



MWCA Promising Practices

SUBMISSION FORM

Central Minnesota Jobs and Training Services, Inc. / WDA 5

WDB Name/WDA _____

Barbara Chaffee, Chief Executive Officer

Submitted by _____

**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: Work Wright
WDA Name: Workforce Development Area 5

Overview describing the innovative practice

“Work Wright” is an informative and engaging workforce services and career solutions weekly, live radio, broadcast show that is also streamed online. “Work Wright” serves to promote jobs, careers, and advancement opportunities in and around Wright County, located in Workforce Development Area 5.

“Work Wright” started on May 15, 2017, and is built upon a long-standing productive partnership with KRWC and Central Minnesota Jobs and Training Services, Inc. The show is broadcast remotely from either a participating business or from the Monticello WorkForce Center. The broadcast talks with, and about, a number of diverse companies in Wright County. Listeners learn about products, services, markets, available jobs, and career pathways, thus increasing public awareness of local businesses. “Work Wright” discusses first, next, and last jobs. It explores high-growth and high-demand occupations. Listeners learn how to find, train for, and keep jobs. The show also elevates the value and availability of WorkForce Center services. Businesses connect with the WorkForce Center to find, train, and keep employees. “Work Wright” celebrates the benefits of living and working in Wright County and emphasizes the economic vitality of the area. The broadcast provides resources, information, hope, and inspiration to 8,000 listeners, sunrise to sunset. KRWC is Wright County’s community-minded companion. To date, nine sessions have been broadcast and have focused on manufacturing, healthcare, retail, social services, and environmental services.

Jobseeker impact (ie: benefits, outcomes for jobseekers)

Job seekers gain first-hand, intimate knowledge about companies and careers not commonly advertised. Job seekers learn about available positions, employment processes and advancement opportunities - in a conversational format that fosters familiarity and interaction. Job seekers learn about job search tools and resources, including job search tips, resume writing, resume reviews, interview preparation, wage negotiation, networking, and social media job search strategies. Job seekers also learn of WorkForce Center services.

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

“Work Wright” is a new tool in the labor exchange toolbox. Employers benefit from a non- traditional outreach method that directly connects them to their desired labor market. Companies increase their visibility and public relations in the community. Citizens learn that living and working in Wright County can enhance their quality of life, decrease expenses, improve work-life balance, and contribute to the overall economic vitality of the area. People choose to listen to “Work Wright” to be informed about jobs, careers, and the companies in their area.

Wright County is very fortunate to have its own radio station. KRWC is a unique county amenity that provides information, entertainment, companionship, community safety, and more. The county is invisibly, yet readily linked together over KRWC’s frequency, creating a sense of place and purpose. KRWC provides listeners a local connection to their communities on a daily basis. The broadcast is a creative venue that effectively partners with area business and industry to meet shared goals of finding jobs and employees.

Identification of those involved, including collaborators

The following list of businesses have participated in the weekly radio show to date:

- Central Minnesota Jobs and Training Services, Inc.
- KRWC 1360 AM (host)

- WorkForce Center Partners
- Fleet Farm: Monticello
- Parkview Care Center: Buffalo
- Functional Industries: Buffalo
- Randy's Sanitation: Delano
- Prairie River Home Care: Buffalo
- Dura Supreme: Howard Lake
- Albertville Premium Outlet Mall

Additional businesses commit to be a part of the show every week. This list of collaborators will continue to expand.

Leveraging/alignment of outside resources

Partnerships with business, industry, and media are leveraged weekly to align efforts and to create shared vision and goals. KRWC is currently providing the airtime for this show free of charge as a benefit to the community and job seekers. The goal is to demonstrate a value-added benefit to the businesses.

Ideas for replication/lessons learned

Partner with local radio media, propose mutual gain.

Be creative, flexible, and outgoing in your pursuits.

Plan broadcast content with business partner prior to broadcast. Discuss and agree upon the message the business wants to convey.