

South Central Iowa Local Workforce Development Board Program Year 2021 Annual Report Narrative

July 1, 2021 to June 30, 2022

Executive Summary

During program year 2021, South Central Iowa Workforce Area continued Workforce Innovation and Opportunity Act implementation, realignment, and compliance transformation process. South Central Iowa Local Workforce Development Board continued to strengthen partnerships throughout the area to reduce duplication of services and raised awareness regarding the board’s role by presenting at several state and local conferences. This report is organized to give reader’s insight to business services and engagement activities, enrollments, and performance across our core partner programs, credentials received through our Title I programs, participant success stories, and our veterans and re-entry workforce programs.

Local Workforce Development Area System

South Central Iowa Workforce Area is comprised of the following fourteen counties: Appanoose, Davis, Hardin, Jefferson, Keokuk, Lucas, Mahaska, Marshall, Monroe, Poweshiek, Tama, Van Buren, Wapello, and Wayne. The local area has two American Job Centers, one in Marshalltown and one in Ottumwa.

IowaWORKS Office Locations	
Ottumwa IowaWORKS	
Center Manager Name	Micheal Cockrum
Mailing Address	15260 Truman Street, Ottumwa, Iowa 52501
Operating Hours	M-F 8:30 am - 4:30 pm
Phone	641-684-5401
Email	OttumwalowaWORKS@iwd.iowa.gov
Website	https://www.iowaworkforcedevelopment.gov/ottumwa
Marshalltown IowaWORKS	
Center Manager Name	Melanie Guilbeaux
Mailing Address	Southgate Plaza, 101 Iowa Ave W UNIT 200, Marshalltown, IA 50158
Operating Hours	M-F 8:30 am - 4:30 pm
Phone	641-754-1400
Email	MarshalltownIowaWORKS@iwd.iowa.gov
Website	https://www.iowaworkforcedevelopment.gov/marshalltown

South Central Iowa Workforce Area Mission, Vision, and Goals

Vision

We envision an Iowa where every business has access to a qualified, job-ready workforce and every Iowan has the skills needed to connect with meaningful employment to advance in a career.

Mission

Our mission is to design a workforce system that serves businesses and jobseekers by delivering innovative, integrated, data-driven products and services that drive Iowa's economic growth.

Goals

Manager Goals

- Establish an organizational structure that supports the board's strategic and operational goals.
- Engage committees that ensure board objectives are met, providing members an opportunity to execute direction of the board, and offer space for detailed action steps to be discussed, managed, and assigned.
- Develop evidence-based competitive procurement processes, policies, and procedures (Request for Proposal)

Convener Goals

- Develop relationships with organizations interested in being a partner in the one-stop delivery system who are not required by Workforce Innovation and Opportunity Act.
- Collaboratively identify strategies to meet the needs of businesses in the local area,
- Design a system for businesses to easily engage with the workforce system in meaningful ways.

Strategist Goals

- Develop and execute strategies and systems to ensure that the collection and examination data is ongoing, and accurately reflects the needs of small medium, and large businesses and includes analysis of strengths, weaknesses, and capacity of the workforce system to meet business needs.
- Collaborate with partners to develop unified:
 - Local area budget, inclusive of all partners
 - Communication plan
 - Business service plan
 - Professional development plan for workforce services staff

Optimizer Goals

- Assess each partner's funding as it is essential for each partner to financially contribute to the foundation of an integrated service delivery system and necessary to develop and maintain high standards of service.
- Identify infrastructure and functional costs for each partner program: personnel and non-personnel costs necessary to run the one-stop center and provide services throughout the local area:
 - Rent of facility
 - Utilities and maintenance
 - Equipment
 - Technology of facilitate access
 - Business services
 - Job seeker services

Local Workforce Development Area Strategic Objectives

South Central Iowa Local Workforce Development Board is the backbone organization for talent development efforts throughout Southern Iowa. By focusing on the development of innovative resources, the Local Board helps create the conditions allowing localized talent development efforts to thrive resulting economic prosperity for all Iowans. The board has identified five strategic objectives:

- Sector Partnerships. Develop sector partnerships as the vehicle for aligning public partners with industries' needs in an effective, results-driven manner. Address challenges such as policy, supply chain, and transportation.
- Career Pathways. Provide the "home" for career pathway systems-building, engaging industry leaders and public partners to ensure that education and training systems respond to industry needs.
- Communication. Develop a broad, unified, intentional messaging plan and a coordinated communication campaign to support every business and individual in Southern Iowa in accessing services.
- System Alignment. Develop a service/resource crosswalk to identify duplication and gaps in services. Develop strategies to integrate services and ensure seamless access businesses and individuals.
- Professional Development. Equip workforce service professionals with the necessary resources to respond to job seeker and business needs. Identify, develop, and provide training opportunities for workforce services staff based on local learning and development needs.

COVID-19 Post Pandemic Response

During the COVID-19 Pandemic, the IowaWORKS Centers were transitioned into unemployment call and processing centers responding to the numerous claims filed. The centers also implemented CARES Act Unemployment programs. Strategies introduced since the pandemic have continued to be implemented in the South Central Iowa Workforce Area including use of electronic signature platforms to complete applications, use of video conferencing software to meet with job seekers, and provided at least thirty virtual workshops each month. The local area added two re-employment case managers to implement the Reemployment Services and Eligibility Assessment (RESEA) program.

- Total Number of Participants served through RESEA: 1,173
 - Combined: 1,173
 - Marshalltown: 518
 - Ottumwa: 654

Sector Strategies

South Central has been partnering with the local community college and collaborated on applying for a grant to start sector partnership in the area. The board views sector partnerships as the vehicle for aligning public partners with industries' needs in an effective, results-driven manner. Address challenges such as policy, supply chain, and transportation. The local area has engaged with chambers, economic

developers, and other business associations to begin designing sector partnerships to implement sector-based strategies. The plan and implementation will occur in Program Year 2022.

Business Services and Employer Engagement

The board conducted business tours with members of the executive committee, county officials, and Future Ready Iowa state staff. The board conducted training with the local community colleges regarding business services. Local IowaWORKS teams held a Fall and Spring “Job in a Bag” Tour. The team worked with employers to gather fliers and other promotional materials about open positions in the area, put the provided items into bags also that were provided by area employers, and set locations in different areas in ten counties where job seekers could come meet a Career Planner, receive a bag, and discuss their job search. The Fall “tour” went to Davis, Keokuk, Lucas and Van Buren counties while the Spring tour was scheduled for Appanoose, Jefferson, Lucas, Mahaska, Monroe, Wapello, and Wayne counties. The board is developing a unified business engagement and services plan with partners to implement in PY2022.

Program Highlights and Innovation

Title I Adult, Dislocated Worker, & Youth

During Program Year 2021, the Title I programs continuously developed their processes to meet the changing needs of workforce in the newly aligned service area. Due to the local area merge, historical and current data regarding success metrics was not available but will be available in Program Year 2022.

- Developed a policy to increase our Measurable Skills Gains by incorporating our schools that utilize a term schedule and standards of academic progress.
- To increase our Dislocated Worker eligible individuals, an Unlikely to Return Policy was developed to broaden the definition of “unlikely to return”.
- Conducted outreach to the Central Iowa Juvenile Detention Center to provide information and opportunities to students.
- Partnered with iJAG to provide workshops and career assistance to students to prepare them for their state competition.
- Continuously added to the Support Services Policy based on barriers of participants and their needs with the changing economy.
- Increased co-enrollment with Wagner-Peyser for labor exchange activities and services.
- Began working on a Registered Apprenticeship/Incumbent Worker Training Pilot Project.
- Total Number of Individuals Served: 263 who had a total of 459 barriers.

Title II

Indian Hills Community College

In summer 2021, Adult Education and Literacy, GAP and Pace, Title I Workforce Development, and Continuing Education and Workforce Solutions partnered with the Eighth Judicial District’s Community Corrections Program to create an integrated education and training (IET) program for individuals residing at the Ottumwa Residential Facility or under court supervision. This eight-week welding course provided students with the opportunity to earn a non-credit production welding certificate, as well as American Welding Society (AWS) certification. The pilot program was successful, and we offered this program again to community corrections. 100% (4 of 4) of the community corrections students completed the production welding certification. 75% (3 of 4) earned at least one AWS certification with

one student earning two AWS certifications. 50% (2 of 4) are now employed in the welding field, and 100% (4 of 4) intend to pursue additional education in welding.

In Fall 2021, 50 high school equivalency graduates and 23 English language learning students enrolled in post-secondary training at Indian Hills Community College.

During program year 2021 – 2022, 232 high school equivalency diploma students took advantage of our online study program, earning 2819 study hours. This is a 36% increase in the number of study hours earned online and 27% increase in students using this resource over the prior year. Indian Hills Community College enrolled 309 students in adult education and literacy student, 149 in adult basic education services and 155 in English language learning services. 38 individuals earned their high school equivalency diploma.

Iowa Valley Community College

During the PY 2021-2022, the Iowa Valley Adult Literacy Program was approved for a Basic Welding program and an incumbent worker training program. The Basic Welding course will be offered through at the Iowa Valley Business & Community Solutions. While the incumbent worker training is in partnership with Jeld-Wen Windows & Doors out of Grinnell. Their employees will be learning and improving their English skills before or after their regular shift. These classes are offered at the employer's site. These are both part of the Integrated English Literacy and Civics Education (IELCE)/Integrated Education and Training (IET) initiatives through Adult Education & Literacy. These two courses will begin in the PY 2022-2023 and provide additional opportunities for our students just like the IET Certified Nurse Assistant program already established.

Iowa Valley has continued to partner with JBS over the years and we have since added to this partnership. In the past, JBS had paid the tuition for high school equivalency, English as a Second Language and citizenship classes for their employees, In PY 2021-2022, it was also extended to their spouses and dependents. This has allowed their employees and their families to benefit from upskilling opportunities they did not have before.

Before COVID-19, Iowa Valley offered minimal online options to our high school equivalency students. Since then, we have expanded our online programs to both high school equivalency and English as a Second language students. It provides another avenue to education for those students who do not have the means to attend face-to-face classes. The online options are comprised of live student/teacher interaction through an online conferencing service as well as independent homework through one of our learning management systems. During the 2020-2021 program year, Iowa Valley was awarded GEER funds to provide students with a technology lending program. It consisted of lending out laptops, hotspot devices and hotspot subscriptions. It has allowed many students to take advantage of our online options. In PY 2018-2019, Iowa Valley provided online services to 18 students, whereas, in PY 2021-2022, 92 students took advantage of our online opportunities.

Iowa Valley Community College District enrolled 319 students and 33 people of those exited the program (completed their high school equivalency diploma).

Title III

1,517 individuals received participant level services and over 5,000 utilized self-services. 2,600 services were documented to serve 377 employers.

Rapid Response

During program year 2021 South Central Iowa Workforce Area assisted five businesses and 265 employees with Rapid Response activities, including employer meetings and worker information meetings.

- Total Number of Individuals Served: 265
- Total Number of Businesses Served: 5
 - TPI Composites
 - Great Western Bank
 - Aldi's
 - Bath and Body Works
 - Theisen's

Registered Apprenticeship

Based on employer feedback, the board became a Registered Apprenticeship intermediary to support local businesses in developing apprenticeship programs and has successfully implemented a construction Registered Apprenticeship program. The board also collaborated with the Iowa Workforce Development state apprenticeship coordinator to develop a Registered Apprenticeship training guide for workforce professionals in the local area. The board was selected to collaboratively design Iowa's first incumbent worker training Registered Apprenticeship program that will be implemented in PY2022. IowaWORKS teams supported local school districts with developing and implementing Teacher Registered Apprenticeship Programs.

- Total Number of Individuals Served Through Registered Apprenticeship
 - Combined: 35
 - Marshalltown: 35
 - Ottumwa: 0

Offender Re-Entry

In Fall 2021, Eighth Judicial District Community Corrections department collaborated with Title I, Title II, and Title IV to design and implement a Production Specialist cohort through Indian Hills Community College. The programs partnered by braiding services and funds to serve system-impacted individuals with skills training. In addition to the industry-specific curriculum, participants were provided with training on self-efficacy, goal setting, and financial literacy. Half of the cohort completed the program and earned a production technician certification. A quarter of the cohort is currently employed in the manufacturing field. The Marshalltown IowaWORKS center participated in training and is now certified as a train-the-trainer for Offender Workforce Development Specialists.

- Number of Individuals Served:
 - Combined: 129
 - Marshalltown: 53
 - Ottumwa: 76

Serving Job Seekers With Disabilities

Both IowaWORKS centers in the local area are co-located with Vocational Rehabilitation and provide integrated services. Staff from the Vocational Rehabilitation teams are actively involved in core partner meetings and integrated business service teams. The board collaborated with the local Vocational Rehabilitation supervisors to develop a referral form and a standardized outcomes report for the local area that was implemented throughout the state.

- Total Number of Individuals With Disabilities Served:
 - Combined: 1,517
 - Marshalltown: 732
 - Ottumwa: 785

Veteran Services

Veteran career planners are in both centers and funded through the Jobs for Veterans State Grant and serve veterans with significant barriers to employment through the Disabled Veteran Outreach Program and promote Home Base Iowa. IowaWORKS centers conducted outreach and collaboration with the local National Guard units by attending drill weekends to provide information regarding IowaWORKS services to Guard Members looking to advance their civilian careers. IowaWORKS in Marshalltown collaborates with the local veteran's hospital to serve individuals.

- Total Number of Individuals Served
 - Combined: 66
 - Marshalltown: 19
 - Ottumwa: 47
- Total Number of Individuals Served through JVSG
 - Combined: 26
 - Marshalltown: 9
 - Ottumwa: 17

Implementation of Priority of Service

Priority of Service for Veterans and their spouses is applied to all programs in both IowaWORKS centers. Partners target recruitment of special populations that receive a focus for services under WIOA, such as individuals with disabilities, low-income individuals, basic skills deficient youth, and English language learners. Title I implemented Priority of Service for the Adult Program for Individualized Career and Training services per the Local Service Plan.

Participant Success Stories

M'chelle

Twenty-two-year-old M'chelle had learned about WIOA from a previous WIOA participant and fellow college student. M'chelle was attending Job Corp and had just completed her Dental Assisting Diploma from Indian Hills Community College. It was determined that M'chelle was eligible as both Title 1 Adult and Youth. M'chelle's barriers included low income, and basic skills deficiency.

WIOA assisted M'chelle with mileage reimbursement, study material, exam fees, shoes and scrubs necessary to participate in and successfully complete the Dental Hygienist Program.

WIOA was able to assist M'chelle with creating a resume as well as provide mock interviewing. After reviewing the cost of living comparisons and labor market research with the help of WIOA staff. M'chelle decided to apply for a job she had found in Des Moines. M'chelle is now, successfully employed full time as a Dental Hygienist making \$40 per hour.

CJ

Christopher better known as CJ was referred to WIOA from Iowa Vocational Rehabilitation. It was determined that CJ was eligible Title I Adult Services. CJ's barriers consisted of low Income, individual with a disability, low levels of literacy, long-term unemployment, and basic skills deficiency. Christopher is a recipient of social security disability and currently resides with his brother to cut cost of living. Christopher shared that he needed to work because he was barely able to afford to even buy groceries and would go days at a time without eating.

CJ stated that he really missed working and being a part of society. He missed the daily interactions of co-workers and feeling a sense of value and pride. Together CJ and WIOA staff completed an O'Net Interest Assessment and it was determined that CJ had interest in truck driving or factory repetitive work. We quickly worked together to complete a resume. WIOA staff conducted mock interviews with CJ and discussed the possibility of a work experience.

CJ was extremely excited to learn there was such an opportunity. WIOA staff reached out to a factory called Nelson's Company just a few blocks from CJ's residency to discuss the Work Experience opportunity. Nelson's agreed to interview CJ and discuss the Work Experience. CJ and WIOA staff toured the factory and quickly found the environment to be what seemed to be a great fit for CJ. During our tour CJ shared, he knew several of the employees. During the tour it was determined that CJ would require would require steel toe work boots. WIOA staff was able to assist CJ in purchasing the boots necessary to participate in the WEP.

CJ started the WEP and quickly gained a great deal of knowledge, pride, and comradery. CJ was fortunate to receive the appropriate training necessary to become successful in his position. CJ flourished and proved himself to the employer by showing up on time every day he was scheduled. CJ quickly learned the expectations of the job and took a great deal of pride in that.

After the WEP was coming to an end WIOA staff requested a meeting with Nelsons and CJ to discuss the work experience and the next steps. WIOA staff learned that previously Nelsons had only hired directly through temp agencies and they had only ever offered full time positions. However, because of the work experience and CJ's hard work Nelson's Company saw CJ as a valuable future employee. Nelsons then decided to extend a part time job offer to CJ.

CJ happily accepted. To this day CJ is working at Nelsons Company and enjoying every minute. CJ updates WIOA staff with stories of new friendships and skills learned with such pride. He shared that he no longer has to go even one meal without eating and looks forward to saving for a nice little house in the country.

Su

Su moved from Burma to the United States in 2020 with her parents and younger sister. They joined their brother who was already living and working in Marshalltown. Su started attending English as a Second Language classes in 2021 and while attending these classes, she learned about the Certified Nurse Assistant (CNA) class for adult literacy students.

Su first took the 45-hour Health Careers Preparation course to help her become familiar with the topics, vocabulary and basic math necessary during the official CNA class. She then moved to the CNA class at Iowa Valley Community College District. After the 75-hour class, she took her skills and computer tests and passed those in June of 2022.

Su accepted a Nurse Aid position with Accura and has been working there since August 1st. Although, Su obtained her high school diploma from her country, she will begin pursuing her high school equivalency diploma in January. Due to the partnership between the adult literacy programs and PACE, Su was able to complete her certificate class at no charge to her. It included tuition, books, nursing shoes, and testing fees.

Chase

SSG Chase Stutzman from the National Guard Unit in Ottumwa brought Alexis into IowaWORKS in January of 2022. Alexis had just completed Advanced Individual Training (AIT) in Human Resources and was looking for full-time employment to replace her current part-time job. Alexis was enrolled into Title III and met with Career Planner Brenda Noe several times in-person and by phone for career planning appointments. Alexis is enrolling at Indian Hills Community College, but was very unsure of what career path she was interested in. Brenda worked with Alexis assessing her skills and interests to match her to potential career fields, helped Alexis prepare her resume, completed mock interviews, and gave her tips for job searching online and in-person.

Brenda contacted Ottumwa Foot and Ankle Clinic about how Alexis could be a fit with a position that they had open in their office. Brenda sent Alexis's resume to the employer and they chose to schedule an interview. Alexis was hired full-time at the clinic, doing reception work in the front but also helping with patients. She was very appreciative of Brenda's help in finding the position, because it had perfect hours for her, she enjoyed working with the team, and she is less stressed throughout the day. She also indicated this might have helped her find a career path, stating, "I would have never thought I would want to work in healthcare but I actually really enjoy it and maybe someday I will pursue that as a career (still trying to figure that out)."

Annual Performance Analysis

WIOA Outcomes		
Wagner-Peyser		
Measurement	Negotiated Rate	Actual Rate
Employment 2nd Qtr	73.0%	63.5%
Employment 4th Qtr	70.0%	63.5%
Median Earnings 2nd Qtr	\$6,100	\$7,302

Adult		
Measurement	Negotiated Rate	Actual Rate
Employment 2nd Qtr	73.0%	83.9%
Employment 4th Qtr	70.0%	75.0%
Median Earnings 2nd Qtr	\$5,400	\$7,957
Credential Attainment	67.0%	85.0%
Measurable Skills Gain	44.0%	67.0%

Dislocated Worker		
Measurement	Negotiated Rate	Actual Rate
Employment 2nd Qtr	85.0%	74.1%
Employment 4th Qtr	83.0%	45.5%
Median Earnings 2nd Qtr	\$8,400	\$8,594
Credential Attainment	68.0%	66.7%
Measurable Skills Gain	31.0%	67.9%

Youth		
Measurement	Negotiated Rate	Actual Rate
Employment 2nd Qtr	73.0%	75.0%
Employment 4th Qtr	72.0%	80.0%
Median Earnings 2nd Qtr	\$3,600	\$5,674
Credential Attainment	59.0%	100.0%
Measurable Skills Gain	41.0%	53.7%

Vocational Rehabilitation	
Measurement	Outcome
Number of Participants Served	799
Count of Successful Closures	125
Average Closure of Hours Worked Per Week	30
Average Closure Hourly Wage	\$14.79
Count of Unsuccessful Closures	100
Participants Co-Enrolled in other WIOA Programs	144
Percent Co-Enrolled	18%