



MWCA Promising Practices

SUBMISSION FORM

WDB Name/WDA _____ Workforce Development, Inc. WDA #8 _____

Submitted by __Wanda Jensen/Jinny Rietmann _____

**Attach a description (no more than two pages) describing the innovative practice.
Please address the following points:**

- Overview describing the innovative practice
- Jobseeker impact (ie: benefits, outcomes for jobseekers)
- Employer/Community impact (ie: benefits, outcomes for non-jobseekers)
- Identification of those involved, including collaborators
- Leveraging/alignment of outside resources
- Ideas for replication/lessons learned

Information can be mailed, faxed or e-mailed to:

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DUE DATE: FRIDAY JULY 28, 2017

Criteria for Selection of Outstanding Practices	Maximum Points
Overview describing the innovative best practice	20
Jobseeker impact (ie: benefits, outcomes for jobseekers)	20
Employer/Community impact (ie: benefits, outcomes for non-jobseekers)	20
Identification of those involved, including collaborators	15
Leveraging/alignment of outside resources	15
Ability for use or replication by others	10
TOTAL	100

Program/Initiative Title: A Sector Approach to Career Planning
WDA Name: Workforce Development, Inc. WDA #8

Overview describing the innovative practice

Workforce Development, Inc. has been using a sector approach with the Workforce Development Board (WDB) for many years. Our WDB has sector committees to stay on top of demand-side industry issues and taskforces to tackle the supply-side challenges. This model works well but never really extended to the staff and customer levels, which worked primarily under a programs and services model. We determined that to move forward we need all levels of the organization working from a sector approach. Career counselors did a great job with the counseling and the program management but sector strategies didn't always get conveyed to the customer.

We are embarking on a change. We laid out the attached flow chart which shows the previous program model where Career Counselors helped customers based on programs, eligibility and applicable WFC services. Then we developed the new model that places the focus on Industry Sectors and Career Pathways and moves the program discussions into the background. Customers are focused from the beginning on the career pathways that will lead them to higher paying jobs with a future.

Jobseeker impact (ie: benefits, outcomes for jobseekers)

Job Seekers see immediate benefit by having prompt interest and skills assessments and moving directly to discussion about in-demand careers. They are paired with a sector-specific Career Planner (note the change in job title) that knows the sector and the best way to access that Career Pathway. The job seeker still gets the required program information but the focus is on the individual and the career versus program compliance.

Employer/Community impact (ie: benefits, outcomes for non-jobseekers)

Employers have input to the process from start to finish whether as part of the WFDB or as an industry expert and hiring employer. The employers provide the critical information needed for a customer to be successful in this industry and they will be an important resource for Career Planners who will be learning the industry to the expert level. Employer benefit speaks for itself – focused, trained employees who know what they want and how to get it. In addition, this opens doors for discussions on work-based learning programming relevant to their sector and replicable between employers.

Identification of those involved, including collaborators

All WDI Career Planners have identified their sectors of interest based on the top industries in the region. Many have previous experience as Career Coaches where they became knowledgeable about specific sectors. Some have chosen to continue to add knowledge on those sectors and others are adding experience and knowledge in a new or additional sector. In order to make sure that all Career Planners feel secure in their changing roles we have extensive training planned for the upcoming year. The training will include building knowledge about specific individual sectors and career pathways but will also include cross-training in all programs to ensure that each Career Planner has the tools to meet any and all customer needs.

Leveraging/alignment of outside resources

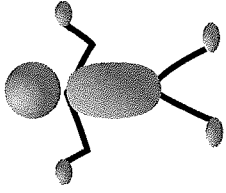
WDI is moving to this model to ensure that our customers get relevant and timely information about the in-demand sectors and career pathways. Funding for each individual will still be based on eligible programs but since all Career Planners will know all programs we see this model as a way to increase co-enrollment and braiding of funding sources. Having employers directly involved in the training and career pathway development will generate interest and funding opportunities as we move the model forward.

Ideas for replication/lessons learned

This will require effort on the part of everyone involved and frankly, it is a culture change. It is a different way to look at our work. The sector-approach model is a great way to acknowledge the importance of sectors and career pathways and other regions could embrace a sector approach using the model provided or one that fits the work being done in their areas..

Feedback so far from Customers, Human Service Directors, Employers, Career Planners and others has been positive. We do have initial anecdotal data that shows that this model changes the discussion between the customer and the Career Planner and places the focus directly on employment in growing sectors. This is an exciting change for WDI and we thought you may be interested in hearing about it from inception. We would be willing to follow up next year as we move through the changes.

Current Customer
Experience



Identified as MFIP/DWP, SNAP,
Dislocated Worker, Adult, Youth
or Universal

Referred to Program
Career Counselor

MFIP or
DWP

SNAP

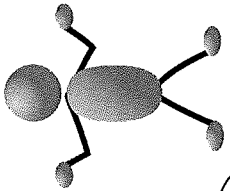
Dislocated
Worker

Youth

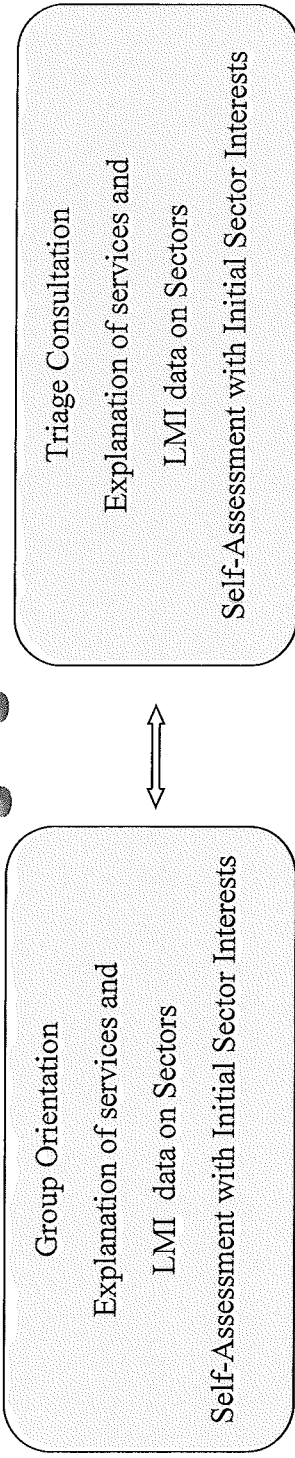
WIOA Adult

Grants &
Special Projects

Universal



Sector Customer Experience



Skills and Interest Inventories, Informational Interviews
Financial Literacy Education

Sector Decision and Referral to
Industry Expert Career Planner

- Healthcare
- Customer Service
Retail Management and Leadership
- Manufacturing
- Finance, Banking, Entrepreneurship, Public Service
- Services and Trades: Carpentry, Public Service, Truck Driving
- Information Technology
- Undecided

Career Planners have strong employer connections. Career Pathways, Industry Credentials, Sector Employers and Formal Training Identified for each Sector. Board Sector Committees and Area Employers support each Sector. Programs fund sector strategies and training behind the scenes. Services will also be available for those not yet ready for work.