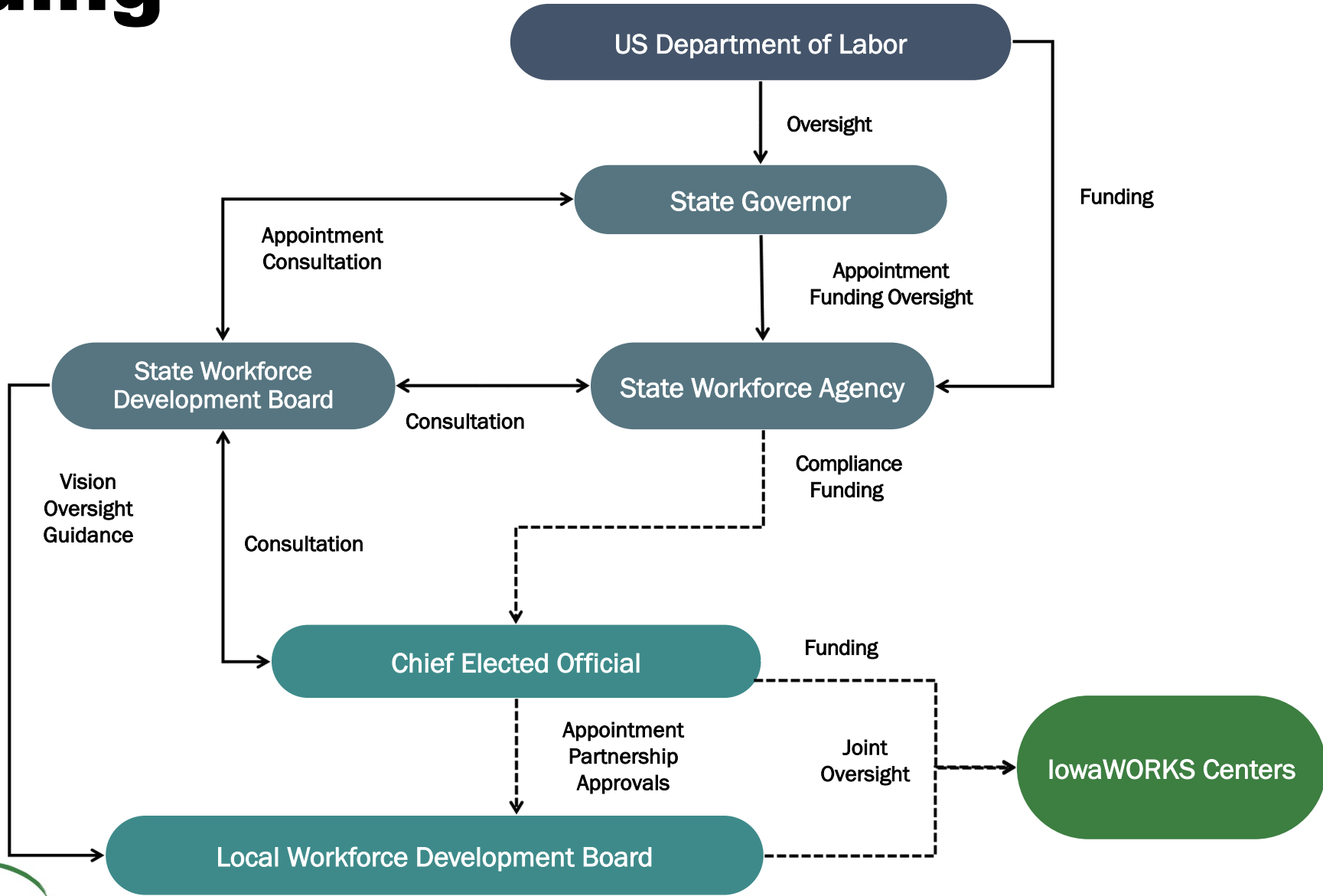
- Inventory and needs assessment of regional infrastructure
- Labor supply
- Cultural and fine arts resources
- Housing
- Primary health care services
- Natural resources, conservation, and recreational facilities
- Region-wide development opportunities

## Workforce

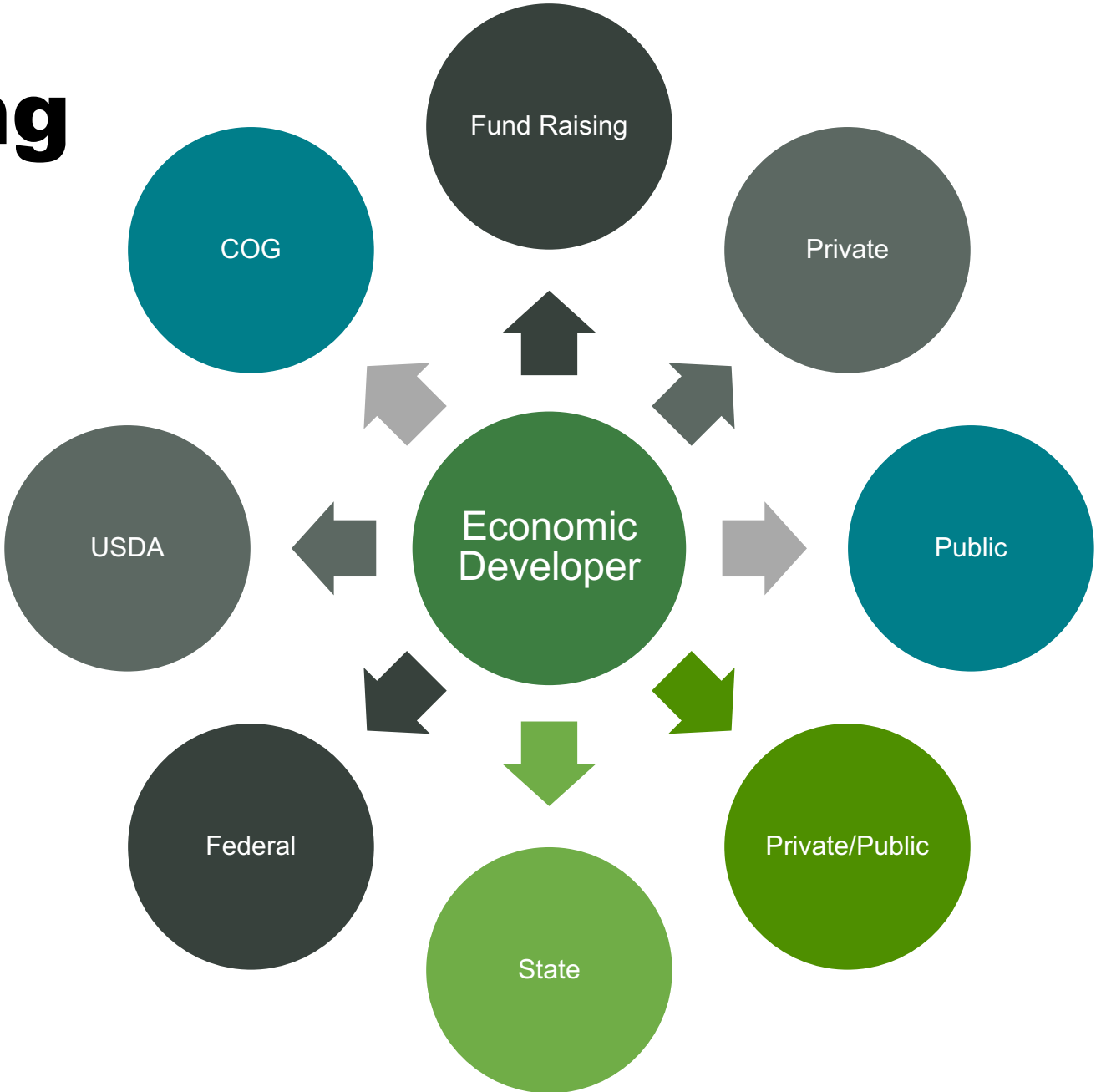
- Existing and emerging in-demand industry sectors and occupations
- Employment needs of employers
- Knowledge and skills needed to meet employer needs
- Employment and unemployment data
- Labor market trends
- Education and skill levels of the workforce
- How the board will coordinate workforce development programs with economic development.



# Funding



# Funding



# Workforce Ecosystem

$$A + B = 3$$

# What is WIOA?

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## Workforce Innovation Opportunity Act

Legislation designed to govern services that help job seekers and workers access employment, education, training and support services needed to succeed in the labor market, and match employers with skilled workers needed to compete in the local and global economy.

# State Workforce Board

## Responsibilities

- Set statewide vision for workforce development system
- Ensure continuous improvement of the system
- Engage businesses and other stakeholders to achieve the WIOA vision

## Membership

- Business - 51% minimum representation
- Labor organizations and workforce representatives
- State agencies in workforce system
- Elected officials: state and local
- Community based organizations

# Recent State Changes

Launch New Divisions - Deputy Director of Employment and Training, Sherri Behrendt

## Business Engagement

- Division Administrator, Tim Goodwin
- Deputy Division Administrator, Kathy Anderson

## Workforce Training and Education

- Jared Baldwin, Division Administrator

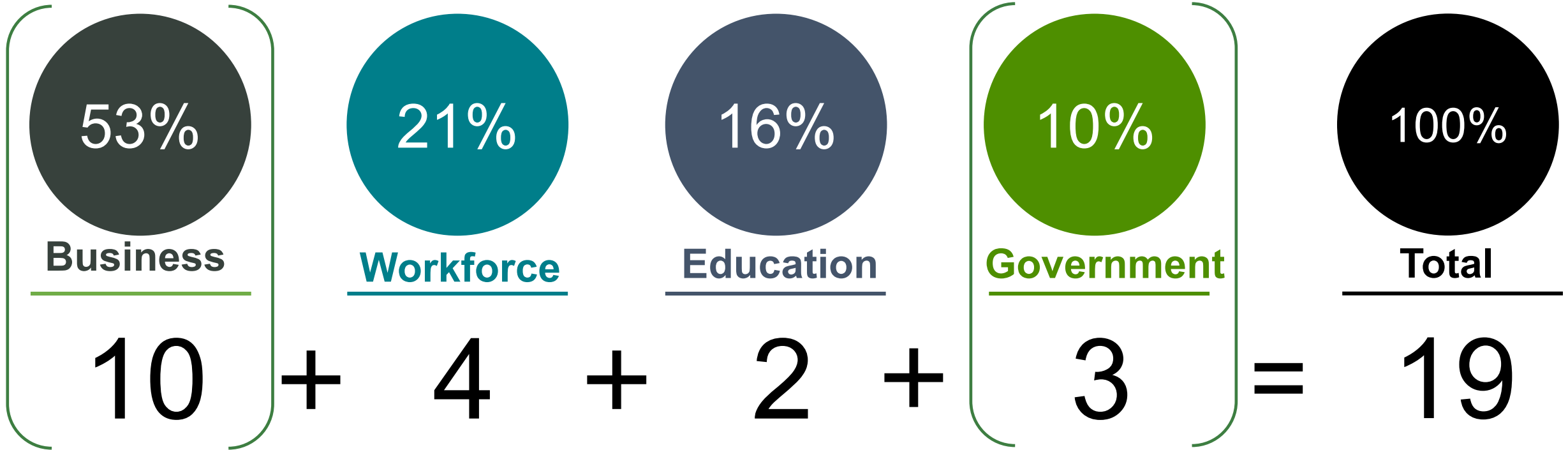
## Programs Moved

15(b) and (c) programs  
260 E, F, and G  
Industry Sector Partnerships  
Work-Based-Learning  
Intermediary Network

## Goal – Iowa's One Stop Shop

[IWD Business Services Website](#)  
[Request a visit from the team](#)

# Local Board



# Purpose

Manage resources to deliver excellent customer centered service

Convene workforce stakeholders to align workforce system

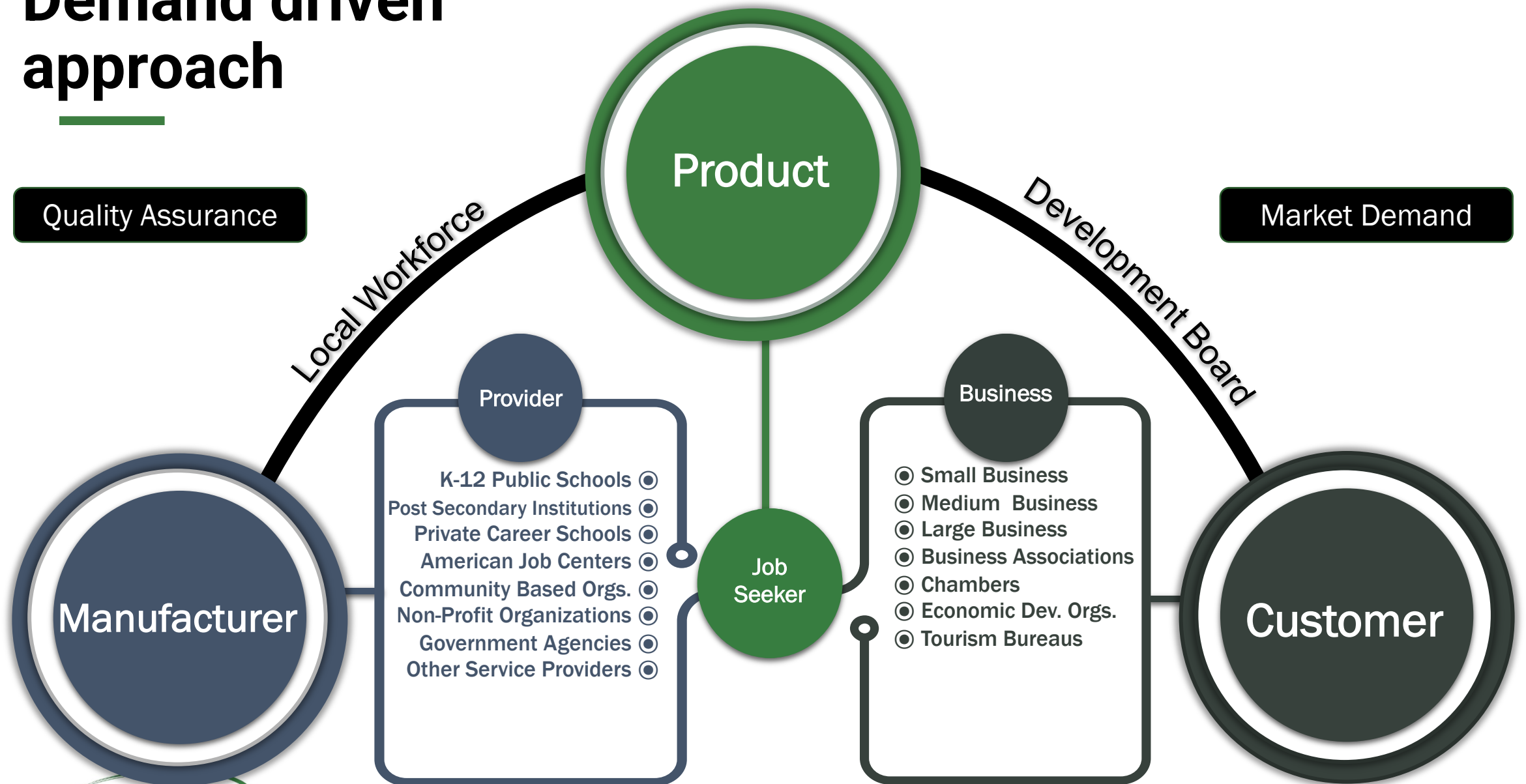
Strategize and lead efforts to design the local workforce system

Optimize regional economies to develop sector strategies and career pathways





# Demand driven approach



# Serving Employers

Exploring and Building



Surviving Slow Down



Expanding and Developing

## Worker Training / Work-Based Learning

- Iowa Jobs Training Program (260E, F,G)
- Registered Apprenticeship Development Fund (15B/15C)
- Last Dollar Scholarship
- Iowa Student Internship Program
- Summer Youth Internship Program
- Employers' Council of Iowa (ECI) Training Initiatives

## Transition and Layoff Aversion

- Rapid Response Team
- Voluntary Shared Work Program
- Incumbent Worker Training

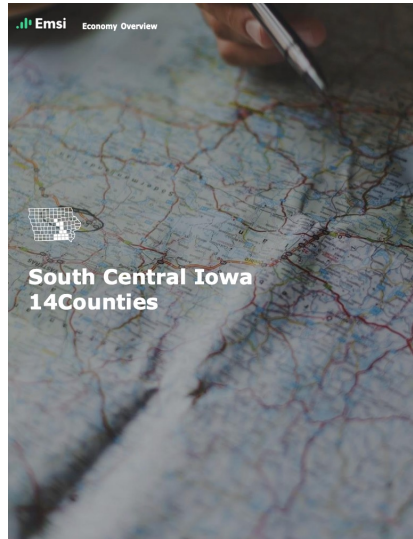
## Explore New Ideas

- Workforce Development Boards
- Business Sector Partnerships
- Workforce Development Boards

## Finding More Workers/Expanding

- IowaWORKS job bank
- Recruitment and hiring events
- Home Base Iowa
- Grants for Child Care
- Employer Training Innovation
- Iowa Vocational Rehab.
- Work Opportunity Tax Credit (WOTC)
- The Federal Bonding Program
- Adult/Dislocated Worker
- Iowa STEM Externships

# Recent Initiatives



EMSI Burning Glass – LMI

**CAREER CAMPUS** est. Students will learn general construction.

### Construction Learning Pathway

You could be the creator of the unique construction of someone's home, a new business venture, or the next skyscraper. What future will you build?

**Pathway Description**  
The construction and home building pathway teaches students about the construction trade through hands-on experience in site development, blueprint reading, carpentry framing, siding work, trim work, and roofing. Emphasis is on personal safety, proper use of hand, power, and pneumatic tools, basic carpentry terminology, and teamwork in the

Senior Level "Get Specialized" Experience: 8+ Years	Job Titles: • Manager • Superintendent • Builder	Wage: \$50,000
Mid-Level "Get Skilled" Experience: 3+ Years	Job Titles: • Carpenter • Foreman • Inspector	Wage: \$45,000
Entry-Level "Get Started" Experience: 0 Years	Job Titles: • Apprentice • Helper	Wage: \$35,750

**High School Credits – 6\***  
Intro to Applied Technology - 2  
Exploratory Wood/Steel/Plastic - 2  
Cabinet Making - 1  
Intro to Skilled Trades/Careers - 1

**Indian Hills Community College Credits – 26\***  
Intro to Computers  
Construction Technology I - 3  
Construction Technology II - 3  
Technical Math for Industry - 2  
Business Essentials - 3  
Internship - 6  
Exploring Careers - 3

**WINGER**  
**ROTO-ROOTER** PLUMBING & WATER CLEANUP  
**EDDYVILLE BUILDING** (641) 969-5386  
**DRISH CONSTRUCTION, INC.**

Industry Specific Course Guides

**REGISTERED APPRENTICESHIP**  
South Central Iowa Local Workforce Board Process Guide  
Draft Date: July 2022

Apprenticeship Process Guide

**WORKHANDS**  
Howdy Robert!  
Program Director, Admin

**DASHBOARD** 5  
**APPRENTICES** 1

Apprentices 10/20 Time Cards 10/20

Courses 10/20 Announcements 1

Workhands

# Future Initiatives

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Identify Federal, State,  
and Local Funds to  
Strategically Support  
Workforce Development  
Initiatives

Resource Sharing  
& Alignment

Industry Sector  
Partnerships

Workforce  
Ecosystem  
Assessment

# How Do We Collaborate?

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**Increase the ROI for  
Community Prosperity  
through Partnership**

# Collaboration

- |   |                                                            |    |                                                                  |
|---|------------------------------------------------------------|----|------------------------------------------------------------------|
| 1 | Economic & workforce development strengths and weaknesses. | 6  | Economic & workforce development stakeholders and partners.      |
| 2 | Local area's place in the broader regional economy.        | 7  | Needs of local businesses.                                       |
| 3 | Economic & workforce development vision and goals.         | 8  | Supports for start-up, growth and expansion of local businesses. |
| 4 | Economic & workforce connections and policies.             | 9  | Economic & workforce development messaging.                      |
| 5 | Regulatory environment.                                    | 10 | Economic & workforce development data.                           |

# Considerations

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What do each of you do that may overlap each other's duties?

What are each of you working on now?

How can you work more closely together to provide that support?

Local economic/workforce - Strengths, Weaknesses, Opportunities and Threats to local area

What are the end and mid vision and goals? What are your plans for getting there together?

What policies or regulatory issues may be in the way of your progress?

Do your stakeholders/partners overlap? Can you communicate better with them and between you?

Can you establish an online communication forum for your local region? Who would you invite?

Have you considered a customer relationship management tool so that you all know and understand the needs of the business community?

How are you supporting start-ups, growth and expansion of local businesses? What more can be done?

Can you show the world that you are working together?

What message should you send out to let people know you are collaborating?



# Synergy

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## Planning

- Goal setting
- Marketing
- Grant writing
- Labor Market Information
- Community volunteering activities

## Education

- Career awareness
- Lifelong career planning/pathways

## Business Services

- Employer outreach (Sector and Cluster Strategies)
- Workforce preparation and training
- Retention (of businesses and talent)
- Succession planning support (of businesses and talent)

# Next Steps

# Solution Focused

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Integrate local workforce boards into regional planning bodies as board or committee members

Align workforce and economic development efforts

Connect with your local workforce board director

Provide workforce professionals economic development with training

# Join a workforce board

Understand  
laws,  
regulations,  
policies

There is time  
and  
commitment is  
required

Healthy  
challenge and  
dialogue is  
encouraged

Bring subject  
matter expertise

Leverage the  
talent of your  
members

New network  
across the state  
and other  
boards

# Executive Directors

Executive Director Contact Information			
Last Name	First Name	Email	Organization
Kress	Eric	<a href="mailto:eric.kress@ciwdb.org">eric.kress@ciwdb.org</a>	Central Iowa LWDA
Rodriguez	Elizabeth	<a href="mailto:elizabeth.rodriguez@eciwdb.org">elizabeth.rodriguez@eciwdb.org</a>	East Central Iowa LWDA
Garcia	Heather	<a href="mailto:heather@workforcedevelopmentboards.com">heather@workforcedevelopmentboards.com</a>	North West and North Central Iowa LWDA
Swafford	Miranda	<a href="mailto:director@mississippivalleyworkforce.org">director@mississippivalleyworkforce.org</a>	Mississippi Valley LWDA
Williams	Taylor	<a href="mailto:taylor@workforcedevelopmentboards.com">taylor@workforcedevelopmentboards.com</a>	Northeast Iowa LWDAs
Tedrow	Krista	<a href="mailto:executivedirector@sciwalwdb.org">executivedirector@sciwalwdb.org</a>	South Central LWDA
Bolinger	Jesse	<a href="mailto:jesseo@bolinger.org">jesseo@bolinger.org</a>	Southwest Iowa LWDA
Gernhart	Brittney	<a href="mailto:bgernhart@caasiouxland.org">bgernhart@caasiouxland.org</a>	Western Iowa LWDA

# Helpful Links & Resources

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- [WorkforceGPS](#) - Here you will find curated communities of interest, useful webinars and other training resources, promising workforce development practices, and relevant evidence-based research – giving you the tools you need to help you create innovative approaches to improve the employment prospects of job seekers.
- [WIOA and Economic Development](#)
- [State and Local Workforce Development Board Desk Reference](#)
- [WIOA Workforce Development Boards Fact Sheet](#)
- [Sector Strategy Resources](#)
- [Iowa Association of Workforce Boards](#)



# Technical Assistance



Safal Partners - A national management consulting firm intensely focused on education and workforce alignment--we bridge the gap between ideas and outcomes.

Next Level Now - U.S. Department of Labor's Employment and Training's hub for delivering strategic, short- and long-term technical assistance (TA) to the public workforce system and partners, assisting them at the state and local level as they improve services, quality, and outcomes for jobseekers and employers.



Registered Apprenticeship Center of Excellence - The Registered Apprenticeship Technical Assistance Center of Excellence is focused on helping key stakeholders across these three systems build and scale strategic partnerships to put more American workers on high-quality apprenticeship career pathways.

# Contact Us

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John Hall

President & CEO

Marshalltown Chamber of  
Commerce

[jhall@marshalltown.org](mailto:jhall@marshalltown.org)

515-720-5305 (cell)

[LinkedIn](#)

Krista Tedrow

Executive Director

South Central Iowa Workforce  
Board

[executivedirector@sciwalwdb.org](mailto:executivedirector@sciwalwdb.org)

641-814-3563 (cell)

[LinkedIn](#)