# REGION 06 PY18 ANNUAL REPORT

# Executive Summary

Resiliency was the overall theme for Region 6. On July 19, 2018, Marshalltown had an E-3 tornado that came through and devastated the town damaging many businesses, and homes. The Marshalltown One Stop Center sprang into action to help with unemployment questions, providing information for filing, allowing opportunities to find out what benefits might be, provided extra time to answer specific questions, as well as brought other resources to provide assistant as truly a one stop shop. The Department of Human Services and Iowa Vocational Rehabilitation Services offices were damaged so much that they were unable to continue to serve customers. Region 6 was able to house these agencies and make sure they were able to continue to serve their customers. Another change the state was facing was implementation of a new data system. Facing a data system overhaul happening across the state, the regional staff were then presented with a location change that needed to be done rapidly and efficiently all while ensuring all staff were properly trained within the new system. The location change happened on April 1, 2019. During this transition the office remained open to ensure continuity of services to customers. The new data system was implemented on June 3, 2019. New procedures within the data management system meant new policies needed implemented as well. The staff continued to be resilient even when faced with so many unknowns and uncertainty the customers continued to be a top priority.

# Regional Snapshot

Region 6 covers the counties of Hardin, Marshall, Tama, and Poweshiek. In May of 2019 Jasper County was added to be served by businesses Services. Region 6 also provides services within the Newton Correctional facility. This region has only one American Job Center, the IowaWorks Office is currently in its temporary location at 204 1/2 West State St. Marshalltown, IA. The IowaWorks office is open Monday through Friday 8:30am -4:30pm and Wednesday 9:00am – 4:30pm.

The Marshalltown temporary location is currently housed next door to Iowa Vocational Rehabilitation Services. Wagner Peyser, and Title I Adult, Dislocated Worker and Youth are the only core partners co-located within the one stop. The Marshalltown office also houses Promise Jobs, American Indian Council, and AARP.

# Regional Initiatives and Partnerships

The tornado on July 19, 2019 left many businesses unable to maintain normal operations if they were even able to operate at all. This left many customers temporarily and in some cases permanently unemployed. Region 6 IowaWORKS Iowa Valley partnered with Region 11 Des Moines IowaWORKS and the Ames Chamber of Commerce to hold the “Marshalltown Strong” Career Fair on September 20, 2018. It was held at Iowa Valley Continuing Education. The fair brought in 27 employers and a little over 60 job seekers. Region 6 also partnered with the Ames Chamber of Commerce who helped sponsor this event. The event was broadcasted live by KDAO radio station where they interviewed employers. IowaWORKS Iowa Valley was able to coordinate transportation with the City Transit system to provide rides to and from the fair at no cost to the job seeker.

IowaWORKS and Department of corrections have established an ex-offender initiative to provide services to current incarcerated individuals and network with employers to address the barriers they may have in hiring ex-offenders. Since October 2018, IowaWORKS has been providing employment and training opportunities to incarcerated individuals that will increase their employability outcomes upon release from Newton Correctional Facility. This initiative is making direct connections with all IowaWORKS offices across the state to make the transition easier from prison to the workforce. Registered Apprenticeships is a major component in the success of this program, the program currently consists of 15 different apprenticeship programs such as landscaping, electrician, barber, plumbing, cabinet maker, peer specialist, cook, baker and others.

The Highway 30 Corridor Career Fair was held on February 21, 2019 in the Student Activity Center at Iowa Valley Community College. Over 60 employers ready to hire had booths set up. The Marshalltown City Bus system provided a free round trip for all who were in need of transportation to attend. A local radio station provided live employer interviews during the event. Just under 200 job seekers were able to talk face to face with employers from various sectors.

IowaWORKS Iowa Valley presented to the Poweshiek Leadership Program with Economic Development in a panel discussion format on March 14, 2019. Each person on the panel gave a presentation on their services to different businesses, organizations, and companies within Poweshiek County.

Region 6 IowaWORKS partnered with Meskwaki Higher Education to hold a 3rd Annual College and Career Fair on April 2, 2019. This fair was held at the Veteran’s Convention Center at the Meskwaki Casino in Tama. 40 businesses, 12 colleges and universities, and 3 military organizations participated in the event. .

Some IowaWORKS staff hold seats on various boards and committees through Region 6. Region 6 IowaWORKS holds one seat on the Poweshiek Leadership Program. Through this, IowaWORKS has been able to participate in a Poverty simulation held at the Manatt Community Center in Brooklyn on April 11, 2019. Class participants were placed in “families” to see if they could survive a month living in poverty.

Iowa Vocational Rehabilitation Services, Iowa Valley Community College District, WIOA Title I, and IowaWORKS partnered together for the third annual Limelight Leadership Academy. The week-long event focused on self-employment and entrepreneurship and also provided employment spotlights featuring different employment options such as apprenticeships, military careers, a job right of high school and more. Students also had a chance to learn life skills each day like managing their finances, basic vehicle maintenance, and CPR.

Region 6 staff and IowaWorks continue to collaborate with the Eldora State Training School to provide soft skills training as well as job readiness skills to the students. This year we were able to build on the program and provide IowaWORKS access in the school. The team continues to directly impact the recidivism rate for these young men.

Region 6 staff regularly partner with local Adult Basic Education to provide soft skills training to their students. This partnership continues to be a feeder for the WIOA Title I program because of the relationships built through this partnership.

Monthly Lunch and Learn meetings are continuing and we are adding new agencies often. The location changes in order to familiarize other agencies with our Core Partners’ locations as well. The change in location was initially due to lack of meeting space within the One Stop Center but has worked out well for the group. This group’s focus is to help increase awareness amongst local resource partners, allowing opportunities for collaboration and reducing duplication of services.

The Region 6 Youth Standing Committee is growing. The committee meets quarterly to get those closely working with youth a platform to share barriers and work to lessen or eliminate those barriers that our local agencies may unknowingly create. The group’s current focus is to solidify each agencies transition plans and identify gaps within the system.

Region 6 Disability Access Committee continues to develop. Region 6 Disability Access Committee has been focused on looking at how Core Partners can increase services to all. During PY 18, the committee purchased new iPads that are available for customer and staff if needed to be able to communicate better with individuals with a disability. The committee has also been focused on ensuring that all Core Partner agencies are ADA compliant. Awareness for both job seekers and employers has also been a priority for the committee.

Region 6 implemented an Orientation to Core Partners Workshop for job seekers in PY17. This orientation serves as a way for core partners to gain more appropriate referrals and be a direct connection to other partners in one setting. In PY18 382 job seekers attend the workshop where they were introduced to all core partner services via the warm hand off process.

# Employer Services and Business Engagement

The Partner Business Outreach group developed in 2016 continues to be a strong collaboration. This group improved their unified approach in working with employers in order to show employers the core partners exist as one voice. The motto of the group remains that no matter which door the employer enters they will be connected with each core partner.

Business Services has been working closely with I-JAG students. The business services team, has gone to all I-Jag schools in Marshalltown, Miller Middle School and Marshalltown High School and also in Tama, South Tama High School. Each semester business Services assists about 120 students. Each session starts off with an introduction of IowaWORKS and all the services offered at Marshalltown AJC. Next sessions will consist of resume writing, interviews do's and don'ts, mock interviews, Registered Apprenticeships, Hot jobs, and Future Ready Iowa.

Business Services partnered with Adult Basic Ed as part of a new Future Ready Iowa initiative to connect underrepresented non-English speaking adults in rural Marshall county to short term credentialed skills training and registered apprentice opportunities. This initiative will provide assistance to non-English speaking adults on training and employment opportunities in other non-common industries. Part of this effort will be to expose non-English speaking adults to employers, services which would include Driver’s License, training opportunities and funding, labor market information, and many other resources.

Region 6 Business Services team has increased their efforts on offering better services to employers. A new initiative to increase awareness is co-outreach with Core Partners. By doing this, business services teams will be able to promote all Core Partner services and have a seamless referral across partners.

Iowa Works/Iowa Valley partnered with the Marshalltown Community School District to hold a Teacher Externship Academy. This 4-day externship focused on a different occupational sector each day. The sectors were Advanced Manufacturing, Agriculture, Healthcare, and Construction/Architecture. The group consisted of 50 educators which included teachers of all grade levels, counselors, and administrators. Throughout the week, teachers and administrators toured several Marshalltown and Marshall County businesses and industries to get an idea of the careers available locally, as well as the skills employers look for in job seekers. The purpose of the externship was for Marshalltown educators to learn how to connect real-world careers to what their students learn.

Region 6 Marshalltown Iowa Works/Iowa Valley partnered with Region 11 Des Moines Iowa Works and the Ames Chamber of Commerce to hold the "Marshalltown Strong" Career Fair on September 20, 2018. This event was held at Iowa Valley Continuing Education, with more than 27 total employers in attendance.

Business Services team hosted 4 ECI events, 1 per quarter to address topics of concern to employers, sponsor training initiatives, and assist in meeting critical human resource needs.

Business Services promoted on-site open interviews to businesses across the Region, hosting 273 Open Interview opportunities at IowaWORKS office and increasing the opportunities for job seekers to obtain employment.

# Promising Practices and Success Stories

## **Rapid Response**

The Region 6 staff have developed a system in order to mobilize and provide a Rapid Response when employers are facing layoffs. Retail businesses were hit hard during the program year but many different industries were forced to close their doors within Region 6. During the PY 18 year Region 6 provided Rapid Response to Younkers, K-Mart, Women’s Clinic, Lennox, Iowa School of Beauty, Goodwill, Shoe Sensation and two Shopko locations. The Rapid Response was provided to over 500 affected employees. The Rapid Response team ensures to provide information on area resources and services available at the One Stop Center. Some individual appointments were made to further assist the dislocated workers.

The largest Rapid Response event held in Region 6 to date was for Lennox International in response to the July 19 tornado that heavily damaged the Lennox production facility. Lennox International suffered possibly the most damage, affecting nearly 750 employees. Staff from both the Marshalltown and Des Moines IowaWORKS offices assisted with the meetings for Lennox employees. Local organizations also attended to talk about their services including Iowa Department of Vocational Rehabilitation, Department of Human Services, Iowa Valley Continuing Education, IowaWORKS, Mid-Iowa Community Action, and Primary Health Care. Several group meetings times were offered to the workers for them to come to the Marshalltown office and get assistance with filing their Unemployment Claims. This took place over two days. Individual meetings were set on an “as-requested” basis for the dislocated workers.

## **Registered Apprenticeship**

Region 6 Marshalltown held a Veteran’s Appreciation Day in conjunction with a Registered Apprenticeship ECI Event and Open House on Friday, November 9, 2018 at the One Stop Center. Region 6 partnered with the Iowa Army National Guard of Marshalltown, Iowa State Trowel Trades, and Alliant Energy. The groups presented successes and benefits they have had in providing Apprenticeships within their company and industries. Iowa Dept. of Vocational Rehabilitation presented and explained the work opportunity tax credit and how the tax credit can be used for veterans, people with disabilities, and other under-represented populations.

## **Offender Re-Entry**

United Way of Central Iowa, IowaWorks, and the Iowa Department of Corrections presented the second cohort of Central Iowa Returning Citizens Achieve (CIRCA) graduates from the Newton Correctional Release Center. This group of 14 gentlemen graduated on April 5, 2019 in a ceremony at the Release Center with family, friends and staff all there to support their accomplishments. The participants learned about the Transportation, Distribution and Logistics (TDL) industry and completed a comprehensive training to prepare them to enter this growing and in demand sector.

IowaWORKS Region 6 staff presented at Achieving Maximum Potential (AMP) Fair at the Eldora State Training School. This was an opportunity for the young offenders to hear about the services IowaWORKS provides, participate in a “Do’s and Don’ts” of interviewing, and learn about the Title I Youth Program and all it offers. Participants were encouraged to seek out the IowaWORKS office when they transition out of placement.

## **Serving Customers with Disabilities**

Drake enrolled in the Title I program as a 21 year old with several barriers to employment. He had a poor work history, a learning disability causing him to be basic skills deficient and in need of assistance to obtain and maintain employment. After completing various assessments with his case manager and attending center workshops to prepare him for the workforce; he was placed on a 26 week work experience at Theisen’s. Upon completion of Drake’s work experience, Theisen’s hired him as an employee. The employer stated that Drake always has a positive attitude, is well liked by the other employees and is always willing to help out whenever asked. Drake was very successful with the Title I program and still maintains his position at Theisen’s.

Iowa Dept. of Vocational Rehabilitation, Iowa Valley Community College, and IowaWORKS Iowa Valley partnered to provide a Disability Awareness Event that was held at the Iowa Valley Education and Training Center in Marshalltown on October 25, 2018. This event was open to the public and employers to educate them about accommodations, their rights and responsibilities, as well as share success stories that have happened within the region.

## **Veteran Services**

Outreach to Region 6 will be performed monthly, or as needed if greater outreach is warranted. Marketing materials and business cards are left in places where vets could be assisted or gathering point for them. Region 6 also has a Business Services Team who markets to businesses and informs them of the services available for Veterans in the center. Outreach was performed as time permitted to address barrier resolution, and Service Provider informational contacts, as well as contacts to assist in locating eligible Veterans. Outreach to Veterans is also conducted during PJ Orientations on Tuesday and Thursday of each week, Veteran Services are mentioned and Veteran Assessment form is provided to all that qualify. WIOA Title 1 staff promotes any training/grant opportunities available, and will work one on one with veteran that qualify for services. Contacts and follow-ups with HBI veterans that are currently referred to Region 6. Current residents that come to the center receive priority of service and will receive one on one service regardless if they qualify for intensive services with DVOP or not, all staff members in the office will work with any Veteran to get them work ready and then refer them to HBI web site to get additional services. Marketing materials and contact information are left in places where vets could be assisted or gathering point for them.

## **Priority of Services**

The Workforce Innovation and Opportunity Act established a priority requirement for some funding sources, particularly WIOA Title 1 to provide individualized career services or training services. Within Title 1, local areas must give priority of service regardless of the amount of funding available.

## **Completed By**

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