IowaWORKS

A proud partner of the AmericanJobCenter network

Iowa System Alignment – Desk Aid

Business Engagement Examples

ISOLATION	COMMUNICATION	COORDINATION	COLLABORATION	INTEGRATION
Placement specialists in each program make their own business connections. There is no sharing of business information between agencies, except for the information added to the Job Center's search engine by Wagner-Peyser business representatives.	Placement Specialists meet once a month for virtual coffee to talk about business development strategies. Program specialists share information about their programs, job fairs, and similar events. Business Service staff share Registered Apprenticeship (RA) opportunities with all partners when available. Business Service Specialists can speak to all Core Partner programs about available job opportunities.	Placement Specialists and Business Associates meet every Thursday to share the skill needs of their business customers and to share placement opportunities. Some programs may work together to respond to a specific industry's skill needs. Partners work together to make plans and activities responding to layoffs or business closings.	Business Service Specialists form multiple partner agencies meet regularly and plan business events together, such as job fairs. They host a business event once a quarter to gather information about the needs of specific business sectors and provide information or training on topics identified as important by those business sectors. Partner agencies still contact businesses separately but share information with each other to meet business needs.	All programs create a shared business service strategy and support a unified process to connect qualified job candidates to meet business skill needs. Professionals from the different programs assume roles in implementing the system strategy to meet business needs. Programs use a shared a case management system in which all business services staff utilize.

This information is based upon the workforce system alignment model developed and used by RSA's Workforce Innovation Technical Assistance Center 2015 – 2020