



**MWCA DEED
Strategic Service Delivery
Business/Employer Committee Recommendations
DRAFT 1: February 24, 2014**

FOR DISCUSSION

Priorities:

Business-driven and provides value.

Vision:

Ensure that there is coordinated and unified voice across diverse and varied programs.

Programs still have unique clients, statutory requirements and regulations; but our message to business should be consistently coordinated.

Opportunity: Economy is turning to the point where demand for workers is greater than supply; employers need our help in a different way than they did during the recession.

Goals:

- Address employer needs rather than “selling” them existing services.
- Coordination across programs and with outside entities who are visiting Minnesota employers.
- Resources for shorter-term incumbent training which addresses current employer need.
- Ensuring that services are proactive rather than reactive and provide value to employers.
- Flexible system that can address jobseeker needs during recessions and employer needs as economies recover.
- System should take into account sector and regional needs/differences.

Strategies:

- Alignment of program standards that allow for coordination- standards need to contribute to coordination efforts rather than distract from them.
- Implement a state-wide communications strategy to share employer needs across regions so that strategies to address them can be developed.
- Create opportunities for Business Services staff to meet face to face to share information, regardless of what entity they work for. Garner buy-in from leadership of those entities to promote staff participation. Should be done on a regional basis. Purpose of this would be to share strategies of how to address employer needs; ideas, best practices, failures, lessons learned.
- Adopt a business culture regarding responsiveness/timelines.
- Provide a venue to “cluster” businesses to identify and address common needs as a statewide team- ie sector strategies, training gap strategies.

- Assist employers with long-term planning and provide resources to assist, taking advantage of our current statewide network. Needs to be proactive rather than reactive- get skilled workers to employers where and when they are needed.
- Capitalize on WIB private sector representatives and the vision they have set through their regional plans in responding to workforce needs.
- Produce “Resource Guide” for employers.

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