

South Central Iowa Local Workforce Development Board Program Year 2022 Annual Report Narrative

July 1, 2022 to June 30, 2023

Executive Summary

During program year 2022, South Central Iowa Local Workforce Area continued to develop resources and capacity. The board has made intentional and concentrated efforts to collaborate with stakeholders to leverage resources and launch innovate system and program design as well as continued implementation of the Workforce Innovation and Opportunity Act. This report is organized to give reader's insight to the COVID-19 post pandemic response, sector strategies, business services and employer engagement, program highlights and innovation. This includes performance across our core partner programs, participant success stories, and annual performance analysis.

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 (AJC), one in Ottumwa and one in Marshalltown.

IowaWORKS Office Locations	
Ottumwa IowaWORKS	
Center Manager Name	Jennifer Erdmann & Micheal Cockrum
Mailing Address	15260 Truman Street, Ottumwa, Iowa 52501
Operating Hours	Monday, Tuesday, Thursday, Friday 8:00 am - 4:30 pm; Wednesday 9:00 am - 4:30 pm
Phone	641-684-5401
Email	OttumwaIowaWORKS@iwd.iowa.gov
Website	https://workforce.iowa.gov/locations/iowaworks-ottumwa
Marshalltown IowaWORKS	
Center Manager Name	Jennifer Erdmann & John Valenta
Mailing Address	Southgate Plaza, 101 Iowa Ave W UNIT 200, Marshalltown, IA 50158
Operating Hours	Monday, Tuesday, Thursday, Friday 8:00 am - 4:30 pm; Wednesday 9:00 am - 4:30 pm
Phone	641-754-1400
Email	MarshalltownIowaWORKS@iwd.iowa.gov
Website	https://workforce.iowa.gov/locations/iowaworks-marshalltown

South Central Iowa Workforce Area Vision, Mission, 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 which is inclusive of all partners, a Communication plan, a Business service plan, and 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 including: Rent of facility, utilities and maintenance, equipment, technology of facilitate access, business services, and 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 South Central Iowa. By focusing on the development of innovative resources, the Local Board helps create the conditions allowing localized talent development efforts to thrive, resulting in 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, talent supply chain, transportation, housing, and childcare.
- 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 to businesses and individuals.
- Professional Development - Equip workforce service professionals with the necessary resources to respond to job seekers' and business needs. Identify, develop, and provide training opportunities for practitioners based on local learning and development needs.

COVID-19 Post Pandemic Response Continued

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 virtual workshops. These strategies assist in serving our rural populations that do not live near one of the IowaWORKS locations. The local area continues to implement the Reemployment Services and Eligibility Assessment (RESEA) program.

Sector Strategies

The board views sector partnerships as the vehicle for aligning public partners with industries' needs in an effective, results-driven manner while addressing 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 board was awarded a health care apprenticeship grant to create health care industry registered apprenticeship programs in partnership with the Jacobson Institute at Grand View University.

Business Services and Employer Engagement

An integrated team including the board executive director, representatives from the core partners and other relevant partners that engage businesses are invited to attend regular meetings in both local IowaWORKS Centers to discuss upcoming events, employer contacts, and coordinate joint employer outreach. Local IowaWORKS teams utilized various event strategies to promote openings, including single employer hiring sessions, mixers, in-person job fairs, resource fairs, and drive through job fairs.

Program Highlights and Innovation

Adult, Dislocated Worker, & Youth Programs

Indian Hills Community College is the Service Provider for the Title I programs. During Program Year 2022, Title I programs surpassed the recommendations in most performance measures and provided services to 416 participants with 160 of those being new enrollments. There were 129 exits and closures and a total of 138 credentials earned including certificates, diplomas and degrees. Some highlights from PY22 include hiring new Career Planners in Ottumwa and Marshalltown, collaborating with Central Iowa Juvenile Detention Center, Worker Information Meetings, completed Local Monitoring, optimized data integrity, and developed the Emergency Medical Technician summer youth internship.

Rapid Response

During program year 2022 South Central Iowa Workforce Area assisted 7 businesses and 372 employees with Rapid Response activities, including employer meetings and worker information meetings.

Registered Apprenticeship

IowaWORKS teams support customers that document interest in Registered Apprenticeship by providing a virtual workshop about the apprenticeship process and helping identify potential apprenticeship sponsors with programs that would match their interests.

Adult Education & Literacy

Indian Hills Community College

Adult Education and Literacy (AEL), GAP Tuition Assistance Program, and Pathways for Academic Careers (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 was offered 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.

AEL had 239 students enrolled in total, with 166 in the English Language Learners (ELL)/English as a Second Language (ESL) program and 73 in the High School Equivalency Test (HiSET)/Adult Basic Education (ABE) program. Adult Literacy has begun working with surrounding businesses in 2023, partnering with JBS to begin a HiSET program offered at the employer site.

Iowa Valley Community College

In Program Year 22 (PY22), Iowa Valley Title II Adult Education and Literacy served 453 enrolled students with a total of 35,769 attendance hours for all participants, 288 in the ESL programs and 165 in the HiSET/ABE programs, 23 students achieved their High School Equivalent Diploma. The Program served 73 students out of the total 453 via online classes, 45 in HiSET/ABE and 28 in ESL with a combined total of 5,138 hours of attendance 7 online students achieved their High School Equivalency Diploma.

During PY22, the Adult Literacy Program served 17 students in the incumbent worker training in partnership with Jeld-Wen Windows & Doors out of Grinnell, with a total of 614 hours of attendance. Their employees attended classes onsite to learn and improve their English skills before or after their regular shifts. The Program also served 10 students in the IET Certified Nurse Assistant program through a partnership with the Iowa Valley Business and Community Solutions team, with a total of 828 hours of attendance. Both programs are part of the Integrated English Literacy and Civics Education (IELCE)/Integrated Education and Training (IET) initiatives through Adult Education & Literacy; these initiatives allow students to take advantage of upskilling opportunities that they would otherwise not have.

Iowa Valley continues a historical partnership with Marshalltown JBS that has expanded over many years. Currently, the partnership allows employees and their dependents to take advantage of upskilling opportunities at no cost to them; these activities include High School Equivalency, English as a Second Language, and Citizenship classes.

During PY 23-24, the program plans to expand IELCE/IET opportunities for our communities to include a Basic Welding Course, another Healthcare Career related pathway, and perhaps an additional partnership with an area employer.

Wagner-Peyser

1,781 individuals received participant level services and more than 5,000 customers utilized self-services. 4,949 services were documented to 630 employers.

Offender Re-Entry

IowaWORKS in Ottumwa worked with Iowa's 8th Judicial District to present an employee workshop on Working with Returning Citizens. Representatives from the Ottumwa Residential Facility and Iowa Workforce Development Reentry Coordinator Shelley Seitz made presentations on reasons to hire returning citizens and information about the Work Opportunity Tax Credit and Federal Bonding. A team member was trained to become a certified Offender Workforce Development Specialist. The Marshalltown American Job Center began presenting service orientations to the Marshalltown Residential Facility and offering EMERGE (Empowering and Motivating Ex-Offenders to Reach Gainful Employment) workshops.

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 Veteran Service Officers and Veteran Affairs Community Based Outpatient Clinics, participated in local Point-in-Time counts of people experiencing homelessness, and held events specifically targeted for Veterans and their spouses to connect them with resources available locally. IowaWORKS in Marshalltown collaborates with the local veteran's hospital to serve individuals.

Implementation of Priority of Service

Priority of Service for Veterans and their spouses is applied to all programs in both IowaWORKS centers. There are local policies in place to identify Veterans and their spouses to ensure that priority is given. 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.

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.

- Total number of participants Served: 916
- Number of successful closures: 124
- Average closure hourly wage: \$15.91

Participant Success Stories

Title I – Adult, Dislocated Worker, & Youth Programs

Celeste enrolled in the Title I program in August of 2021. At that time, she was preparing to begin her second year as a student in the Indian Hills Community College Dental Hygiene program. She had been successful during her first year, but with the intensity of the program and children at home, she was unable to work to pay for tuition and extra expenses. Celeste says that one of the biggest challenges she faced in trying to balance school and life was childcare.

She said, "It was very difficult making arrangements for drop offs and pick-ups for my children. My husband works third shift and I would get out of school by 5:30, I would have to rush to be able to pick up my kids on time from PTYC. It was hard to study and do homework with my kids since I had no body to watch them for me."

In spite of these challenges and a very demanding program, Celeste excelled in school with a perfect 4.0 GPA. She graduated with her Associate of Applied Science degree in Dental Hygiene in August 2022. She also passed her board exams with flying colors. Celeste is now a registered dental hygienist through the Iowa Dental Board and has her general anesthesia license.

Throughout her training, the Title I program at IowaWORKS was able to help her with some of her tuition, costly dental instruments, and her board exam fees. This is a difficult program but Celeste was very passionate about doing whatever she could to be successful. Celeste says, "I chose dental hygiene because I believed I could make a difference with the community of Ottumwa. By educating them on the importance of oral health care. I want to help people fall in love with their smile again. I am looking forward to making a difference in my patients' oral health needs."

Title II – Adult Education & Learning

Iowa Valley held its annual High School Equivalency graduation on July 20. They had 6 out of 23 graduates attend the ceremony. Many of the graduates were already working at new jobs or attending post-secondary training, which made it impossible for them to attend the ceremony. The guest speaker was Krista Tedrow. She had an inspiring message for the graduates. Iowa Valley has a great support system; several board members attended as well as the President, administrators, and staff. Iowa Valley purchased caps and gowns for all the students, which will continue to be used in the future.

Title III – Wagner - Peyser

James is a US Navy Veteran that was referred to the Veteran Career Planner by Community Based Outpatient Clinics (CBOC). He had moved to Iowa from California and was living on funds from the sale of his house. He had not worked since the COVID Pandemic began. Disabled Veterans' Outreach Program specialist Jennifer Cremer met with James on a weekly basis as possible to discuss his job search. DVOP made referrals to Wapello County Veterans' Service Officer to help James get a new copy of his DD214 and other documents lost in his move and to IVRS to help with a mental health concern that he'd documented to DVOP. DVOP also helped James create a budget to determine the amount of money he would need in a new position and prepare his resume.

DVOP and IVRS Case Manager both promoted to James that he attend an Employment Mixer in the Ottumwa IowaWORKS Center on 9/26/22. James attended and reported on 10/3 that he had gotten a job with Overland Outfitters at \$20.00 per hour as a result of his attendance at the event. The position initially is temporary through January with the potential to turn into full time employment. He was grateful to the career planners that had helped him and told DVOP and IVRS Case Manager that he would stay in touch with them.

Title IV – Iowa Vocational Rehabilitation Services

Marshalltown Iowa Vocational Rehabilitation Services (IVRS) supported a woman who applied due to a diagnosis of chronic migraines. This would cause dizziness, fainting, and black outs with sensory sensitivities to light and smell. Her migraines limited her ability to drive so she often missed work and was fired from jobs. Due to her struggles, she had 3 suicide attempts, but continues maintenance on her mental health via counseling.

Prior to applying to IVRS, she had a BA Degree in psychology and most of her previous work experience was as a Pharmacy Tech. However, she kept losing jobs and since these were the jobs she knew, and they had openings she moved from one job to another and eventually found herself commuting over one hour to get to work resulting in more job loss.

They determined she needed flexibility and since she had a BA Degree, discussed substitute teaching, knowing it would be more flexible and if she didn't feel well, she could turn down work. Needing to pay bills, she kept losing jobs as a Pharmacy Tech until she decided to look into the classes for substitute teaching. She was encouraged that she could take the classes online and made the decision to jump in. IVRS paid for the needed classes and credentialing, and she is now working for the local schools as a substitute teacher, she sets her own schedule and can usually put in 2-3 days a week, mostly in the elementary setting. She is making \$140/day.

Annual Performance Analysis

PY22 WIOA Outcomes		
Adult		
Measurement	Negotiated Rate	Actual Rate
Employment 2nd Qtr	72.5%	84.6%
Employment 4th Qtr	66.0%	84.3%
Median Earnings 2nd Qtr	\$6,100	\$8,154.40
Credential Attainment	65.0%	73.1%
Measurable Skills Gain	50.0%	70.5%

Dislocated Worker		
Measurement	Negotiated Rate	Actual Rate
Employment 2nd Qtr	78.0%	82.6%
Employment 4th Qtr	78.0%	75.0%
Median Earnings 2nd Qtr	\$8,900	\$10,561.90
Credential Attainment	69.0%	87.5%
Measurable Skills Gain	50.0%	77.4%

Youth		
Measurement	Negotiated Rate	Actual Rate
Employment 2nd Qtr	73.0%	96.0%
Employment 4th Qtr	73.0%	83.3%
Median Earnings 2nd Qtr	\$3,700	\$7,863.74
Credential Attainment	60.0%	61.5%
Measurable Skills Gain	45.0%	46.3%

Wagner-Peyser <i>Not negotiated with LWDBs</i>		
Measurement	Negotiated Rate	Actual Rate
Employment 2nd Qtr	60.0%	72.83%
Employment 4th Qtr	67.0%	72.16%
Median Earnings 2nd Qtr	\$6,600	\$9,461.40