

## Region 10 Vision, Mission, Strategic Priorities and Goals

July 1, 2016-June 30, 2019

**Vision:** Providing a seamless and integrated workforce delivery system for businesses and individuals by:

1. Ensuring accessibility for all individuals, including those with barriers to employment.
2. Sustaining and strengthen regional economic growth through innovative sector partnerships
3. Creating pathways that connect a pipeline of educated and skilled workers to current and emerging industries leading to self-sufficient careers.

**Mission:** Effectively contributing to Iowa's Creative Corridor's quality of life by connecting businesses and individuals to workforce solutions.

### Strategic Priorities and Goals:

**Priority #1.** Community Awareness of Integrated Workforce System: Design an integrated workforce system that focuses on increased awareness of the workforce system with external customers (businesses) and internal customers (four core partner programs).

Goal	Responsible Party	Estimated Date	Progress Report
1.1 Develop a Workforce System Orientation for use with Businesses and Customers.	Core Partners	June 30, 2017	July-September 2016: Joint workgroup (4 core partners) working on integrating business service activities. October 2016: Report out to full staff with an action plan ready to implement. December 2016-Implementation Workgroup Meeting. Starting to work on implementation of business services joint outreach and orientation. March 2017-Workgroup team met with KCC Marketing. Will be developing an outline and

			gathering video for a short 3 minute video to be used with new enrollments, on facebook and with partners to share what workforce system means.
<b>1.2</b> Increase visibility through joint outreach, marketing and awareness campaigns, especially seeking local media outlets.	Core Partners	December 31, 2017	<p>July-September 2016: Joint workgroup (4 core partners) working on integrating outreach activities and education the public on the full workforce 'system' of services.</p> <p>October 2016: Report out to full staff with an action plan ready to implement.</p> <p>December 2016-Implementation Workgroup Meeting. Starting to work on implementation of activities, including a tool for staff and partners to know and understand all WIOA services, activities and referral process.</p> <p>Jan-March 2017-Teams have developed a referral tool for staff and partners. Almost ready for print. Developing "display boards" outlining all workforce services to be displayed with all partners and used at job fairs, etc.</p>
<b>1.3</b> Provide ongoing staff training, continuously integrate services and evaluate regularly.	All Workforce Partners	Ongoing	<p>June 2016-Team members attended WIOA conference.</p> <p>September 2016-Team members attended training on enter business services</p> <p>October 2016-Workforce Partner In-Service. Teams will present on work group efforts, field questions.</p> <p>December 2016-Implementation Workgroup Meeting. Starting to work on implementation of activities, including a tool for staff and partners to know and understand all WIOA services, activities and referral process. Developing electronic referral tool.</p> <p>February 2017-All 4 core partners completed a day long training together. Worked on teamwork and</p>

			partnership with an outside speaker. Collected next steps from team members, and surveyed team members on what we should do to keep momentum going. Developing ongoing trainings, and silo-breaking activities.
<b>1.4</b> Develop a referral process between the four core programs which includes a hand off and follow up process.	Core Partners	December 31, 2017	July-September 2016: Joint workgroup (4 core partners) working on developing a more efficient referral tool and method. October 2016: Report out to full staff with an action plan ready to implement. Jan-March 2017-Team is researching options for making electronic referrals. SmartSheet is being researched as a quick tool.
<b>1.5</b> Inform customers of career pathways and occupations that lead to self-sufficiency.	Core Partners with Sector Boards	June 30, 2018	June 2016-RWDB met with Advance Mfg Sector Board to learn about pathways and workforce needs September 2016-RWBD met with Customer Service/Insurance/Banking Sector Board to learn about pathways and workforce needs. November 2016-Hosted apprenticeship awareness event with 23 businesses and 11 job seekers.

**Priority #2.** Preparation of the Workforce: Design, develop and offer training for individuals, including those with barriers to employment--to prepare for current and emerging industry workforce skill requirements. Support the region's workforce through pathways that provide advanced, skilled and future ready workers.

Goal	Responsible Party	Estimated Date	Progress Report
<b>2.1</b> Design and develop career exploration and training pathways (including basic, soft and hard skills), especially focused on Advanced Manufacturing and Financial	Core Partners  Advanced Manufacturing Sector Board  Financial	June 30, 2017	November 2016-Meeting with Financial Services/Insurance/Customer service board to review next steps to increasing partnerships between IowaWORKS and this board. November 2016-January 2017-Met with leadership of Financial Services/Customer Services/Insurance sector board. They identified an outline for basic customer

Services/Insurance/Customer Service sector board pathways.	Services/Insurance and Customer Service Board		service and industry training/awareness that could be completed through IowaWORKS workshops. They will be working with the full board to outline what this might look like and help with implementing by offering their time/tours/locations for portions of the workshops. Sector board leadership would like to present to WIOA partners to educate on their industry and workforce needs.
<b>2.2</b> Provide training information on STEM and high-demand occupations in the Creative Corridor.	Core Partners	Ongoing June 30, 2017 (aligned with goal 2.1)	To be completed-FS/I/CS sector board leadership would like to present to WIOA partners to educate on their industry and workforce needs.
<b>2.3</b> Provide tools, resources, and services to reduce barriers to work and education/training.	Core Partners	Ongoing	
<b>2.4</b> Align partner services to training pathways to reduce barriers and ensure customers receive needed support.	Core Partners	December 31, 2017	Fall 2016-Developed a referral tool. Workgroup of local core partners is turning tool into a more user-friendly online/fillable form. Goal is to complete by January 2017 and present to all workforce partners. December 2016-Implementation workgroup met to begin turning tool into electronic format. Plan to present to full workforce partner system team at January partner meeting. February-March 2017-Development of a basic skills in transportation certificate targeting ESL participants to help them pathway into Class A, B and Transportation Specialist training.
<b>2.5</b> Expand access to training and education opportunities through the use of distance learning tools, videoconferencing, and other	Core Partners	June 30, 2017	Ongoing-FS/Ins/Banking creating IowaWORKS workshops around sector needs. Discussed using online modules created by businesses, or linking into businesses directly to facilitate portions of training.

technology.			
<b>2.6</b> Co-enroll participants in core partner programs as appropriate to provide participants with access to needed and available services.	Core Partners	Ongoing	December 2017-Implementation workgroup is finalizing a flip charge to help WIOA staff, workforce partners, and customers have a clear visual on what services are available, who might be eligible and how to connect. March 2017-Flip chart “referral tool” almost ready for print.

**Priority #3.** Effective Business Engagement: Engage more effectively and widely, and collaborate more extensively with employers in workforce planning. Provide access to individuals with workforce resources aligned to business needs and the region’s current and emerging sectors to bolster regional workforce competitiveness.

<b>Goal</b>	<b>Responsible Party</b>	<b>Estimated Date</b>	<b>Progress Report</b>
<b>3.1</b> Support all regional sector board work focusing on Advanced Manufacturing, Financial Services/Insurance/Customer Service, and STEM by ensuring alignment to regional workforce needs/demands.	Core Partners  RWDB	Ongoing	November 2017-Meeting with FS/Ins/CS board to review meeting with RWDB in September and identify areas for increased partnership. Ongoing-Working with leadership of FS/Ins/CS Sector Board to present to WIOA staff on industry and workforce needs.
<b>3.2</b> Create workforce system programming aligned to local business demands/needs.	Core Partners  RWDB  Sector Boards	Ongoing	Ongoing-Developing in house workshops around FS/I/B sector needs. Discussed using online modules created by businesses, or linking into businesses directly to facilitate portions of training.  January-February 2017-Developing in partnership with ABE/ESL a pre-training/pre-employment pathway for IAC impacted workers including additional courses for these workers within computer

			literacy, ESL classes, linkage with ongoing job readiness and job search classes, that pathway into employment or additional training.
<b>3.3</b> Integrate current apprenticeship career opportunities into career and training pathways and expand apprenticeship opportunities with regional employers.	Core Partners  Apprenticeship Employers	June 30, 2018  Ongoing	November 2017-Hosted an apprenticeship awareness event with 23 businesses and 11 job seekers. Have developed 2 new leads for businesses interested in apprenticeships and are helping 5 job seekers enter into more intensive services.  December – January 2017-Several apprentices impacted by recent layoffs at several companies. Enrolling and serving these apprentices by continuing their classroom training and helping them connect with similar apprenticeship opportunities in the region.
<b>3.4</b> Develop systems to better prepare and help individuals with barriers to employment to enter into training career opportunities and long-term employment.	Core Partners	Ongoing	January-February 2017-IowaWORKS is developing in partnership with ABE/ESL a pre-training/pre-employment pathway for IAC impacted workers including additional courses for these workers within computer literacy, ESL classes, linkage with ongoing job readiness and job search classes, that pathway into employment or additional training.