

Community Issues Management



**PRESENTED BY:
RICHALENE (RICKI) M. KOZUMPLIK
AHA CONSULTING
134 WEST THIRD STREET
PERU, IN 46970
PHONE: 765-472-1495
FAX: 765-472-1457**



***Vision without action is a
daydream.***

***Action without vision is a
nightmare.***

Japanese Proverb

What We Will Cover



- Definitions of *program* versus *community issues* management
- The 6 steps to community issues management
- Examples –local and nation-wide
- Self Assessment
- Develop an action plan

Collective Challenge



To establish a comprehensive plan to meet community workforce development needs that

- Is system focused rather than program focused
- Pays attention to community goals

Program Versus Community Issues

Program Issues:

- Performance measures
- Operational measures
- Services
- Activities

Community Issues:

- Reduce dropout rate/ increase graduation rates
- Decrease workforce mismatch
- Increase business profits
- Streamline fragmented WFD system

Sample Addressed Issues Across the Nation

- **Ethics in the Workplace – Riverside, CA**
- **Lack of Soft Skills – Montana**
- **Unified Economic Development approach across counties within a Workforce Area – North Central Indiana**
- **Homeless – Indianapolis, IN**
- **Focusing services for manageability –**
 - **Business services – Indiana’s Region 1**
- **Service integration – all regions/areas in Indiana, Texas, Oklahoma**
- **Aging Workforce – North Central Indiana**
- **Life long learning – North Central Indiana**

Community Issues...



- Require collaboration and partnering
- Require multi-year investment
- Are bigger than one agency can address
- Cannot be solved by just implementing a new program
- Require a complete “initiative” to solve them



Community Issues Management Steps



Identify Key Community Workforce Development Issues



Three Guiding Questions:

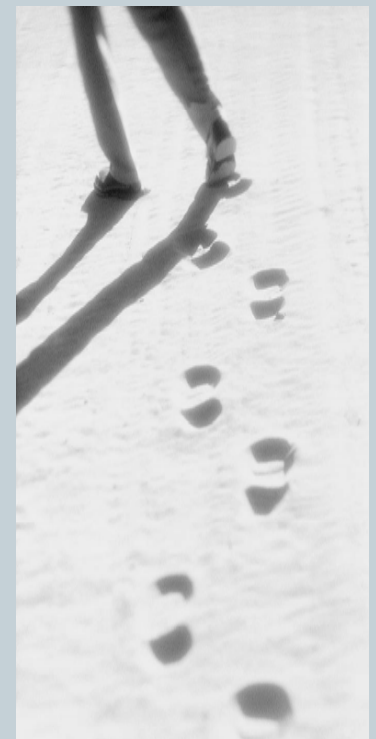
- What are the community needs?
- What are the labor market needs?
- What type of infrastructure exists?



Steps to Identify Community Issues



- **Conduct Community Audit**
 - Community Demographics
 - Labor Market Information
 - Current and Future Supply Side Skills Availability
 - Current and Future Demand Side Requirements
 - Create 21st Century Service Map
 - Create 21st Century Resource Map
- **Conduct Gap Analysis**
 - LMI/demographics and current/future needs
 - Supply/demand
 - Service/resources



Develop Community Plan

- Review community audit results with community

- Media blitz
- Community Forums
- Others???



- Create Plan – Retreats/Strategic Planning Sessions with Key Community Leaders

- Community
- Board
- Others???



Identifying Community Leaders to Help

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“Formal” Leadership



“Informal” Leadership





Identify Your Community Leaders

**With others from your area, list
on the matrix**

- **categories of formal leaders**
- **names of leaders within those categories**
- **names of informal leaders**

Plan Should Include...



- Key community workforce issues
- How you identified them
- Strategies and action plans to address them
- Budget to complete the plan
- How the plan will be funded (total budget met)
- How progress will be monitored
- How adjustments will be made based on monitoring
- When community can expect a report card on results of community plan

Publish Community Plan



- **Use multiple methods**
 - Create a picture in the mind of what the results will look like
 - Communicate the image to others.
- **Distribute to full community**
 - Move others by a clear image of the future pulling them forward.
 - Appeal to others based on individual values, interests, hopes, dreams, and aspirations

Manage Community Plan



- Utilize a tickler system for key milestones
- THESE are the Board agenda items
- Foster collaboration to capitalize on shared values
- Help achieve small wins to promote consistent progress and build commitment
- Recognize individual contributions to the success of a project or venture
- Celebrate accomplishments

Evaluate Progress on Community Plan



- Pay balanced attention to short-term and long-term goals
- Identify what milestones/goals are
 - Being met
 - ✦ On time
 - ✦ Early
 - ✦ Late
 - Not being met
- Determine why the results are happening
- Utilize progress results to make adjustments in the plan as needed

Publish Progress Results

- Do it annually
- Identify what goals were
 - Met
 - ✦ On time
 - ✦ Early
 - ✦ Late and why
 - Not met and why
- Publish changes to the plan due to the progress results
- Document and give credit to partners (individually and collectively) for accomplishments of the partnership



Self - Assessment



- With individuals from your area, review the *Community Issues Management* checklist
- Check “yes” for those items you your Board has already completed
- Check “no” for those items that your Board needs to address

Sharing Local Successes

Part 1 –

List Your Promising Practices

- Review your items checked “yes” on your checklist



- Determine which ones you would be willing to share with your peers
- Go to the appropriate flip chart



- List your area on the flip chart



Develop Action Plan

- **Look at the items marked “No” from your list**
- **Prioritize which should be addressed first, second, and third, etc.**
- **Identify a strategy to address the step(s)**
- **Include**
 - Who will address it
 - What they will do
 - What is your role in it?
 - When will it get done?



Sharing Local Successes Part 2 –

Share
Accomplish-
ments with
Each Other

- Write down the top 3 priorities from your checklist
- For each of the priorities, go to the appropriate checklist and note the areas who listed themselves as being willing to share their experiences
- When you return to your office,
 - contact those areas to learn from them
 - respond to others who contact you for information



Remember, people will judge you by your actions, not your intentions. You may have a heart of gold -- but so does a hard-boiled egg.

