

Adult Services Committee – Strategic Planning May 8, 2014 -- Meeting Notes

Attendees: Randy Johnson, David Niermann, Dan Wenner, Roland Root, Kim Peck, Nola Speiser, Jessica Paquin, Ed Lecher, Anthony Alongi,

At the last meeting, the Committee discussed the customer. The discussion then started around what is a workforce center. Rick Roy will be heading this Strategic Planning Process in the absence of Cynthia Bauerly. There are ongoing discussions with the facilitators from Corporation for a Skilled Workforce. The next steps will include discussions with other partners.

Recommendations:

- Develop a template of considerations as a checklist when the dedication or closure of a workforce center is being considered. May be updating the workforce procedures manual.
- Check on how UI connects applicant to WRCs and MNWorks (Rick C.)
- Regional “call centers”
- Address duplication of online services (i.e. ISEEK)
- Organize information for businesses – use business language to describe services
- Should SSB Senior Services be part of the WFC?
- We believe in co-location when feasible. Develop criteria for when it works (start with existing study on this issue).
- Need strong communications with Higher Education – encourage more flexible training options
- Consistent system-wide triage is key to all groups
- Career pathways – different intensity levels for different customers
- Service model where we provide services where the customer is at rather than make them come to us

The committee worked on the tables created at the April meeting to add recommendations:

Self-directed Jobseekers (early job search?)

Characteristics of Population	Needs of Population	Our Strengths in Meeting those Needs	Our Challenges in Meeting those Needs	Recommendations
Moderate to high computer literacy , frequent access to Internet and social media	Online services (roadmap, labor market information) - ability to use on the devices they have	* Access to online services	* Services generally not available on handheld/portables * Technology upgrades raises risk of inadequate updates * Lack of self-directed online services * Duplication of some online services (e.g., ISEEK.org, CareerOneStop, etc.)	*Clear online roadmap to services, a decision tree (start with work already done such as the Doitte study). *Triage process that puts job seeker on the current road map of what they can do on their own. This would include links to eligibility based programs.
Solid/recent work history in an occupation in demand	Self-assessment (to build confidence)	* Strong system of qualified, certified career counselors * Great employer connections through networks, local WIBs, etc.	* Counselors need continuous development and training * Some counselors placed into management/supervisory roles without adequate training *	*Connections to online job search skills training *Mobile friendly online services
Education level high (at least a postsecondary degree)	Not much training here	n/a	n/a	*Immediate connections to job placement
Soft skills likely high, based on experience in workplaces and successful previous job searches	Not much needed here	n/a	n/a	*User-friendly LMI
Has fundamental job search skills : understands basic resume writing and has succeeded at interviews in past.	Sharper resume, better interviewing skills, job fair for some leads	* Frequent, free, helpful workshops	(None identified)	
Possesses a basic network and skills to use it	Advice on how to access their network more capably	(None identified)	(None identified)	
Adequate wealth/income	Not much needed here	n/a	n/a	

Jobseekers requiring moderate staff assistance (later in job search, been out there longer?)

Characteristics of Population	Needs of Population	Our Strengths in Meeting those Needs	Our Challenges in Meeting those Needs	Recommendations
Low to moderate computer literacy , occasional access to Internet and social media	Online services (roadmap, labor market information) - may not use their personal device to access	* Access to online services	* Services generally not available on handheld/portables * Technology upgrades raises risk of inadequate updates * Lack of self-directed online services * Duplication of some online services (e.g., ISEEK.org, CareerOneStop, etc.)	*All of the same recommendations in the first category *Information/workshops on navigating higher education *Create work-based learning opportunities/OJTs or create templates/processes to make OJTs easier
Fair work history in an occupation that may or may not be in demand	Self-assessment (to build confidence) and career counseling	* Strong system of qualified, certified career counselors * Good career navigation model * Great employer connections through networks, local WIBs, etc.	* Counselors need continuous development and training * Some counselors placed into management/supervisory roles without adequate training *	*Decide on a standard system-wide skills and career assessment(s)
Education level moderate (perhaps some postsecondary)	May need training (academic, work-based learning, etc.)	* Strong history of appropriate referrals to training * Strong post-secondary system partners	* Often have difficulty finding timely training opportunities for customers, due to established postsecondary education schedules * Many customers want a job right away, not training	
Soft skills moderate, with some identifiable issues	Reinforcement of communication, conflict resolution, similar skills	* Measurement of soft skills * Work-based learning experiences (e.g., OJTs) * Job coaches at worksites	* Work experience not available in all programs, which makes delivery of soft skill training difficult *	

Characteristics of Population	Needs of Population	Our Strengths in Meeting those Needs	Our Challenges in Meeting those Needs	Recommendations
Has fundamental job search skills , but may not have created a resume or conducted an interview in a while	Sharper resume, better interviewing skills, perhaps a job search workshop or career fair to put job fairs in context	<ul style="list-style-type: none"> * Excellent job fair organizers, frequent/accessible events * Frequent, free, helpful workshops * 	(None identified)	
Possesses a basic network but may not know it	Job networking groups, job clubs	(None identified)	(None identified)	
Adequate to tenuous wealth/income	Some support services	* Resources and systems set up to provide such support	* Many customers want a job right away, not training	

Jobseekers requiring intensive staff assistance (very late in process, facing significant barriers, etc.)

Characteristics of Population	Needs of Population	Our Strengths in Meeting those Needs	Our Challenges in Meeting those Needs	Recommendations
Low computer literacy , infrequent or non-existent access to Internet and social media	Basic computer literacy workshops, intro to internet/social media	* Access to online services	<ul style="list-style-type: none"> * Digital literacy training difficult to develop and deliver * Low bandwidth in many areas * State contracting for bandwidth can be problematic * Duplication of some online services (e.g., ISEEK.org, CareerOneStop, etc.) 	<ul style="list-style-type: none"> *All of the recommendations in the first two categories. *Digital literacy training system-wide – build off the UI-ABE pilot project *Prioritize for eligibility-based services *Examine ways to increase capacity of WIA Adult Programs by leveraging State DW and WIA dollars *Mentoring, coaching, work experience
Little or no recent work history , occupation unlikely to be in demand	Self-assessments, career planning, frequent touch points for mentoring and counseling, retention services and follow-through	<ul style="list-style-type: none"> * Strong system of qualified, certified career counselors * Good career navigation model * Appropriate referral knowledge where assessments indicate * Great employer connections through networks, local WIBs, etc. 	<ul style="list-style-type: none"> * Counselors need continuous development and training * Some counselors placed into management/supervisory roles without adequate training 	

Characteristics of Population	Needs of Population	Our Strengths in Meeting those Needs	Our Challenges in Meeting those Needs	Recommendations
Education level low - may or may not have high school diploma, no/low English language skills	Likely needs training (anything from GED, ESL to postsecondary degree)	<ul style="list-style-type: none"> * Strong history of appropriate referrals to training * Strong post-secondary system partners 	<ul style="list-style-type: none"> * Often have difficulty finding timely training opportunities for customers, due to established postsecondary education schedules * Many customers want a job right away, not training 	*Service people where they're at
Soft skills likely low, based on limited exposure/past needs	Heavy reinforcement of communication, conflict resolution, and similar soft skills	<ul style="list-style-type: none"> * Measurement of soft skills * Work-based learning experiences (e.g., OJTs) * Job coaches at worksites * FastTRAC model 	<ul style="list-style-type: none"> * Work experience not available in all programs, which makes delivery of soft skill training difficult * 	
Has no job search skills , with no resume or interview success	Basic career search, resume-building, and interviewing techniques, job fairs and career fairs	<ul style="list-style-type: none"> * Excellent job fair organizers, frequent/accessible events * Frequent, free, helpful workshops 	(None identified)	
Fragmented or no network	Job clubs and networking (and see last cell below)	(None identified)	(None identified)	
Tenuous to no wealth/income	Substantial support services, financial supports and literacy education, etc.	<ul style="list-style-type: none"> * Resources and systems set up to provide such support * 	<ul style="list-style-type: none"> * Short-term critical need for a job can make long-term training difficult 	
Additional barriers - may have a disability, criminal history, difficulty in reaching remote locations in rural areas, and/or recent immigrant/refugee status	Program referrals, resources dedicated to address specific barriers, networking groups with others who may also face that barrier	<ul style="list-style-type: none"> * Strong history of referrals to appropriate services to assist with many barriers 	<ul style="list-style-type: none"> * Some people face so many high barriers at once, that the risks of program failure become higher * Sometimes the referral must bear fruit (e.g., food and shelter) before anything work-related can happen * Getting to some rural Workforce Centers can be a significant challenge * Cultural awareness/competency can be a challenge in some areas 	

Characteristics of Population	Needs of Population	Our Strengths in Meeting those Needs	Our Challenges in Meeting those Needs	Recommendations
Additional government services - likely to be receiving/interfacing other services (e.g., human services, health services, etc.)	Seamless interface among all government-supplied or government-sponsored services.	* Strong relationships do exist across multiple agencies/partners (TANF/counties, ABE, corrections/justice, CAP agencies, K12, MnSCU, CoCs, libraries, HRAs, initiative funds, public health, metro transit, temp agencies	* Much of the system is still too complex to be called "seamless" * Triage can sometimes be simplistic, and/or done by the wrong person (perhaps should be a trained counselor) * Online triage for Unemployment Insurance not yet complete	

Incumbent workers (through business customer – they can be in any of the above groups)

Characteristics of Population	Needs of Population	Recommendations
Moderate to high computer literacy , frequent access to Internet and social media	Only defined need is what employer determines	*Look for flexible resources that can be used for training
Current work history in an occupation in demand - already employed	None- upgrading current job	
Education level moderate to high	Specific training, as requested/required by the employer	
Soft skills likely high, based on current job	Specific training, as requested/required by the employer	
Has decent job search skills	None - upgrading current job	
Possesses a basic network and skills to use it	None- upgrading current job	

Characteristics of Population	Needs of Population	Recommendations
Adequate to tenuous wealth/income	Higher salary may come as a result of the incumbent training initiative, at employer discretion	

The committee then began with a review of the “What is a Workforce Center?” document. The following were the recommended changes to this document:

- Need a flexible definition of what a “WFC Resource Area” is – one that allows flexibility and innovation
- Hours of operation need to be regular, but allow for local determination of the best days/hours of service
- In the future, develop minimum standards for “career counselor” and professional development
- Need flexibility around data lines and security and standards for technology (issue of cost and expended service)
- Assure access to online services in all WFCs and thereby access to wireless
- Making sure all terms are up to date
- Assure accessibility to services to all with current Disability Act and technologies – universal design principles
- Under non-discrimination, take out ‘welcoming’ and replace with “prepared to buy services”
- Changes to the language under quality → specific standards.
- Live person contact via phone for business and job seekers during regular hours (will need call center support in the future)

Next steps:

- Wait until the conference call with the facilitators
- Next meeting TBD