

Adult Services Committee – Strategic Planning February 20, 2014 -- Meeting Notes

Attendees: Randy Johnson, David Niermann, Dan Wenner, Sandy Froiland, Diane Halvorson, Anthony Alongi, Nola Spieser, Roland Root, Kim Peck, Rick Roy, Tasha Truskolaski

Facilitator update – DEED has continued in conversations with Corporations for a Skilled Workforce to secure a facilitator for upcoming strategic planning meetings. Cynthia Bauerly is optimistic a contract will be executed this week. McKnight will be covering a large portion of the facilitation costs with DEED picking up the balance.

The committee discussed how the facilitator can best be utilized.

Why are we doing this strategic planning process – The committee discussed the purpose of the committee and why this work is important moving forward. Randy Johnson noted that there is movement on WIA Reauthorization.

Customer groups – The committee agreed to begin the discussion by discussing customer groups rather than discussing individual programs. In addition, the committee agreed to have the discussion around the workforce system, not a focus on workforce centers. The mission of the committee is to have a workforce development system that puts adult to work.

The committee moved to the discussion of three groups within the workforce system: highly skilled individuals who need little help from the workforce system, the middle group that may not qualify for all programs but are seeking some assistance, and individuals with significant barriers to employment that need significant workforce system assistance. These groups cover jobseekers whether or not they seek assistance from the workforce system.

Group 1 – Self-directed job seekers

Characteristics:

- High level of computer skills
- Access to internet
- Good/recent work history
- Decent resume – knows how to do a resume
- Awareness of social media tools
- Good network – users of networking groups
- General economic stability
- Some level of post-secondary education
- High level of essential employment skills – soft skills

Needs of this group:

- Triage – service roadmap
- Online services – labor market information, service roadmap,
- Self-assessment – selling confidence – “Are You Ready?”
- Advice and tips
- Updated resume
- Job leads
- Updated resume
- Network connections
- Interview tips
- Little need for continued education
- Job fairs

Group 2 – Jobseekers who need moderate staff assistance

Characteristics:

- Contains characteristics from Group 1 and 3, but varies from person-to-person. Difficult group to define, but they recognize they can use some portion of the system.
- Lower/modest computer skills
- Modest social media skills
- Occupational skills and work history not readily evident
- Economic stability
- Lack of networks
- Modest level of employment skills – soft skills

Needs of this group:

- A good assessment to determine the precise needs of this job seeker
- Need connections to some community services
- Job leads
- Hands on workshops – job search, resumes, networking,
- Career counseling
- Access to training
- Career fairs/hiring events – helps them get in front of employers they may not otherwise access
- Upgrade work history – experiential learning

Group 3- Significant barriers to employment - needing intensive staff assistance

Characteristics:

- No computer skills
- Very late in the job search – long term unemployed
- Obsolete job skills

- Multiple barriers – criminal history, disability, English,
- Low education level
- Poor work history
- Low income
- Limited job search skills
- Nonexistent network
- More likely to be accessing other government services
- Lack of essential skills to stay employed (soft skills/intangible skills)

Needs of this group:

- Individualized assistance
- Awareness/enrollment in to eligible programs
- Education/training
- Need a network or support group
- Employment and career planning
- Financial assistance/economic support – financial literacy training
- Basic computer skills
- Personal connection with employer about this candidate
- Continued, ongoing mentoring and coaching
- Retention services
- Collaborative case planning with community partners – need a seamless interface between the various partners
- Establish a work history and improved work maturity skills

The committee recognized that another customer is business. The two committees will have to combine efforts in the future to make sure all customer needs are met.

There are also groups with so many severe barriers that have so high of needs that there is no ability to benefit from services available in the workforce system. These individuals need services beyond those available in the workforce system.

System apparent service strengths

- Assessment of needs – technical and soft skills, financial, background issues, emotional, literacy
- Access to job leads
- Referral source
- Access to online services
- Job fair organizers
- Arrange/broker work-based learning opportunities – tools to provide on the job training assistance – financial subsidies to employers
- Employment/career plan development
- Career navigator/case management

- Financial assistance(training and support)
- Pre-vocational training and career awareness
- Relay of business needs
- Partnerships and relationships
- Granting writing
- Fiduciary capability

System Partnerships – strengths beyond the WFCs

- Strong relationships with:
 - TANF/county public assistance
 - School districts
 - Centers for independent living
 - Juvenile justice
 - CAP agencies
 - Post-secondary education
 - ABE
 - Library system
 - HRA's
 - Chamber of Commerce
 - Public health
 - Initiative funds
 - Employer associations
 - Economic development
 - Transit systems
 - Temp. employment agencies
 - Non-profits
 - Labor unions
- Statewide system
- Regional system
- Federal system

System Gaps

- Mobile technology apps for services
- Location/distance to personal intensive services
- Lack of consistency in triage/assessment
- Need continued professional development all staff
- Need continued professional development for management staff
- Professional learning network
- Lack of self-directed online services
- Digital literacy training

- Better, faster, cheaper connectivity – state contract restrictions
- Cultural awareness/competency of staff
- Financial limitations with training resources
- Outreach and marketing of our services
- Incumbent worker services
- Low-income (over poverty level), under-employed worker services
- Credential mapping
- Federal standards prevent the system from serving those most in need
- Lack of infrastructure money for capacity building and simple maintenance
- Business engagement – inventory
- Easy to read service roadmap/menu of services
- Operating systems re-write – MNET, WF-1
- Soft skill training/consistency
- Career/industry expertise – knowledge sharing system
- Attitudes around people with barriers (disabilities, long-term unemployment, older workers, offenders, etc.) – families, businesses,
- How do we describe who we are and what we do to legislators – advocacy gap for the system

Service matrix – The committee then moved the discussion to the service matrix. The changes to the matrix are as follows:

- Add pre-vocational training services
- (7) Strengthen statement regarding career planning/counseling – employment plan
- (10 & 11) Separate training services into work-based training and classroom training
- Add work readiness/work XXX training
- Add incumbent worker training

Next steps:

The committee discussed what the focus of the next meeting should be and the role of the facilitator.

- ✓ Go through the information produced today to develop recommendations
- ✓ Look at the “What is a Workforce Center” as a starting place – Tasha get a copy of this to circulate to the committee – sent from Rick Roy. Come to an agreement on what factors we should like at in determining a workforce center
- ✓ Continue updating the matrix
- ✓ Determine how we are going to serve the three groups of people addressed. Start with ideal and then explore alternatives and practical

The committee will report to the MWCA Operations Committee meeting next Thursday, April 24. The next meeting is tentatively scheduled for May 8 from 9:30 – 2:30.

The committee adjourned at 2:00 p.m.