# IOWA PLAINS COMMITTEE

**Date:** November 8, 2024
**Time:** 8:30 AM
**Facilitator:** Holly Espenhover-Chair

## IN ATTENDANCE

- Andrea Mann (Iowa Workforce Development)
- Andrew Sheffield (CJ Bio America)
- Brittney Gutzmann (Vocational Rehabilitation)
- Cassy Bennett (Lunchtime Solutions)
- Chelsie Dobney (UnityPoint Health)
- Danielle Michalski (Abstract Associates of Iowa, Inc.)
- Elizabeth Waigand (Iowa Workforce Development)
- Faith Miller (Iowa Workforce Development)
- Holly Espenhover, Chair (UnityPoint Health)
- Kathy Leggett (Iowa Workforce Development)
- Kent Heronimus (Interstates)
- Kristin Russell (American Athletic Inc/Fruit of the Loom Inc)
- N. Omar Valentine (Iowa Workforce Development)
- Pamela Woolridge (Western Iowa Tech Community College)
- Randall McQueeney (Iowa Workforce Development)
- Tammi Erlbacher (Life Skills Connections)
- Teresa Larson-White (Iowa Workforce Development)

## AGENDA

- **Work-Based Learning Strategy and Survey Responses (Kathy Leggett)**

  o Goal: Assess interest from employers to collaborate and engage with Iowa Plains.

  o 643 returned survey from Iowa Plains; 235 indicated interest in meeting with Iowa Workforce Development (IWD) to learn more about Work-Based Learning (WBL) opportunities.

  o Survey responders received a contact from the Business Engagement Consultant (BEC).

    1. For the 235 indicating interest, 31 meetings were scheduled two weeks ago.
       - 9 interested in On-The-Job Training (OJT) and Work-Based Learning (WBL) opportunities.

- o Anticipating follow up increase in upcoming weeks due to Business Engagement Consultant (BEC) being in training for the last two weeks.
- o Next Steps
    1. Identify employers in targeted areas of Iowa Plains with high demand job opportunities.
        - Career Fields
            - Manufacturing
            - Healthcare
            - Education/Support Services
        - Locations
            - Crawford County
            - Woodbury County
            - Pottawattamie County
            - Sioux County
            - Webster County
    2. Create a marketing piece that provides data to support identification of target areas and careers with viable solutions.
    3. Engage with community partners in identified areas for conversations and meetings.
        - Collaborate with Business Engagement Consultants to engage with employers and community partners in identified areas.
    4. Partner with Economic Development and host sessions to learn more about partnering with Iowa Plains within the partnership categories.
- **One-Stop Operator Updates**
    - o Creation of a Iowa Plains Partner Directory to start the distribution of information and coordination of meetings.
    - o Developing goals for the One-Stop. Currently reviewing and interpreting the data from the October 2024 survey.
    - o Next Steps: Review One-Stop Operator Goals and Progress Reports
- **Next Meeting**
    - o December 13, 2024 / 8:30am – 9:30am

# 2024 Work-Based Learning Survey
# Summary Results

The 2024 Work-Based Learning (WBL) Survey was distributed to Iowa employers on June 13, 2024. The purpose of the survey was to gauge employer interest in WBL and to create a connection with employers who indicated interest in learning more or engaging in a WBL program. The survey closed July 17, 2024. A total of 3,450 surveys were collected. The summary results of the survey are provide below and on the following pages.

**KEY:** Green highlighted cells indicate the highest percentage(s) in a column or category

**Q1:** Is your company currently participating in work-based learning program?

A:

|  | Count | Percent |
|---|---|---|
| 1 Yes | 617 | 17.9% |
| 2 No | 2833 | 82.1% |
| **Total** | **3450** | **100.0%** |

*If the respondent answers 'No' to Q1, they are asked Q2.*

*If the respondent answers 'Yes' to Q1, they are asked Q3.*

**Q2:** Is your company interested in participating in a work-based learning program?

A:

|  | Count | Percent |
|---|---|---|
| 1 Yes | 1013 | 37.3% |
| 2 No | 1704 | 62.7% |
| **Total** | **2717** | **100.0%** |

**Q3:** Would you like more information about work-based learning programs?

A:

|  | Count | Percent |
|---|---|---|
| 1 Yes | 1205 | 74.8% |
| 2 No | 407 | 25.2% |
| **Total** | **1612** | **100.0%** |

*If the respondent answers 'Yes' to Q2, they are asked Q3.*

*If the respondent answers 'Yes' to Q3, they are asked Q4.*

*If the respondent answers 'No' to Q3, they are skipped to Q8. However, if they answer 'Yes', respondents will also be asked Q8, just after Q4.*

**Q4:** Which of the following work-based learning programs would you like more information on?

A:

| Multiple selections could be chosen by the respondent. | Count | Percent of Cases |
|---|---|---|
| 1 Registered Apprenticeship | 272 | 27.3% |
| 2 Quality Pre-Apprenticeship | 227 | 22.8% |
| 3 Internships/Work Experiences/Locally Designed Apprenticeships | 716 | 71.9% |
| 4 Sustained, Authentic Project-Based Learning | 186 | 18.7% |
| 5 School-Based Enterprises | 365 | 36.6% |
| 6 Teacher Externships | 147 | 14.8% |
| 7 Other On-the-Job Training (verbatim, 'write-in' allowed, Q5-Q7) | 301 | 30.2% |

*If the respondent answers 'No' to Q2, they are skipped to the end of the survey, to Q24. Q24 results are on the last page of this document.*

**Q8:** Which of these best describes the industry of your company?

A:

| Industry | Count | Percent | Industry | Count | Percent |
|---|---|---|---|---|---|
| 2 Agriculture, Forestry, or Mining | 105 | 11.9% | 9 Personal Services | 34 | 3.8% |
| 3 Construction | 216 | 24.4% | 10 Professional Services | 93 | 10.5% |
| 4 Education | 122 | 13.8% | 11 Public Administration, Governmen | 41 | 4.6% |
| 5 Entertainment and Recreation | 24 | 2.7% | 12 Retail Trade | 172 | 19.4% |
| 6 Finance, Insurance, Real Estate | 46 | 5.2% | 13 Transportation, Communication, Public Utilities (including newspapers) | 79 | 8.9% |
| 7 Healthcare/Social Services | 165 | 18.6% | 14 Wholesale Trade | 17 | 1.9% |
| 8 Manufacturing | 207 | 23.4% | **Total** | **885** | **100.0%** |

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**Q9:** In which of the following job categories does your company **currently offer** work-based learning programs, if any?

A:

| Multiple selections are allowed | Count | Percent of Cases |
|---|---|---|
| 1 Architecture and Engineering | 60 | 5.2% |
| 2 Arts, Design, Entertainment, Sports, and Media | 32 | 2.8% |
| 3 Building and Grounds Cleaning and Maintenance | 39 | 3.4% |
| 4 Business and Financial Operations | 102 | 8.8% |
| 5 Community and Social Service | 30 | 2.6% |
| 6 Computer and Mathematical | 49 | 4.2% |
| 7 Construction and Extraction | 130 | 11.2% |
| 8 Education, Training, and Library | 72 | 6.2% |
| 9 Farming, Fishing, and Forestry | 45 | 3.9% |
| 10 Food Preparation and Serving Related | 62 | 5.3% |
| 11 Healthcare Practitioners and Technical | 63 | 5.4% |
| 12 Healthcare Support | 75 | 6.5% |
| 13 Installation, Maintenance, and Repair | 143 | 12.3% |
| 14 Legal | 12 | 1.0% |
| 15 Life, Physical, and Social Science | 11 | 0.9% |
| 16 Management | 61 | 5.3% |
| 17 Military Specific | 1 | 0.1% |
| 18 Office and Administrative Support | 100 | 8.6% |
| 19 Personal Care and Service | 19 | 1.6% |
| 20 Production | 82 | 7.1% |
| 21 Protective Service | 3 | 0.3% |
| 22 Sales and Related | 85 | 7.3% |
| 23 Transportation and Material Moving | 37 | 3.2% |
| 24 None | 493 | 42.5% |

**Q10:** In which of the following job categories would your company **be able to offer** work-based learning programs, if any?

A:

| Multiple selections are allowed | Count | Percent of Cases |
|---|---|---|
| 1 Architecture and Engineering | 94 | 7.5% |
| 2 Arts, Design, Entertainment, Sports, and Media | 54 | 4.3% |
| 3 Building and Grounds Cleaning and Maintenance | 131 | 10.4% |
| 4 Business and Financial Operations | 172 | 13.7% |
| 5 Community and Social Service | 75 | 6.0% |
| 6 Computer and Mathematical | 68 | 5.4% |
| 7 Construction and Extraction | 204 | 16.3% |
| 8 Education, Training, and Library | 113 | 9.0% |
| 9 Farming, Fishing, and Forestry | 64 | 5.1% |
| 10 Food Preparation and Serving Related | 134 | 10.7% |
| 11 Healthcare Practitioners and Technical | 95 | 7.6% |
| 12 Healthcare Support | 126 | 10.0% |
| 13 Installation, Maintenance, and Repair | 259 | 20.7% |
| 14 Legal | 21 | 1.7% |
| 15 Life, Physical, and Social Science | 17 | 1.4% |
| 16 Management | 106 | 8.5% |
| 17 Military Specific | 1 | 0.1% |
| 18 Office and Administrative Support | 241 | 19.2% |
| 19 Personal Care and Service | 52 | 4.1% |
| 20 Production | 200 | 15.9% |
| 21 Protective Service | 5 | 0.4% |
| 22 Sales and Related | 180 | 14.4% |
| 23 Transportation and Material Moving | 99 | 7.9% |
| 24 None | 118 | 9.4% |

**Q11-17:** Is your company currently participating in/providing, or would your company be willing to participate in/provide, any of the following?

A:

| WBL Program | Currently Participating | Willing to Participate | Not Willing to Participate |
|---|---|---|---|
| Registered Apprenticeship (RA) Programs | 15.6% | 35.3% | 49.1% |
| Quality Pre-Apprenticeship (QPA) Programs | 3.8% | 42.5% | 53.7% |
| Internships/Work Experiences/Locally Designed Apprenticeships | 27.2% | 58.7% | 14.1% |
| Sustained, authentic project-based learning | 5.0% | 45.2% | 49.8% |
| School-Based Enterprises | 13.5% | 50.5% | 36.0% |
| Other On-the-Job Training (verbatim, 'write-in' allowed, Q18-Q20) | 16.7% | 64.4% | 18.9% |
| Teacher Externships | 2.5% | 29.6% | 67.9% |

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**Q21:** Which groups do you currently/would you be willing to work with?

**A:**

| Multiple selections are allowed | Count | Percent of Cases |
|---|---|---|
| 1 High School Students | 991 | 83.1% |
| 2 Adults | 999 | 83.7% |
| 3 Individuals with Disabilities | 307 | 25.7% |
| 4 Returning Citizens, Formerly Incarcerated | 260 | 21.8% |
| 5 Veterans | 683 | 57.3% |

**Q22:** What time of year do you/are you available to provide work-based learning programs?

**A:**

| Multiple selections are allowed | Count | Percent of Cases |
|---|---|---|
| 1 Spring | 242 | 20.5% |
| 2 Summer | 282 | 23.8% |
| 3 Fall | 247 | 20.9% |
| 4 Winter | 150 | 12.7% |
| 5 Year-round | 909 | 76.8% |

**Q23:** In the interest of better preparing students for success in the workforce, which of the following does Iowa need to improve upon?

**A:**

| Multiple selections are allowed | Count | Percent of Cases |
|---|---|---|
| 1 Better information to parents and students as to the employment opportunities available to them | 672 | 59.5% |
| 2 Develop hard skills (writing, mathematics, computer/IT, machine operation) | 517 | 45.8% |
| 3 Develop soft skills (teamwork, problem solving, communication, adaptability) | 850 | 75.3% |
| 4 Develop subject mastery/expertise | 275 | 24.4% |
| 5 Provide work-based learning opportunities in partnership with employers | 756 | 67.0% |
| 6 Other (verbatim, 'write-in' allowed) | 81 | 7.2% |

**Q24:** Why is your company not participating in work-based learning programs?

**A:**

| Multiple selections could be chosen by the respondent. | Count | Percent of Cases |
|---|---|---|
| 1 Legal/insurance liability concerns | 338 | 19.9% |
| 2 Not enough staff to participate | 653 | 38.4% |
| 3 Need more information about work-based learning programs | 273 | 16.1% |
| 4 Too busy/not enough time to participate | 522 | 30.7% |
| 5 Not interested in work-based learning program participation | 500 | 29.4% |
| 6 Other (verbatim, 'write-in' allowed) | 190 | 11.2% |

*If the respondent answers 'No' to Q2, they are skipped to the end of the survey, to this question, Q24.*

**Q39:** Would you be interested in meeting with a member of the IWD team to discuss how IWD could support work-based learning for your company?

**A:**

| | Count | Percent |
|---|---|---|
| 1 Yes | 805 | 33.3% |
| 2 No | 1616 | 66.7% |
| **Total** | **2421** | **100.0%** |

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# One Stop Operator (OSO) Monthly Summary
## *Iowa Plains*
## *October Summary*
### *Written: 11/8/2024*

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### *Survey Results*

October's complete summary results have not been provided to the OSO. This update will be provided in December's monthly summary.

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### *Partner Meetings*

In October, partners met to discuss the MOU. OSO has been working to identify all required and core partner contact information with the goal of creating a partner directory and scheduling regular partner meetings. OSO has scheduled a Core Partner Meeting for 12/11/2024 at 10:00 AM via Teams. The following agenda has been created (subject to change):

| Agenda |
|---|
| **Introductions** |
| **Inservice Planning** |
|   - Time/Day |
|   - Format |
|   - Topics |
|   - Ways to Improve |
| **Future Partner Meetings** |
|   - Monthly (10/year Core- 2/year Required) |
|   - Topics: Speakers, Trainings, Breakouts |
|   - Any suggestions for Topics or Speakers? |
|   - Discussion of a day/time for ongoing meetings |
| **Partner Updates** |
|   - Announcements |
|   - Updates |
|   - Information |
|   - Additional Topics for Discussion |
| **Next Meeting Agenda:** |
|   - Anyone have topics they would like added to the next agenda? |
| **Next Meeting Date**: |

## Workforce Development Staff Trainings

Regional Managers and OSO are collaborating to create staff training every Wednesday from 8:00 AM-9:00 AM.  Each month the weekly training will consist of a statewide training, an Iowa Plains-Wide training, a Customer Service training and an Individual Center (individualized topics/team building) training. OSO and Regional Managers will collaborate to determine the organizer(s) and topic(s) of each week's meeting for all 6 centers.

*In November, the following training courses are planned:*
***Statewide**- Registered Apprenticeship Training*
***Individual Centers**- Team Building Game/Ted Talk "Lollypop Moments"*
***Customer Service**- My Career Plan*
*(No training in the last week of November due to Thanksgiving)*

## Community Outreach/Business Contacts

Currently, OSO is working through a partner list to meet with partners and area business contacts in 1-1 introduction meetings.  Two of these meetings were conducted in October.

## Efficiencies

OSO revamped and printed a laminated desk aid for all the Iowa Plains Centers.  These have been distributed to most centers or will in the upcoming weeks. In October, the OSO started creating an Iowa Plains Partner Directory.  This will be completed and distributed in November.

# Iowa Plains Survey Summary

*Date: October 2024*

## Number of Customer in the Center:

| CENTER | # CUSTOMERS |
|---|---|
| Spencer | 614 |
| Creston | 142 |
| Fort Dodge | 720 |
| Denison | 376 |
| Council Bluffs | 818 |
| Sioux City | 2368 |
| Iowa Plains | 5038 |

## Percentage of Customers Completing Surveys: 1%

## Overall Customer Service Satisfaction Average: 3.3

Scale:
1-Very Dissatisfied
2-Somewhat Dissatisfied
3-Somewhat Satisfied
4-Very Satisfied

## Customer Comment Summary:

Many customers expressed frustration with the **technology** and the systems used for Iowa Workforce. They describe the app and website as clunky, difficult to navigate and complicated. This topic was the most stated topic in the surveys submitted.

**Customer service** comments were mixed. Some people expressed that the staff were friendly and helpful. Some customers expressed frustration with having too many different people helping them and not getting call backs from staff. One comment also described a staff member as rude. The most common word seen throughout the customer service comments was "helpful".

In the comments, some **suggestions for change** were made, such as ensuring that the required classes do not overlap, shortening the workshops, providing a paper instruction sheet for navigating the website and ensuring Workforce Centers are not so far away from different towns/cities.

## OSO Recommendations:

- Developing strategies to **increase survey completion**.
  - Paper copies of surveys in centers
  - QR codes that would lead people directly to online surveys
  - Training staff to encourage customers to fill out surveys
- Reviewing the **website** and app and discuss possible improvements.
- Complete **customer service training** with staff.
- Develop a **paper instruction sheet** for navigating the app/website
- Discuss and/or train **time management strategies** with staff to ensure calls/emails are being answered promptly.