



South Central Iowa Workforce Area In-Service

Monday, October 10, 2022

Agenda

930-945 - Welcome

12p-1230p - Lunch

945a-1015a – Success Stories

1230p-145p – Workforce Alignment

1015a-12p - Workforce Alignment

2p-3p - Make It Ok

Local Board Updates

- Style Guide – Updated Logo
 - Updates and templates on [South Central Website](#)
 - Formal Presentation PowerPoint
 - Icon PowerPoint
 - Creative Slide Layouts
- End of Year Report
- Monitoring
- Sector Partnerships
- Workforce Funding
- Next Meeting Monday, October 24, 2022



Housekeeping

- Restrooms
- Coffee
- Entry/Exit
- **Wifi – MCCH Guest**
 - **wifi-CO-62-guest**



Writing Success Stories

Monday, October 10, 2022

Agenda

Importance

Success Story Resources

Q & A

Importance

What makes a story a success?

Why?

A success story shows how local workforce programs are making a difference in people's lives.

More than a list of events or activities, stories showcase the positive changes IowaWORKS is making for the people and businesses of Iowa.

Importance

Promotes services and can be used for marketing and outreach.

Demonstrates how participants are succeeding.

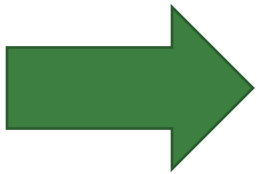
Provides context showcasing services available through IowaWORKS

Provides credibility to the program and the organizations running them.

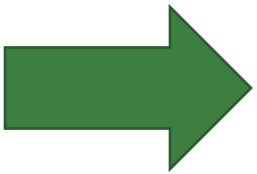
Required Reports



[South Central 2020 Annual Report](#)



[Iowa Workforce Development 2020 Annual Report](#)



[Department of Labor 2020 WIOA Success Story Annual Report](#)



Resources

What makes a story a success?

Main Elements



**Basic
Information**



Background



**Why
IowaWORKS?**



Outcomes




Photo/Quote

Tips



Pretend the reader knows nothing about IowaWORKS.



Don't assume they know anything.

Basic Information



Name



City



Center

Background

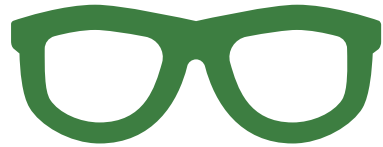


Where is the jobseeker on their journey? New to the workforce, leaving military services, laid off, homeless?



Is program is specifically designed to serve people with a particular background?

Why IowaWORKS?

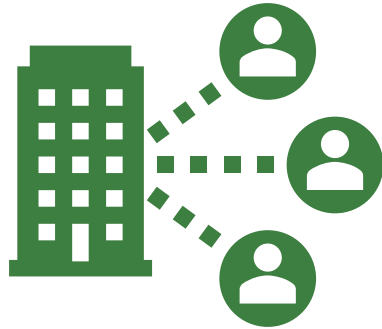


Discuss the benefits of services from the individual or employer perspective.



Is the jobseeker new to the workforce, leaving military services, returning from incarceration or homeless?

Outcomes



Include the hiring business name, industry, occupation, and wage of the jobseeker.



Specific information like this will encourage jobseekers and businesses to utilize services available through IowaWORKS.

Picture and/or Quote



Square or rectangular, and a minimum of 1080px along the short edge) and photo release form.



An ideal photo showcases a person or program in-action. Include a quote that brings the story to life.

Example



Full Name

Bobby Blastoff



Location

Marshalltown, Iowa



Background

Transitioning from
military



Why IowaWORKS

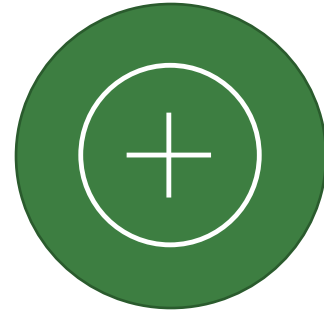
career advisor...
helped him understand
how to

Example



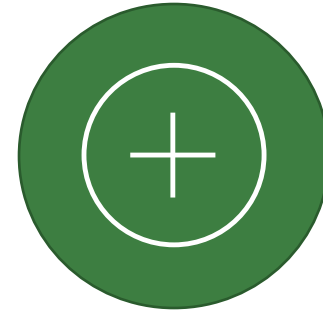
Business Name

Launching and
Landing



Occupation

Technologist



Wage

\$27 hour



Quote

“IowaWORKS gave
me an opportunity to...

Example – with elements

Bobby Blastoff [1- Full Name] was recently hired at **Launching and Landing [2 – Company Name]** based in **Marshalltown, Iowa [3 - Location]**. Launching and Landing focuses on cultivating talent for **information technology [4 - industry]**. Bobby was hired as a **technologist [5 - Occupation]** working alongside some of the brightest minds in space exploration **making \$27 an hour [6 - Background]**. He chose IowaWORKS to support him, as he wasn't certain about his job prospects following his military service **[7 - Background]**.

He met with a **career advisor at the Marshalltown IowaWORKS who helped him understand** how to apply the skills he gained in his military career as a civilian **[8- Why IowaWORKS]**. His career advisor connected him to training and education programs leading to an offer to start his career as a technologist with the innovation and technology division at Launching and Landing.

Bobby said, “IowaWORKS gave me an opportunity to gain exposure to a new field, learn from experts, and leverage my experiences and background in the military. I was most surprised by the exposure and level of access I was afforded to organizational leaders and challenging problems.” [9 - Quote].

Example

Bobby Blastoff was recently hired at **Launching and Landing** based in **Marshalltown, Iowa**. Launching and Landing focuses on cultivating talent for **information technology**. Bobby was hired as a **technologist** working alongside some of the brightest minds in space exploration **making \$27 an hour**. He chose IowaWORKS to support him, as he wasn't certain about his job prospects following his military service.

He met with a **career advisor** at the Marshalltown IowaWORKS who **helped him understand how to apply the skills** he gained in his military career as a civilian. His **career advisor connected him to training** and education programs leading to an offer to start his career as a technologist with the innovation and technology division at Launching and Landing.

Bobby said, "IowaWORKS gave me an opportunity to gain exposure to a new field, learn from experts, and leverage my experiences and background in the military. I was most surprised by the exposure and level of access I was afforded to organizational leaders and challenging problems."



Thoughts



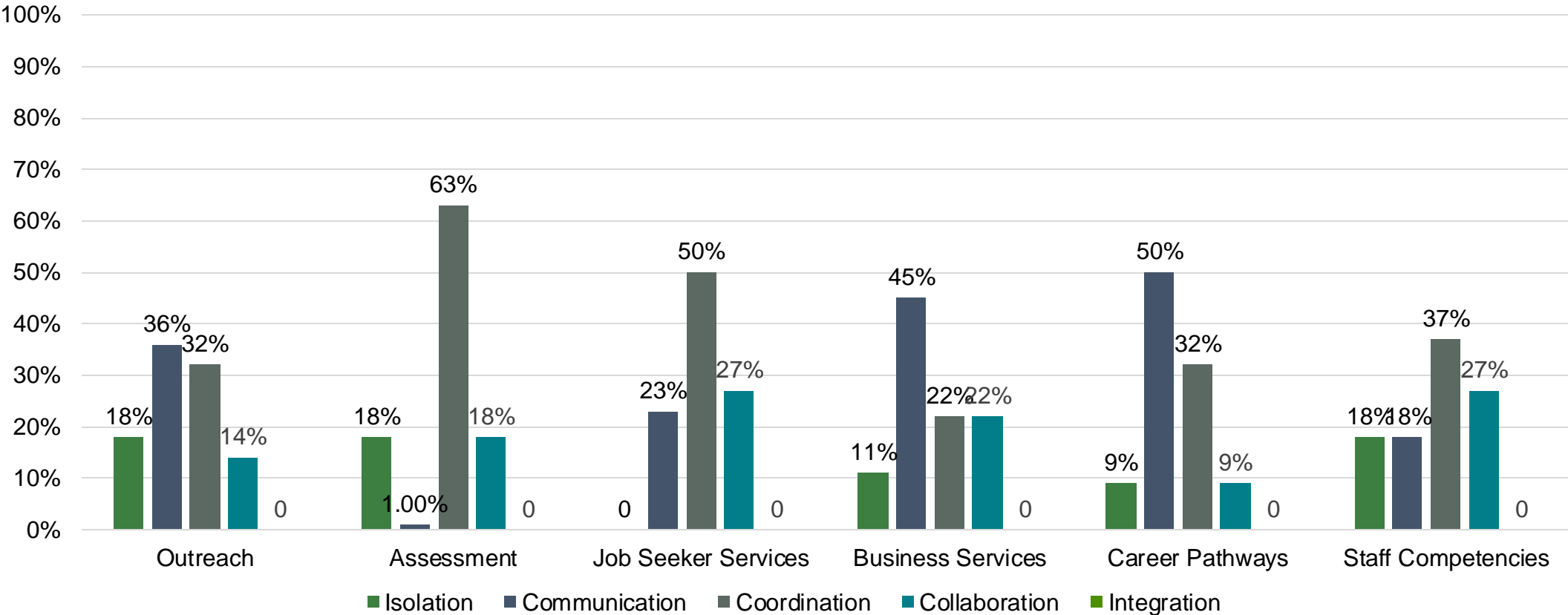
One Stop Certification & Alignment Overview

Inservice | Monday, October 10, 2022

Survey Themes

Overview

Initial Alignment Assessment









Open Feedback

- ① Siloed
- ① Competing
- ① Want more collaboration
- ① Don't receive feedback from site visits and audits
- ① Want feedback from the board
- ① Not enough training for staff
- ① More consistency

One Stop Certification

Overview

One Stop Certification Background

-  Support quality, consistency, and continuous improvement in the system
-  Establish shared baseline expectations
-  Foster alignment and collaboration among workforce system partners and programs and in One-Stop operations and service delivery
-  Advance customer-driven service design and delivery
-  Identify and address technical assistance and training needs
-  Local Boards must assess and certify comprehensive and affiliate Centers at least once every 3 years using the criteria and procedures developed by the State Workforce Board

Standards

Physical & Programmatic Accessibility

- Physical (external and internal): The extent to which facilities are designed, constructed, or altered so they are accessible and usable by individuals with disabilities
- Programmatic accessibility: The extent to which the full range of services is available to all One-Stop customers regardless of disability or cultural background

Effectiveness

- Integrates available services for participants and businesses
- Meets the workforce development needs of participants and the employment needs of local employers
- Operates in a cost-efficient manner
- Coordinates services among the One-Stop partner programs
- Provides access to partner program services to the maximum extent practicable, including providing services outside of regular business hours where there is a workforce need, as identified by the Local Board

Continuous Improvement

- How well the AJC supports the achievement of the negotiated levels of performance for the local area
- A regular process for identifying and responding to technical assistance needs
- A regular system of continuing professional staff development

Next Steps



If you are interested, you may review certification documents, tools, and resources posted at <https://www.iowawdb.gov/one-stop-certification>



Teams start the self-assessment October 1, 2022

Alignment

What is service alignment?



A combination of strategies to align and simplify access to services and supports with the goal of providing the best customer experience possible.



Implementation of a distinctive mix of partner agencies, strategies and processes based on the resources available, the needs of the clients served and WIOA requirements.



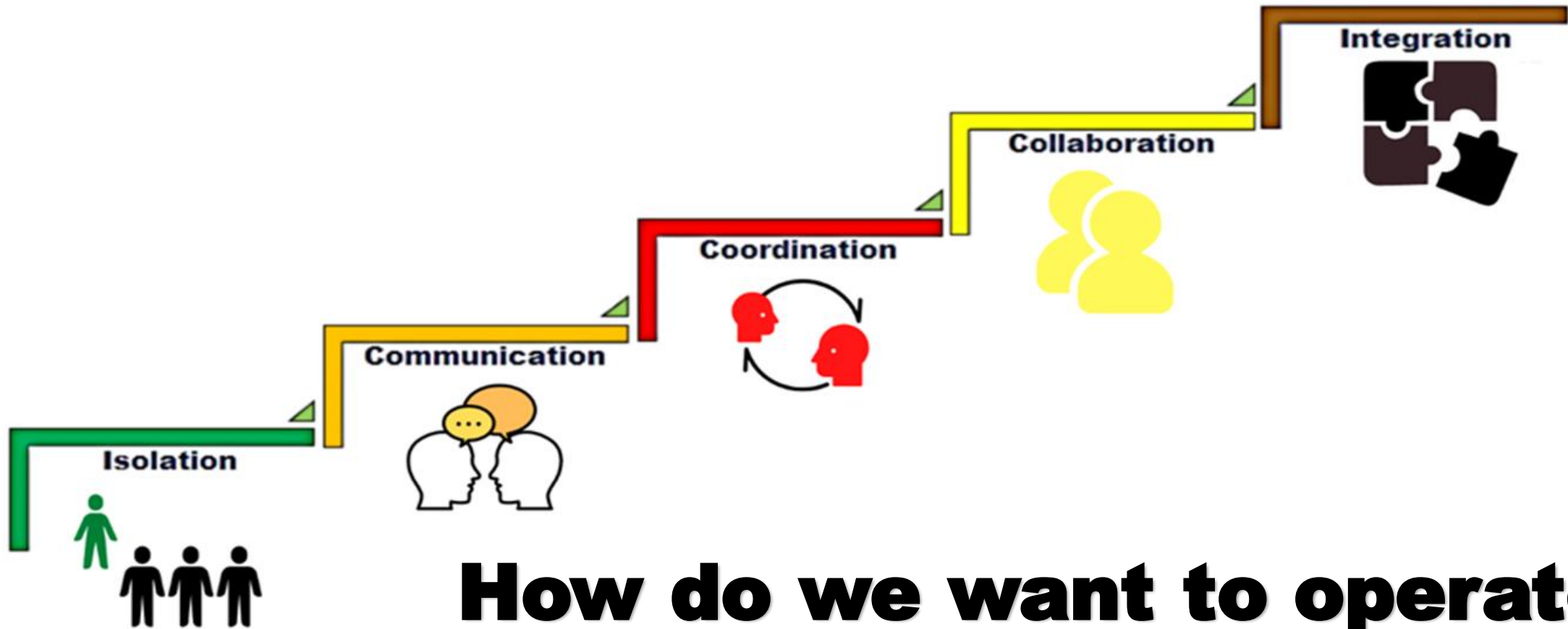
Intentional leadership investment of all programs to have impact on:

- Service delivery policies and procedures
- Management information systems
- Performance management systems

Benefits

Gather	resources
Enhance	job seeker/claimant/customer outcomes
Provide	effective services to employers
Boost	data availability
Improve	partnerships and outcomes

How do we currently operate?



How do we want to operate?

Isolation

Cause (a person or place) to be or remain alone or apart from others.

- Each program has its own separate customer service options.
- Leaders and professionals do not regularly inform each other of those services.
- Each entity promotes services separately to the community.

Communication

Share or exchange information, news, or ideas

- Programs talk to each other, but they have no planned or required contact.
- Contact is intermittent. Some information is shared, but no formal information or data-sharing plan exists.

Coordination

Bring the different elements of (a complex activity or organization) into a relationship

- Programs work together at all levels (from management to direct service) to align services, but there is no formal structure to their interaction.
- It may be done on a situational basis.

Collaboration

The action of working with someone to produce or create something

- Programs agree to work together for mutual benefit.
- The relationship is based on consistent communication and coordination.
- Programs agree they can best achieve goals by working together and using the strengths and expertise of each to accomplish common goals.

Integration

Act of bringing together smaller components into a single system that functions as one

- Programs provide leadership and work together to achieve common goals and create an organizational structure to share information, data and resources to accomplish mutually agreed upon outcomes as an integrated system.

Functions

1

Outreach and Intake

2

Assessment

3

Job Seeker Services

4

Business Services

5

Career Pathways

Strategies

Customer Service Design

- staff designation

Customer Input

Staff Core job competencies

- System Alignment

Cross Training

Co-Enrollment

Information Sharing

Use of Labor Market Information

LWDB Leadership Engagement

Planning - MOU

Establishment of Common Performance Indicators

Common Intakes

Values

Communication

Team Members
are valued and
Respected

Individual
Service Plans
are living
documents

On-Demand
Access to
Services

Resource
Alignment

Example – Function – Outreach and Intake

ISOLATION	COMMUNICATION	COORDINATION	COLLABORATION	INTEGRATION
<p>Each agency promotes services separately to community.</p>	<p>Share written material between staff.</p> <p>Share contact information of a representative from each agency.</p>	<p>Develop joint brochure/flier that identifies all partner agencies in the AJC and the services they provide.</p> <p>Agency orientations and intake processes are separate but coordinated to maximize customer flow of service. This may include the timing, sequence of orientations, and triage processes of customers being referred to other agency orientation and/or intake processes.</p>	<p>Partners establish a central contact point at the AJC that can connect customers to each of the separate partner agencies.</p> <p>Together, the AJC agencies promote and host resource fairs in the community and participate in rapid response events for plant closings and provide information regarding how to access each of the separate partner agencies.</p>	<p>Partners establish marketing materials and resource fairs.</p> <p>AJC services identified by function as opposed to by agency.</p> <p>Efforts to connect to community are planned strategically by teams representing the expertise of all partner service programs.</p>

Example Value

Function and Goal	ISOLATION	COMMUNICATION	COORDINATION	COLLABORATION	INTEGRATION
Team members are valued and respected	Staff do not communicate suggestions and concerns to management on such issues as customer flow, customer services, and related issues for continuous improvement purposes.	A process is not in place, but on-site staff are able to share suggestions and concerns to management on such issues as customer flow, customer services, and related issues for continuous improvement purposes.	A process is in place for staff of all programs to communicate suggestions and concerns to management on such issues as customer flow, customer services, and related issues for continuous improvement purposes.	Staff of all programs are usually consulted in the design of services, action planning, and analysis of indicators and trends.	A process is in place to ensure staff of all programs are consulted and engaged in the design of services, action planning, and analysis of indicators and trends. Staff communicate innovative ideas for service delivery and those ideas are implemented when possible.

In-Service Day

What to expect

Break Outs

Identify Facilitator

Assess Functional Areas – Consensus

- Note identified activities that come up in conversation

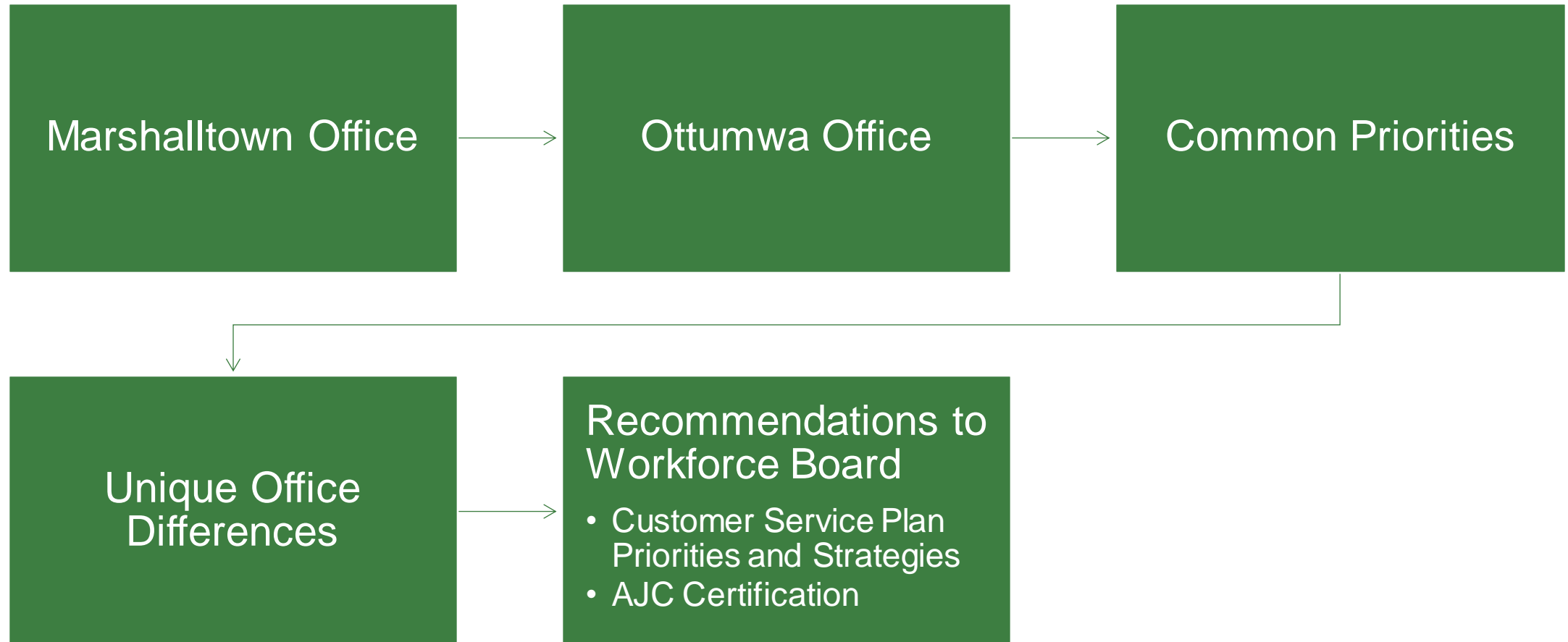
Identify

- Where we are...
- Where we want to be...

Establish Group Priorities –

- 1, 2 and 3

Area Consensus



Action Plan Example

Activities	Key Players	Outcomes	Timeline	Questions / Assistance
Increase coordination and accessibility of Career Services with the intent to expand topic areas and attendance.	All partners. To include possible partners not currently a part of the core group	Increased offering of workshops and increased attendance across partners (workshop attendance and career service use shared with leadership monthly)	3 months	Need assistance and input from all partners at the front line and leadership for design and attendance tracking
Greater cross-agency partnership and involvement with TANF as a mandated activity for customers to attend workshops	VR Office Manager, DHS Manger, TANF Manager and Title I Manager	Increase in use of Career Services as mandated activity of TANF recipients plan to increase successful employment outcomes	3-6 months	Monthly meeting of key players to implement activity needed
Increase marketing of Career Services and workshops through Facebook and other social media and modalities	All partners	# of promotions reported monthly # using AJC career services # using workshops	2-4 months	IT and other human resources. Greater coordination across partners and decision making on expanding reach to include other partners