

**Regional Workforce Investment Board
Strategic Plan and Regional Workforce Goals**

Vision

Providing an efficient, effective and convenient system for job-seekers to find jobs; employers to locate new workers; and job-seekers and employers to access information that will assist them in developing their career and business plans.

Mission

We are contributing to the quality of life in Iowa's Creative Corridor by connecting employers, job seekers and workers to workforce solutions.

Strategic Areas

- **Community Awareness:** Improve and increase collaborative partnerships in the region. Develop greater awareness of and informed appreciation for the workforce system's services, including enhanced services recently implemented.
- **Preparation of the Workforce:** Design, develop, and offer training and education to prepare the current and future workforce for evolving employment and skill requirements of local industries, small businesses, and regional industry clusters. Efficiently connect members of the regional workforce who need this training and education to the right programs and providers.
- **Business Engagement:** Engage more effectively and widely, and collaborate more extensively with employers in workforce planning. Connect them efficiently with job seekers and skill seekers to ensure that workforce resources are aligned with employers' needs and the region's foundational and emerging industry clusters.

1.0 Community Awareness			
1.1 Marketing: Develop a communication plan to increase the awareness of the workforce system's services and products among employers, job seekers and workers.			
Action Step	Timeline	Responsible Party	Status
1.1.1 Develop a marketing campaign using social media tools (Linked In, Facebook, Twitter,	July 2013-June 2014	Kirkwood Community College & IowaWORKS Marketing Staff	July, 2013-Begun to actively use Facebook to announce events and services August, 2013-Working with KCC marketing to identify best

<p>etc.) to increase awareness. Determine the deliverables and evaluation criteria. Document and review the process and outcomes.</p>			<p>methods for distributing information including Facebook and Twitter.</p> <p>November-Meeting with Marketing. Will be reviewing our facebook pages and providing feedback. Offered to assist with our posts.</p> <p>June 2014-placing IowaWORKS bus ads in IC and CR.</p> <p>Developing an IowaWORKS brochure targeted towards businesses.</p> <p>November 2014-Developed computer basics brochure to help market to non-profits and customers the computer services we have....hard to convey to customers importance of computer skills in job search and on the job. This will help market.</p> <p>November-December 2014-Mall marketing campaign again with IowaWORKS information posted in Mall to encourage the million shoppers this season to check out IowaWORKS.</p> <p>May-Developing plans for Dislocated Worker mailing to promote construction NEG and other programming. Will announce program through social media as well.</p> <p>March 2016-Completed website marketing on Facebook and internet ads for the Dislocated Worker Apprenticeship program. Also completing 'Robo-Texting' to potential apprenticeship clients. Seeing a spike in interest and those attending information sessions.</p> <p>March-April 2016-Completed facebook marketing to youth for summer job program. Hit enrollment goal of 18.</p>
<p>1.1.2 Implement face-to-face marketing initiatives (<i>see action item 1.2.3</i>). Determine the deliverables and evaluation criteria. Document and review the process and outcomes.</p>	<p>February 2014-June 2014</p>	<p>RWIB Members</p>	<p>Complete tactic 3.2.2 first.</p> <p>January 2014-Need to begin planning of this activity at January RWIB meeting.</p> <p>January30, 2014 RWIB-Reviewed list of potential presentations. Identified that ECI may be a best first presentation. Will finalize powerpoint and create a</p>

			<p>takeaway.</p> <p>March 2014-Presented to EIHRA (DaLayne) with about 40 attendees and HR Corridor Advisory (DaLayne and Demaris) with an estimated 10 attendees. As a result identified 1 person interested in serving on RWIB, 1 company asked for an in-house presentation of same information to rest of their team, and had many questions/one-on-one conversations after the presentation.</p> <p>June 2015-Plan to host Construction apprenticeship employer Lunch and Learn</p> <p>June 2015-Workgroup of RWIB members and other community partners to plan out lunch and learn with businesses/city leaders for July 2015.</p> <p>July and August 2015-Met with local apprenticeship training providers to share about IowaWORKS and the Construction NEG.</p> <p>September 2015-Outreach meeting to non-union construction shops to share about IowaWORKS and the Construction NEG. Holding one-on-one meetings.</p> <p>November 2015-Hosted information meeting for Apprenticeship week to educate job seekers and businesses on Apprenticeship opportunities. Had 10 attendees with 3 businesses attend or inquire.</p>
1.1.3 Develop a media communication strategy and plan (op-ed pieces, press releases, newsletters) to feature the RWIB, the regional workforce plan, and regional workforce	December 2013-March 2014	Kirkwood & IowaWORKS Marketing Staff	<p>August 2013-Meeting with Marketing team to develop a marketing strategy to share information about IowaWORKS. This will include press releases.</p> <p>October-November-Marketing developing ads to promote training. Will go out in December. Will be marketing within</p>

<p>accomplishments. Determine the deliverables and evaluation criteria. Document and review the process and outcomes.</p>			<p>Lindale Mall. 800,000 visitors to mall in December alone. Will have a banner promoting IowaWORKS and handouts available as take away when we are not open.</p> <p>December-Current-Using bus and mall ads. Will be promoting specific internal workshops coming up. Developing PowerPoint template slides for IowaWORKS, handout for job seekers and employers.</p> <p>Do we want to discuss doing a press release on what RWIB is doing through presentations and collecting needs of businesses to better serve them through IowaWORKS offices?</p> <p>May 2014-Partnership opportunity for RWIB to coordinate with Advanced Manufacturing Sector Board on press releases to keep “hot jobs”, especially in manufacturing, in the public eye. Presentation from Advanced Manufacturing Sector Board.</p> <p>September 2014-Advanced Mfg Sector Board-Featured on Made in America</p> <p>April 2015-Article in the CR Gazette highlighting the soft skills training offered at IowaWORKS.</p> <p>January 2016-Developing mailer to send out to dislocated workers who may be eligible for the apprenticeship grant or other services. Hope to mail out during months of January-February.</p> <p>March 2016-Posted first draft of local Customer Service Plan on website for public comment. Announcement in Gazette and through PSA from IWD.</p>
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<p>1.2 Ambassadors: Have regular conversations with key employers to understand their workforce needs; provide them with targeted information about the workforce system; and encourage their candid feedback about the regional workforce plan, and the products and services provided by IowaWORKS.</p>			
Action Step	Timeline	Responsible Party	Status
<p>1.2.1 Establish protocols for outreach by RWIB board members (roles, materials, talking points, FAQ's, etc.). Determine the deliverables and evaluation criteria. Document and review the process and outcomes.</p>	<p>February 2014- June 2014</p>	<p>CEO/RWIB Executive Council</p>	<p>Complete tactic 3.2.2 first.</p> <ul style="list-style-type: none"> • Need to develop canned presentation on IowaWORKS services, Strategic plan and board role • Could have ECI coordinate this presentation to larger groups of employers as ECI has a goal of conducting 12 events per year. <p>January 2014-Board will identify target audiences for presentation and begin process of training on presentation and scheduling presentations</p> <p>March 2014-Presented to EIHRA and HR Corridor Committee.</p> <p>May 2014-Goal to identify targeted employer groups by July 1 for FY 15 Presentations. Will report back on progress during June RWIB Meeting.</p> <p>June 2014 Report out-HR Corridor Group, ask ICAD for speaking ideas/presentation options, ECI IC and CR, outreach to rural economic developers. Scott completed presentation at MEDCO June 2014.</p> <p>December 2014-Would it be beneficial for the board to look at attending a one-stop partner meeting or doing a presentation to one-stop partners about upcoming changes and how we can partner together to meet new law.</p> <p>January 2015-One-Stop Partner Group met to review new requirements of law, identify current services meeting law and where need more services. Discuss having an</p>

			<p>RWIB/One-Stop meeting together March 2015.</p> <p>March 16, 2015-One Stop partner meeting. Finished assessment of local services. Identified several ways to partner together to enhance services.</p> <p>May 2015-Ask board members for ideas/assistance reaching out to construction apprenticeship companies.</p>
<p>1.2.2 Conduct professional development training for ambassadors. Determine the deliverables and evaluation criteria. Document and review the process and outcomes.</p>	February 2014	IWD Workforce Board Staff, Kirkwood & IowaWORKS Staff	<p>Complete 3.2.2 first.</p> <p>January 2014-Need to identify ambassadors and set up training schedule for Feb-Mar</p> <p>Complete as needed for ambassadors.</p>
<p>1.2.3 Ambassadors will initiate at least three calls with potential new business partners, or re-engage former business partners. Determine selection of targeted business visits, the deliverables, and evaluation criteria. Document and review the process and outcomes.</p>	February 2014-June 2014	RWIB Members	<p>Complete 3.2.2 first.</p> <p>Mar-June 2014-Once ambassadors are trained will begin scheduling with target audiences identified by board.</p> <p>March 2014-Demaris and DaLayne have served in this role so far. Will continue to reach out to board members as the need arises.</p> <p>June 2015-Scott and Carla presented the board presentation to the Advanced Manufacturing Sector Board. Promoted services, discussed the role of the RWIB, and shared about the upcoming strategic planning process and the role the sector board could play in helping develop workforce services for the region.</p> <p>November 2015-Presentation to the Financial Services, Banking and Customer Service Sector board on the work of the one-stop office, system and RWIB.</p> <p>December 2015-Presented to the Transportation board.</p>

			January 2016-Met with Financial Services, Banking, Customer service board again to discuss some areas for assistance.
1.3 Networking: Support and use more effectively the region's formal and informal networks of education providers, businesses (small and large), and workers to improve awareness of the regional workforce plan and workforce services and products. Improve connections between employers and job seekers to achieve better alignment of service delivery that addresses documented needs			
Action Step	Timeline	Responsible Party	Status
1.3.1 The RWIB (with workforce partners) will develop, host and convene at least one workshop about career tools and workforce services available through IowaWORKS for area K-12 counselors/instructors at state/regional conferences. Determine the deliverables and evaluation criteria. Document and review the process and outcomes.	January 2014- June 2014	Kirkwood & IowaWORKS Staff with Ambassadors	<p>Partner with IowaWORKS Employer Services team when presenting to schools. Bring in 1-2 RWIB members.</p> <p>May 2014-Employer Services continues to reach out to schools to share about workforce tools and services.</p> <p>Presenting an auto tech certificate program plus internship for youth. Students will be able to earn a Snap-on[®] credential plus do some career exploration through the internship. June 2014-11 students started June 16.</p> <p>July 2014-Youth auto tech certificate: 11 started, 10 obtained atleast 1 certificate or credential. 11 began internships with 10 successfully completing their internship. Two students were hired on by their employer. Of the 10 who completed 3 moved into credit training, 6 are continuing their high school studies or HiSET programming. 1 is focusing on working.</p> <p>November 2014-Adv Mfg Sector Board-focus on reaching K12. IowaWORKS staff volunteering on these break out work groups including K12 involvement. Scott and team are continuing to meet with schools to share about NCRC and facilitate testing.</p> <p>September 2015-met with Metro to discuss linkages between high school students interested in pre-</p>

			<p>apprenticeships and workshops available to them through IowaWORKS.</p> <p>November 2015-Participated in a resource fair at Metro High School targeting students and parents.</p> <p>January 2016-Promoting and hosting a session for the public (especially targeting low-income women) to learn more about a career in heavy equipment operation by trying out equipment using a simulator. Sharing with K12 partners, especially with Metro with their building trades program. (138 attendees)</p> <p>April 2016-working with KC C to host a transportation careers information session. This session will also target women and the “women-only” transportation class that will be starting this spring.</p> <p>May 2016-Developing retail/warehouse/grocery job fair for individuals impacted by layoffs at Fresh Market. Scheduling second meeting with upcoming Modine impacted employees (July 2016). Met with Kinze employees (100 new layoffs and a few of the 250 2015 layoffs) to educate on TAA and other services.</p>
<p>1.3.2 Host at least one workshop about career tools and workforce services available through IowaWORKS for small businesses in the region. Determine the deliverables and evaluation criteria. Document and review the process and outcomes.</p>	<p>February 2014- June 2014</p>	<p>Kirkwood, IowaWORKS Staff, Ambassadors, and the Employer Council of Iowa (ECI)</p>	<p>Target Culture Conference-have a breakout for IowaWORKS team and RWIB on career tools and services available.</p> <p>Possibly host an ECI session on this topic.</p> <p>Being done in one-on-one meetings by IowaWORKS Employer Services team.</p> <p>Possible panel presenter at upcoming April 2014 “Building Inclusive Communities” workshop for entrepreneurs.</p>

			<p>April 2014-Employer Services team member was on panel for Building Inclusive Communities and shared information to potential or new entrepreneurs about business services available through IowaWORKS.</p> <p>Ongoing-BSR team and managers attend sector board meetings.</p>
<p>1.3.3 Host at least one workshop about career tools and workforce services available through IowaWORKS for job seekers and workers. Determine the deliverables and evaluation criteria. Document and review the process and outcomes.</p>	<p>October 2013-March 2014</p>	<p>Kirkwood, IowaWORKS Staff, ECI Ambassadors</p>	<p>In development of a workshop that will do two things:</p> <ul style="list-style-type: none"> ○ Educate public on key workforce sector needs in area, services available at center to help them be marketable to those sectors ○ Directly link those job seekers with those sectors in need of workers <ul style="list-style-type: none"> ● Scheduled Logistics for October and Transportation for November-Recruiting employers now and creating agenda and flow. Also working with Marketing to share information with public. ● Tape workshops and offer as link on website as resource for job seekers. <p>October 30, 2013-Hosted a Logistics Information Session-Invited 13,000 IowaWORKS customers, 58 registered, 38 attended. Offered availability to return to learn more about services, especially training, and to meet one-on-one with a consultant. Twenty signed up to attend this session but only 1 attended. Have contacted the no shows and will report out in December what we have learned from those who did not show.</p> <p>February 2014-Hosted Customer Services career information session. 50 registered with 30 showing up. Nine moved onto additional training.</p> <p>Feb-Mar 2014-Conducted 2 information sessions for an employer created Class B Customer Service certificate. Had</p>

			<p>a total of 21 attendees. So far 2 are moving forward with the training program, and 2 more are receiving tuition assistance from a local employer who attended session to help identify potential candidates for his program.</p> <p>April and May 2014-Hosted two information sessions on Customer Service careers. Six different employers and 38 customers participated. Identified 7 who may move into employment or training for this career area.</p> <p>August 2014-Hosted several information sessions... Customer Contact careers, Logistics careers, Class B CDL x 2, Welding Careers in Vinton, Culinary Careers</p> <p>January 2015-Customer Contact (14 attendees), CNC Machining (15 attendees)</p> <p>February 2015-Culinary Careers planned. <i>Class canceled.</i></p> <p>March 2015-Transportation and Logistics scheduled.</p> <p>April 2015-Customer Service Professional Career Information Session (3 employers and 20 attendees)</p> <p>May 2015-Transportation (especially Class A) Career Information Session (4 employers)</p> <p>December 2015-Hosing session in Jones County to educate on needs for C N A, Machinists and Welders in that area. Sharing about tuition services through IowaWORKS.</p> <p>January 2016- Promoting and hosting a session for the public (especially targeting low-income women) to learn more about a career in heavy equipment operation by trying out equipment using a simulator.</p> <p>April 2016-Hosting a session on careers in Transportation.</p>
<p>2.0 Preparation of the Workforce</p>			<p>2.1 Engagement: Involve businesses and workforce leaders in discussions about the skills gap in the region. In the context of the ten workforce challenges identified in the region, specify the priority skills required for basic work-readiness as well as employment in specific industries and occupations in the region.</p>

Action Step	Timeframe	Assigned to	Status
<p>2.1.1 Identify and invite business sector leaders to participate in discussions to identify regional workforce skills gaps/needs. Determine the deliverables and evaluation criteria. Document and review the process and outcomes.</p>	<p>August 2013- October 2013</p>	<p>RWIB, CEO, Kirkwood, Corridor Alliance, IowaWORKS</p>	<p>Through coordination with local economic development groups and KCC a series of focus groups are being conducted in fall 2013 with UNI facilitating to identify needs/gaps. RWIB will be a part of these discussions. Focus groups will target businesses, job seekers, non-profits and education providers.</p> <p>RWIB focus group held on September 28, 2013</p> <p>January 2014-Presentation in development to gather business input on their workforce skills gaps and needs.</p> <p>September 2014-Report in draft form, will be ready for use soon by board.</p> <p>January 2015-Meeting with one-stop partners to identify key service items from WIOA and discuss current services meeting and where region needs additional services.</p> <p>July, August, Sept 2015-Held meetings with construction contractors to learn of needs and develop linkages to workers through IowaWORKS to meet their requirements.</p> <p>January 2016-Educating those participating in the heavy equipment simulator about upcoming local training opportunities that link into this field. These opportunities offer interviews by three local contractors upon successful completion of the course.</p>
<p>2.1.2 Design, develop, implement, and sustain a comprehensive regional career pathway system targeted to high-demand, competitive wage jobs</p>	<p>October 2013- June 2014</p>	<p>RWIB, CEO, Kirkwood, Corridor Alliance, IowaWORKS</p>	<p>December 2013-Based upon outcomes of focus groups, targeted high-demand jobs will be identified by RWIB and a pathway program implemented.</p> <p>October and November 2013 information sessions on</p>

<p>that meet the needs of employers, workers, and job seekers for designated industry sectors. Determine the deliverables and evaluation criteria. Document and review the process and outcomes.</p>			<p>Logistics and Transportation</p> <p>October and November 2013-Hosted Logistics information session October 30. See outcomes in 1.3.3. Planned a Transportation information session November 20 but canceled due to low interest from participants. Contacted 12,000 participants but only had 3 sign up.</p> <p>February 2014-Customer service information session completed. 30 attendees with 9 entering training.</p> <p>Feb/March 2014-Class B Customer Service certificate info sessions completed with 21 attendees and 2 enrollments.</p> <p>April/May 2014-2 Customer Service information sessions held. 38 participated and 7 of the participants moving forward.</p> <p>August/September 2014-Hosted several information sessions. See section 1.3.3</p> <p>December-Several information sessions coming up in Jan – Mar 2015. Transportation, Business/IT and Health care sector boards all working on a career pathway project which will guide the work of local staff. Adv Mfg Board is revisiting pathway and will be making updates.</p> <p>January-CNC and Customer Contact (Culinary scheduled for February)</p> <p>March 2015-Logistics, Class B and Class A session scheduled in March with a job fair as a part of the event.</p> <p>November 2015-Presented to Fin Serv/Banking/Cust Serv</p>
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			Sector Board. Learned more about developing very entry level skills needed within those pathways that IowaWORKS may be able to help train job seekers in.
2.1.3 Through an industry sector approach, conduct a labor market/workforce discussion with designated partners (<i>see action items 2.1.1 and 2.1.2</i>) to identify priority workforce needs for industry sectors and occupations. Ensure that these discussions address alignment with the Iowa's Creative Corridor Regional Workforce Development Plan. Determine the deliverables and evaluation criteria. Document and review the process and outcomes.	October 2013-December 2013	RWIB	<p>January 2014-Draft presentation developed for use with businesses to identify priority workforce needs and then will align IowaWORKS services to meet those needs.</p> <p>March 2014-Presented to EIHRA and HR Corridor Alliance.</p> <p>May 2014-Will identify future business groups to present to about IowaWORKS services and engage them in a discussion on their workforce needs.</p> <p>June 2014-Advanced Manufacturing Sector Board presented at RWIB.</p> <p>Ongoing-IowaWORKS participation in Advanced Manufacturing Sector Board meetings. New IT Sector Board recently developed. Transportation and health care started as well.</p> <p>February-RWDB workgroups met to review mission, vision, goals. Completed a needs assessment and identified top focus for region.</p>
2.2 Training and Education: Informed by the work of the Engagement Tactic Team, develop and endorse support for the selected five priority workforce skill programs and needs in the region. Engage businesses, organizations, and institutions to determine funding requirements and training solutions to address the region's middle-skills gap.			
Action Step	Timeline	Responsible Party	Status
2.2.1 Determine the selected five priority workforce needs from work completed in action item 2.1. Inventory, map and identify workforce skills gaps in criteria. Document and review process	October 2013-December 2013	RWIB	<p>September 2013-Board will review UNI research gathered so far.</p> <p>Identify RWIB workgroup to prepare recommendations for full board review December 2013.</p>

<p>and outcomes.</p>			<p>March 2014-Identifying best method of collecting this information from presentation. Will start to use both verbal feedback and a paper feedback option. Will also collect from Sector Board participation by IowaWORKS leadership.</p> <p>Ongoing-IowaWORKS staff attend sector board (IT, Advanced Manufacturing, Washington Adv Mfg, Transportation) and consistent theme is soft skills.</p> <p>January 2015-Adding in two soft skills workshops to workshop list at IowaWORKS. Also adding computer literacy workshops in Iowa City.</p> <p>October 2015-Implementing a Health Care basics workshop at IowaWORKS which provides good customer service and professionalism skills then pathways into other careers. Investigating a transportation specialist workshop to meet the high demand for those in the transportation industry. Only 3 attended. Another session in December with greater interested. Health Care Sector Board interested in meeting with these students.</p> <p>February 2016-Board is developed next strategic goals and priorities. Outlined in draft of local customer service plan. Business focus on Advanced Manufacturing and Financial Services/Insurance/Customer Service as well as in demand STEM careers.</p>
<p>2.2.2 Engage business, organizations and institutions in funding and training solutions for priority workforce needs, occupational opportunities, career deliverables and evaluation</p>	<p>October 2013-June 2013</p>	<p>WIA Manager, RWIB</p>	<p>See above in 1.3.3. Businesses will be the main presenters in a series of workshops targeted to job seekers to help educate them on local workforce needs, training and skills needed, and how to link with local resources for up-skilling.</p> <p>October 2013-Hosted 4 logistics companies who shared</p>

<p>criteria. Document and review process and outcomes.</p>			<p>information on careers available, skills needed and completed mini-interviews with participants. February 2014-4 local customer contact businesses hosted a session with 30 attendees. Feb/March 2014-3 local employers hiring Class B drivers completed 2 sessions with 21 attendees. April/May 2014-Customer service Session with 38 attendees. August/September-held 6 information sessions with 30 participants. Nov/Dec 2014-Planning information sessions for Jan, Feb and Mar 2015 in Transportation, customer contact, culinary</p> <p>Jan 2015-Held sessions on Customer Contact and CNC</p> <p>March 2015-Logistics, Class A and Class B sessions</p> <p>April/May 2015-Class A and Customer Service Professional</p> <p>August 2015-Welding certificate information session in Coralville included businesses to outreach to potential workers.</p> <p>March 2016-Seeing a need for welders from sector boards and an interest/match of customers coming in. Setting up additional welding courses this spring.</p>
<p>2.3 Targeted Sector Training: Develop and implement education and training opportunities that address the priority workforce skills required for in-demand occupations.</p>			
<p>Action Step</p>	<p>Timeline</p>	<p>Responsible Party</p>	<p>Status</p>
<p>2.3.1 Identify the number and kind of targeted trainings necessary per year to address defined sector workforce skill gaps needs. Determine the</p>	<p>October-December</p>	<p>RWIB</p>	<p>Following targeted educational needs identified by board. IowaWORKS is aware of shortages in CNC, Welding, logistics and transportation. Educating customers.</p>

<p>deliverables and evaluation criteria. Document and review process and outcomes.</p>			<p>lowaWORKS will also be developing an industrial maintenance pathway program for to begin August 2014 for low-skilled job seekers.</p> <p>RWIB Workgroup reviews focus group information and prepares recommendations for RWIB.</p> <p>July/August-based upon feedback from RWIB regarding Warehouse Management, have initiated meetings with KCC to identify if there are pieces of currently available training that may meet these needs. Will be pulling together a group of local employers to provide their input and endorsement of the certificate. Hope to offer at lowaWORKS free to job seekers.</p> <p>March 2015-Offering a Logistics, Class A and Class B info session and certification which provides training on warehouse management, commercial driving and customer service skills.</p> <p>January 2016-Offering heavy equipment simulator opportunity which can pathway into the Road and Building Construction certificate and career for individuals. Successful completers get a chance to interview with 3 local construction companies.</p> <p>February 2016-Board met to establish Adv Mfg, FinServ/Ins/Customer Service , as well as indemand STEM careers as top focus.</p>
<p>2.3.2 Develop the identified targeted trainings endorsed by the RWIB. Determine the deliverables and evaluation criteria. Document and review</p>	<p>December-January</p>	<p>WIA Director</p>	<p>October 2013-Scheduled an OSHA 10 Hour and Forklift training via lowaWORKS. Attendance was poor with 5 attending OSHA and 6 attending forklift. Will “overbook” these sessions in December and conduct marketing.</p>

<p>process and outcomes..</p>			<p>December 2013-Offering OSHA, Forklift and a weeklong Modern Manufacturing course. Conducting additional marketing and outreach to ensure as full of class as possible.</p> <p>February-June 2014-expanding to include other services such as medical terminology, CPR/First Aid, Retail and Customer Service (Goodwill as potential provider).</p> <p>April-June 2014-Offering 2 rounds of internal skill upgrades including CPR, First Aid, medical terminology, OSHA 10, Forklift and Modern Manufacturing.</p> <p>May 2014 Update: Filled forklift and are offering 2 additional classes in June. OSHA also had 9 attendees and will offer an addition class in June. Health care turnouts were lower, but we anticipate they will grow as awareness grows. Had to cancel medical terminology this spring due to low enrollments. We had lower turnouts for manufacturing certificates in the fall as well but now have wait lists for forklift.</p> <p>June 2014-CPR and First aid attendance increased from 3 in April to 9 in June as the word is getting out. Filled 2 additional forklift classes (10 each) and offered Modern Manufacturing with 11 attending.</p> <p>September 2014-Have ramped up class listings again. Summer participation is always low. Scheduling regular CPR/First Aid, OSHA 10, Forklift, Computer Basics and Modern Manufacturing throughout the year. Expanding some offerings to Iowa City. Looking to identify and add 4 new classes that focus on soft skills such as time management and communication skills.</p>
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2.3.3 Identify the training provider(s), determine capacity, and implement targeted training programs. Determine the deliverables and evaluation criteria. Document and review process and outcomes.	December-January	IowaWORKS, WIA Director	
3.0 Business Engagement			
3.1 Sector Workforce Strategies: Identify the partners, activities and outcomes required to establish and support Industry Sector Boards that represent the regions foundational and emerging industry clusters. Align resources; review and comment on current educational pathways; and develop additional skill-building strategies.			
Action Step	Timeline	Responsible Party	Status
3.1.1 Identify the best practices of sector boards, education and RWIB members, business	September-December 2013	Kirkwood, Advanced Manufacturing Sector Board, Aspen Institute	Schedule presentation on sector boards via Skype (Aspen Institute)

<p>members, and workforce partners. Determine the deliverables and evaluation criteria. Document and review process and outcomes.</p>			<p>January 2014-Regroup and revisit this action step.</p> <p>Ongoing-IowaWORKS staff attend sector board meetings.</p> <p>May 2014-Advanced Mfg Sector board presented to RWIB about goals and work they do.</p> <p>December 2014-KCC presentation on JRWA and Walmart Brighter Futures projects and the work of sector boards within these projects.</p>
<p>3.1.2 Identify three industry sector boards, recruit members from business, non-profits, education and labor. Determine the deliverables and evaluation criteria. Document and review process and outcomes.</p>	<p>September 2013-June 2014</p>	<p>Kirkwood , Advanced Manufacturing Board, Aspen Institute</p>	<p>One sector board currently exists within Advanced Manufacturing. Other advisory boards which may evolve into sector boards include call center industry, transportation and health care.</p> <p>RWIB will partner with KCC to develop an IT Sector Board.</p> <p>Career pathways sector board through PACE program in development to assist low-income, low-skilled adults enter a career training and employment pathway in healthcare, business/IT and Industrial Maintenance.</p> <p>May 2014-RWIB presentation by Advanced Manufacturing sector board to learn more about how activities and services could align. Former WIA team member is now working for Business/IT KCC credit to help develop IT Sector Board. Will be a good link to IowaWORKS and as it gets moving forward we'll meet with them too.</p> <p>March 2015-Several sector boards are in development stages including Transportation and IT. IowaWORKS staff are adding in these new sector boards to their schedules. Staff continue to attend the Adv Mfg Sector Board.</p>

			<p>June 2015-IowaWORKS presented to the Advanced Manufacturing Sector Board</p> <p>November 2015-Presentation to FinServ/Banking/Cust Serv and shared about RWIB and the need for members from business.</p> <p>Dec-Jan 2016-Met with Transportation and re-met with Fin/Serv/banking/Cust Service. Will meet with manufacturing in February.</p>
<p>3.1.3 Develop and implement workforce goals for each industry sector board, and ensure alignment with the regional workforce plan strategy. Determine the deliverables and evaluation criteria. Document and review process and outcomes.</p>	<p>September 2013-June 2015</p>	<p>CEO/RWIB, IowaWORKS, Kirkwood</p>	<p>May 2014-Beginning this process with Adv Mfg Sector Board.</p> <p>Ongoing-Each sector board develops goals and works towards those. Adv Mfg is currently establishing priorities for next year.</p> <p>Will share goals of new sector boards once established as well as updated goals of the Adv Mfg Sector Board when complete.</p> <p>March 2015-The new sector boards are currently mapping pathways and career ladders. Once these maps are done they will be shared with the RWIB.</p> <p>January 2016-Have sessions planned in February with the board to re-evaluate local needs and identify key sector partnerships.</p> <p>February 2016-Met to review goals, strategies and plans for next strategic plan.</p>
<p>3.2 Business Awareness: Using targeted presentations in communities throughout the region (and through regular attendance at workforce events), increase awareness of sector strategies; the region's industry sector boards; workforce services and products;</p>			

and business workforce needs.			
Action Step	Timeline	Responsible Party	Status
<p>3.2.1 Identify regional community events/groups critical to the success of the integrated one-stop. Determine the deliverables and evaluation criteria. Document and review process and outcomes.</p>	<p>October 2013- April 2014</p>	<p>Management Staff of IowaWORKS and WIA, Workforce Partners</p>	<p>IowaWORKS management will complete community presentations to CBOs on the services available at IowaWORKS. For non-workforce groups the presentations will include education on local workforce needs and skills required of workers. Groups to present to include EIHRA, HR Advisory Committee, and non-profits such as Four Oaks, Horizons, Waypoint and others. ECI may host 1 or more groups to share information.</p> <p>Scheduling an October information session with Johnson Co CBOs to share info on workforce needs, wage progression, and workforce training program.</p> <p>October 2013-Completed an information session with Johnson County CBOs to share information on what a living wage is, wage progression information, and pathway programming available through IowaWORKS. Have since conducted or scheduled 4 one-on-one meetings with CBOs to discuss programming with their participants or staff.</p> <p>September 2014-Bi-monthly workforce partner meetings are held in the region. They typically include IowaWORKS, Corrections, Goodwill, PROTEUS, senior worker programs, Voc Rehab and Job Corps. At the September meeting Job Honor (www.jobhonor.org) founder Kyle Horn presented to the group about how to recognize our job seekers who have faced significant barriers but after a transformation event have changed the trajectory of their life and are now successfully employed...as well as honors the employers who give those individuals a chance. Would like to bring this information and speaker to the board in the future.</p>

			<p>October 2014-Participation in VR Meetings. Follow up meetings will be occurring.</p> <p>November 2014-One Stop Partner Meeting.</p> <p>December 2014-Collaborative meeting to be held with VR, IowaWORKS, GAP/PACE, K12, AEA, KCC about helping more students with a disability transition to short term training.</p> <p>January 2015-One-Stop partner meeting-reviewed WIOA law changes and did assessment of whether the local resources are ready.</p> <p>February 2015-IowaWORKS hosted Teenage Job Fair. 25 businesses participated. Feedback from both businesses and youth was good. Many businesses hired staff as a result. Goodwill provided pre-job fair workshops. Businesses said youth were well prepared.</p> <p>March/April 2015-IowaWORKS team is assisting with the pre-job fair workshops offered as part of the Corridor Career job fair and will be attending the job fairs in April.</p> <p>April/May 2015-Participation in Coralville and Cedar Rapids Corridor Career Job Fair. Will participate in the Construction Job Fair in North Liberty</p> <p>September/October 2015-IowaWORKS assisting with or leading several job fairs. Corridor Works (Cedar Rapids), Under Utilized Job Fair (Cedar Rapids) and Building Blocks (Iowa City).</p> <p>February-April 2016-Many job fairs are in the works for this spring. One was held in February, targeting customer</p>
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			service companies due to a layoff of customer service reps from a local company. Many are being planned for in March and April.
3.2.2 Develop presentations describing the regional workforce plan, workforce services and products, and regional skills gap focus. Determine the deliverables and evaluation criteria. Document and review process and outcomes.	December 2013-January 2014	Management Staff of IowaWORKS, and WIA, Workforce Partners, RWIB, Employer Services and ECI	Should have draft ready in January 2014 for review and final edits. January 2014-2 workgroup meetings completed in January 2014 to create draft. Full board review and input in January. February 2014-Edits to presentation completed. Implemented in March with 2 groups. Also developing a one page take away for businesses. July and August 2015-Participated in informational meeting with Construction employers to share about the new NEG grant opportunity.
3.2.3 Attend (and make occasional presentations) at selected meetings of identified regional community events/groups. Determine the deliverables and evaluation criteria. Document and review process and outcomes.	February 2014-June 2014	IowaWORKS	Gets done through 1.3.2 and 3.2.1 March 2014-EIHRA and HR Corridor Alliance presentations completed. May 2014-Presentation at MEDCO Ongoing-Presentations occur ongoing throughout the community with sector boards, economic development groups, etc.
3.2.4 Measure results through increased business engagement. Determine the deliverables and evaluation criteria. Document and review process and outcomes.	February 2014-June 2014	Workforce Staff	January 2014-Board will identify goals of increased business engagement and presentations. Ongoing-Employer Services team meets with local businesses. January 2015-Will be completing training on indexing

			employer websites to ensure as many positions as possible are listed through www.iowaJobs.org
3.3 Business Collaboration: Improve and support collaboration to increase the effectiveness of partnerships with small businesses within the region’s integrated one-stop workforce systems.			
Action Step	Timeline	Responsible Party	Status
3.3.1 Create survey tools to inform conversations with representatives of small businesses to learn about workforce services they use. Identify themes. Plan and facilitate future focus groups. Determine the deliverables and evaluation criteria. Document and review process and outcomes.	October-January	KTOS, Employer Services Team	May develop assessment tool to identify services customers use through Employer Services visits. May develop pre and post assessment on knowledge of IowaWORKS services available before and after business presentations. January 2014-Collecting this feedback through Q&A with businesses during presentation. Ongoing-Collected through Employer Services team.
3.3.2 Conduct focus groups for representatives of small businesses identified by RWIB board. Determine the deliverables and evaluation criteria. Document and review process and outcomes.	August-October 2013	IowaWORKS, CEO/RWIB	Business focus group also included small businesses. ECI may host small business event. April 2014-Presented at conference to local new or potential entrepreneurs.
3.3.3 Informed by data, target workforce services to small business. Document new services increased. Determine deliverables and evaluation criteria. Document and review process and outcomes.	November 2013-June 2014	R&P IWD Staff, Two Board Members	ECI and Employer Services team may host small business information session based upon 3.3.2. Always provide services and education to small businesses through outreach and those who contact us.
4.0 WIOA Implementation			
4.1 WIOA Implementation Strategies: Ensure Region 10 and local workforce system are prepared for WIOA implementation.			

Action Step	Timeline	Responsible Party	Status
<p>4.1.1 Local team gathers information about WIOA through attending state and DOL trainings and webinars. Share information with RWIB via email and at meetings.</p>	<p>July 2014 until implementation</p>	<p>KCC, IowaWORKS Management, RWIB Chair</p>	<p>November 2014-Shared NCWE conference video and will discuss highlights at upcoming December board meeting.</p> <p>August 2015 and ongoing-Local core leadership team meeting approximately every 2 weeks (WP, WIOA, VR, ABE). This team participated in a day long training with Greg Newton in Des Moines which helped frame the partnership activities to occur within the region. Investigating bringing Greg in to present to local staff, assist management with ongoing activities and meet with board members. Key learnings:</p> <ul style="list-style-type: none"> *all partners write plan with 1 lead agency *Focus is on the system for sharing customers, services and costs (costs come last). *Will have draft of state plan Oct 1, have a template to follow for local plan. *More guidance coming for the release of the RFP *Local plans due to state May 1 *Important to map out the workforce system, develop referral networks and ensure the center is supporting the system. <p>October 2015-Hosted training together with the 4 core WIOA partners. Very good, staff enjoyed and learned a lot. They want to continue to meet and learn from each other.</p> <p>October 2015-Attended WIOA statewide conference . Marcel from the board attended.</p> <p>Nov-Jan 2016-Local WIOA leadership working on local plan</p> <p>January 2016-Will conduct additional training for local staff. Board training with Mary Ann Lawrence.</p>

			<p>Jan-Feb 2016-Planning 2 work group sessions with the board to review plan more in-depth and to work on defining vision, mission, goals and local services.</p> <p>February-March 2016-Met with 2 groups of the board to develop mission, vision, strategic priorities and goals. Also reviewed services and updated allowable activities and funding limits.</p> <p>April 2016-Attended Future Ready Iowa summit.</p> <p>June 2016-Will be attending WIOA Conference in June 2016.</p>
<p>4.1.2 Meet with local workforce providers, especially core partners, to discuss new law, mutual impacts and implications, especially cost sharing agreements with partners.</p>	<p>October, 2014-through implementation</p>	<p>IowaWORKS, local workforce system providers</p>	<p>October 2014-Attended town hall meeting in Cedar Rapids and Iowa City conducted by Voc Rehab to identify areas to increase collaboration and partnership</p> <p>November 2014-One stop partner meeting...reviewed WIOA</p> <p>December 2014-Meeting with VR, IowaWORKS, PACE/GAP, AEA and schools, and KCC to discuss better alignment with training programs and services for students upon leaving K12 (especially those with disabilities)</p> <p>January 2015-Invited additional workforce partners to attend the January One-Stop partner meeting.</p> <p>January 2015-One Stop partners to review WIOA changes and discuss what is currently offered and where region may need to develop offerings. Will share with RWIB.</p> <p>March 2015-Finished up an assessment of local resources and how they align with the new required services within WIOA.</p> <p>April and May 2015-Participated in two webinars: Youth Performance and Youth Work Experiences.</p>

			<p>June 2015-Participated in the new Super Circular training and WIOA training offered by the IWD state team in Des Moines. Staff participated in a WIOA implementation training program on June 5th along with Board Member Patty Manuel</p> <p>October-Current-Local WIOA leadership meets at least twice per month (sometimes more) toward WIOA activities, staff training and integration of services.</p> <p>January 2016-The staff from the 4 core WIOA programs attending training with Greg Newton to learn about the basic changes to the workforce system after WIOA and what basic steps can be taken at a local level to begin implementation.</p> <p>Feb 2016-An in-service day was planned for staff to follow up on learnings from the Greg Newton training. Staff brainstormed many ideas and work groups are being established in 3 areas for staff volunteers to be working on implementation of ideas.</p> <p>January-March 2016-WIOA Leadership worked on CSP updates after board input.</p> <p>May 2016-Received MOU Guidelines from state. Scheduled meeting with the mandatory WIOA partners for May 23 to review and develop by June 13. RWDB will approve in June.</p> <p>June 2016-Completed local MOU process. Submitted to state for final signatures. Reviewed by full RWDB on June 30, 2016.</p>
<p>4.1.3 Align and/or develop current services into new model</p>	<p>January 2015- July 2015</p>	<p>IowaWORKS, local workforce system</p>	<p>January 2015-Will be reviewing new menu of services and identifying what we or local providers to that meets those</p>

<p>of career services and training services.</p>		<p>providers</p>	<p>services and areas we need to add or identify more services. Will review with local one-stop workforce team at January meeting to begin process. (to happen January 26).</p> <p>March 2015-Youth team looking at ways to create stronger linkages with businesses to offer more youth work experiences. May develop summer youth programming as a standard program with the new focus on work experiences and work based learning.</p> <p>March 2016-DRAFT CSP Developed and released for public comment.</p> <p>April 18, 2016-Kick off of youth and young adult job program. With the focus on more work experience, the team is launching a youth job program starting April 18. This will focus on out of school youth, who are more disconnected from services and education, and help them gain work skills and access into additional skills training or high school completion as needed.</p> <p>April 2016-RWDB approved the CSP.</p> <p>May 2017-Four core partners established three workgroups to align services with business needs, ensure referrals/coordination of partners is being completed and integration of services. Second meeting held in June with action plans to be developed by October 2016. Action plans will be implemented October 2016.</p>
<p>4.1.4 Monitor and report to the RWIB on new performance and spending metrics throughout FY 14 to determine if ready to meet goals of new model starting in FY</p>	<p>January 2015-ongoing</p>	<p>IowaWORKS</p>	<p>Will look at the WIA Y, A and DW metrics starting in January and report out on those we can. At this point unable to align exactly to new outcome measures but will pull for what we are able to.</p> <p>Q1 FY 15-Youth team is currently expending 70% of youth funds on out of school (OOS) youth. Starting July 1, 2015</p>

<p>15 and FY 16.</p>			<p>we must be at 75%. Last year we were at 50%. The team is doing a good job of identifying more OOS youth and making those a target for enrollment. For every 1 IS youth we enroll we must enroll 5 OOS youth to ensure we hit this metric starting July 1, 2015.</p> <p>February 2015-State team reported that they are going to look into pulling WIOA performance reports now, to see how we measure up.</p> <p>March 2016-Closly monitoring spending within youth program to hit the 20% on experiential learning and our split between funds spent on in-school youth and out of school youth.</p> <p>May 2016-Developed budget for FY 17 for board to review and approve.</p> <p>June 2016-Update-no reports built yet to pull performance on new WIOA performance data. State is aware and working on. Once we have those reports will be share how Region 10 is fairing. On track with goals established around spending for out of school/in school youth and experiential learning.</p>
<p>4.1.4 Link with sector boards, identify potential RWIB business representatives from sector boards and identify ways to link together the work of the RWIB and sector boards.</p>	<p>October 2013-Ongoing</p>	<p>IowaWORKS, Sector Boards, RWIB, KCC</p>	<p>Past presentation by Adv Mfg Sector Board.</p> <p>December 2014-Overview of Sector Board Development through JRWA/Walmart Brighter Futures project</p> <p>Ongoing updates to be provided on sectors boards in development.</p> <p>June 2015-presented to Advanced Manufacturing Sector Board on IowaWORKS services, transitions, grants, etc.</p>

			<p>Discussed upcoming strategic planning process as a result of WIOA and that the sector board could play a key role in helping determine local workforce needs and programming.</p> <p>Nov-January-Meeting with sector boards to educate on local planning process, changes with WIOA, RWIB, and identify ways to partner together.</p> <p>June 2016-Advanced Manufacturing Sector board meeting and strategic planning session with RWDB.</p>
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