

## 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. June 2017-Video finalized, shared with board, and beginning to be used in orientations, workshops, marketing.
<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> <p>November 2017-January 2018-Food Assistance Outreach. Received list of all food assistance participants in 7 county region. Will conduct a mailing to invite them into a "lunch and learn" or "supper and learn" to hear about services available at IowaWORKS, and how to access training and other workforce program services. Sessions will be held in January 2018. Planning happening now. Should reach around 17,000 household.</p> <p>February 2018-Hosting Lunch and Learn events in Iowa City and Cedar Rapids (two in CR). Planning</p>

			<p>smaller lunch and learn sessions for March in rural counties (Washington, Iowa, Cedar, Benton and Jones).</p> <p>November 2018-Apprenticeship awareness event at Goodwill in collaboration with IowaWORKS.</p>
<p><b>1.3</b> Provide ongoing staff training, continuously integrate services and evaluate regularly.</p>	<p>All Workforce Partners</p>	<p>Ongoing</p>	<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 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.</p> <p>June 2017-Completed COLORS training with all staff.</p> <p>May-June 2017-Planning fall team building activities at Camp Wapsi.</p> <p>August 2017-Finalized planning for Camp Wapsie team building in October.</p> <p>October 2017-Hosted team building at Camp Wapsie. 93 team members in attendance from IowaWORKS, KCC Adult Basic Ed, IVRS and IDB.</p>

			<p>November-December 2017-Reevaluating expectations for customer service. Developing as a team, and identifying training needs. Will be adding expectations into IowaWORKS team member evaluations moving forward.</p> <p>Jan-Feb 2018-Planning and hosting Disability Services and Experience event for staff during President's Day all staff inservice. Will bring together all core partners in Region 10 plus Title 1 and 3 from Davenport and Burlington. Will share results of training and some activities with RWDB in March 2018.</p> <p>March 2018-Sharing results of training with RWDB, and providing a portion of training.</p> <p>May to June 2018-Developed and presented first round of board training. Training has been shared on board website. Round 2 delivered June 2018.</p> <p>July-Sept 2018-WIOA Leadership team is developing staff inservice training for October focused on serving individuals who may be deaf or hard of hearing.</p> <p>October 2018-Hosted In-Service event for staff to learn about best practices serving individuals who are deaf or hard of hearing.</p>
<p><b>1.4</b> Develop a referral process between the four core programs which includes a hand off and follow up process.</p>	<p>Core Partners</p>	<p>December 31, 2017</p>	<p>July-September 2016: Joint workgroup (4 core partners) working on developing a more efficient referral tool and method.</p> <p>October 2016: Report out to full staff with an action plan ready to implement.</p> <p>Jan-March 2017-Team is researching options for making electronic referrals. SmartSheet is being researched as a quick tool.</p> <p>May 2017-Also looking at a google doc that can be</p>

			<p>shared among partners. GeoSolutions software system train-the-trainer training begins in May. Will be sending several staff to start transition process. New system has built in referral tool.</p> <p>July-September 2017-Finalized referral guide. Created online referral tool, and gathered feedback from partners.</p> <p>March 2018-Finalized online referral tool, trained staff, set up system to monitor and track referrals.</p> <p>May 2018-Shared referral guide with board members.</p> <p>November-January 2019-Core WIOA partners are tasked with identifying level of integration in 6 key areas. Then prioritizing which are most critical along with steps to take to move toward integration.</p> <p>February 2019-Title 1 and 3 completing new IWORKS (database) training which will create an easier system for referrals and track referral metrics.</p>
<p><b>1.5</b> Inform customers of career pathways and occupations that lead to self-sufficiency.</p>	<p>Core Partners with Sector Boards</p>	<p>June 30, 2018</p>	<p>June 2016-RWDB met with Advance Mfg Sector Board to learn about pathways and workforce needs</p> <p>September 2016-RWBD met with Customer Service/Insurance/Banking Sector Board to learn about pathways and workforce needs.</p> <p>November 2016-Hosted apprenticeship awareness event with 23 businesses and 11 job seekers.</p> <p>May 2017-Promoting and recruiting non-native English speakers to a free Transportation Communication class that educates them on the various career pathways in transportation and logistics and prepares them to enter into those training programs.</p> <p>June-July 2017-Preparing to host Industry Sector Board facilitators for a lunch and learn with</p>

		<p>workforce partners.</p> <p>September 2017-hosted sector board facilitators, with goal of re-convening to focus on “opportunity” clients served through IowaWORKS. Meeting may be with Jennifer Daly and board chairs.</p> <p>October-November 2017-Representative attended training and planning sessions with the 6 Sector Board leadership committees. Being available for questions/input as they work on developing coordinated strategies between the boards.</p> <p>February 2018-Hosted lunch and learn sessions targeting food assistance recipients. Shared training opportunities and pathway training programs.</p> <p>April 2018-Participated in union trades event and referred customers. Working on a women in non-traditional careers event to take place October 2018.</p> <p>May-August 2018-Developing career exploration and “gallery career walk” to be implemented into Navigating your Journey workshop.</p> <p>August-September 2018-Finalizing NYJ workshop. Schedule created for rest of 2018. Officially “launched” September 1 with all students enrolled starting this date will be required to take the workshop.</p> <p>October, 2018-Hosted a Women in Non-Traditional Careers event. 20 women attended to hear from other women in careers within Transportation, Construction and Manufacturing.</p>
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**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
<p><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 Services/Insurance/Customer Service sector board pathways.</p>	<p>Core Partners</p> <p>Advanced Manufacturing Sector Board</p> <p>Financial Services/Insurance and Customer Service Board</p>	<p>June 30, 2017</p>	<p>November 2016-Meeting with Financial Services/Insurance/Customer service board to review next steps to increasing partnerships between IowaWORKS and this board.</p> <p>November 2016-January 2017-Met with leadership of Financial Services/Customer Services/Insurance sector board. They identified an outline for basic customer 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.</p> <p>May – June 2017-Transportation Communication and pathway class held and participants reviewed and selected next step in pathway. Assisted with additional support and referrals to continue on pathway.</p> <p>October 2017-Attended Apprenticeship training through Harper College, with goal of learning how to develop an appropriate pre-apprenticeship program that could be offered at IowaWORKS.</p> <p>Ongoing-Attending SB facilitator meetings, Sector training in Coralville, and SB meetings.</p> <p>February 2018-Exploring opportunities to develop pre-apprenticeship training for established union apprenticeship programs utilizing GAP/PACE/Title 1 funding.</p> <p>February-March 2018-Partnership with Title 1, Title 2, and Nordstom developing a pipeline development and</p>

			<p>training program targeting African immigrant populations to increase English skills along with basic warehouse knowledge, safety awareness and cultural training. Two pathways, one for those with very basic English skills who will train onsite during paid work hours. The second for those with more limited English skills who will participate in a pre-employment training program. Also partnering with African Immigrant leaders to provide training to current Nordstrom managers to better understand this population.</p> <p>April 2018-recruitment event hosted. Nordstrom hired approximately 40 new workers. 15 were identified as needing on site ESL which began May 7, 2018. Several were identified as needing the more intensive pre-employment class. Unfortunately only 5 signed up for that class which began May 14, 2018.</p> <p>May-August 2018-Navigating your Journey workshop development and implementation. Includes significant career exploration opportunities.</p> <p>September 2018-Implemented Navigating your Journey which assists individuals with decision making process on training and careers.</p> <p>September 2018-Title 1 and 2 partnering with Nordstrom to implement another Earn and Learn program starting October 1. Collaborating with Goodwill to offer ELL class with their Manufacturing certificate. This can then pathway into a full time job at Nordstrom.</p>
<p><b>2.2</b> Provide training information on STEM and high-demand occupations in the Creative Corridor.</p>	<p>Core Partners</p>	<p>Ongoing June 30, 2017 (aligned with goal 2.1)</p>	<p>To be completed-FS/I/CS sector board leadership would like to present to WIOA partners to educate on their industry and workforce needs.</p> <p>August-September 2017-Ongoing work with refugee</p>



			groups. Beginning work with Nordstrom to develop training program incorporating English language training, occupational skills training in warehouse/shipping/receiving and soft skills/employability skills for refugee groups.
<b>2.3</b> Provide tools, resources, and services to reduce barriers to work and education/training.	Core Partners	Ongoing	<p>Ongoing-Support services proved to customers in training.</p> <p>February 2018-All core partners learned about the many free resources available to individuals with disabilities, especially blindness.</p> <p>January 2018-Current-Members of Title 1, 2 and 3 have sent staff members to Navigating your Journey facilitator training. The team is adjustment curriculum, and establishing systems to make this a required component for anyone seeking Title 1 training funds, as well as GAP and PACE funds. PROMISE JOBS has already been implementing it. Looking to expand to other community partners in the future.</p> <p>August-September 2018-Partnering with KCC Corporate Training to conduct a Women in Non-Traditional Careers event. All are welcome to participate to hear from women working in non-traditional careers.</p>
<b>2.4</b> Align partner services to training pathways to reduce barriers and ensure customers receive needed support.	Core Partners	December 31, 2017	<p>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.</p> <p>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.</p> <p>February-March 2017-Development of a basic skills in</p>

			<p>transportation certificate targeting ESL participants to help them pathway into Class A, B and Transportation Specialist training</p> <p>May 2017-Class began in May with 9 students.</p> <p>Aug-Sept 2017-Combining Adult Basic Ed, Title 1 training services and IowaWORKS job readiness services together to present to Nordstrom a plan to train refugees to pipeline into the warehousing/shipping/packaging industry.</p> <p>Feb-Mar 2018-See note above. Nordstrom project progressing.</p> <p>May 2018-both classes started this month with 15 in the onsite employment ESL class, and 5 in the pre-employment class.</p> <p>April-May 2018-Team has been brainstorming and planning out processes to implement Navigating Your Journey for all training customers. The program will help individuals build up the soft skills, self confidence and relationships with staff to identify barriers, seek resources and make the appropriate career and training choice.</p> <p>September 2018-Implemented Navigating Your Journey.</p> <p>November-January 2019-Working on Core WIOA partner integration assessment to identify ways to remove barriers and better align services to serve individuals.</p>
<p><b>2.5</b> Expand access to training and education opportunities through the use of distance learning tools, videoconferencing, and other technology.</p>	<p>Core Partners</p>	<p>June 30, 2017</p>	<p>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.</p> <p>July 2017-Will begin implementation talks with Industry Sector Board facilitators in July 2017 at lunch</p>

			<p>and learn meetings.</p> <p>February-March 2018-Update RWDB member training, and implement through face to face and online training formats for new and current board members.</p> <p>May 2018-Hosting first RWDB/CEO training using Zoom.</p> <p>June 2018-Using Zoom to host 2<sup>nd</sup> round of Board training and board meeting dial in.</p> <p>September 2018-Ongoing-Using Zoom for Board meetings and training.</p>
<p><b>2.6</b> Co-enroll participants in core partner programs as appropriate to provide participants with access to needed and available services.</p>	<p>Core Partners</p>	<p>Ongoing</p>	<p>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.</p> <p>March 2017-Flip chart “referral tool” almost ready for print.</p> <p>June 2017-Final referral tool edits submitted. Final product being updated and prepared for printing. Strong request for this tool among not just staff, but other partners. Video received final edits and is being prepared for final version.</p> <p>October-November 2017 (Ongoing)-Developing partnerships with Four Oaks Total Child 2.0 project to link youth ages 16-26, who are getting close to age 18 or are already 18+ and have aged out of the original Total Child project. Will be working to connect these youth with Creating Futures consultants to assist them with using full menu of services to reach a wage of \$17 per hour by age 26. Developing linkages, program maps, and information sheets to outline possible pathways depending upon student’s age and</p>

			<p>situation. Update: Focusing on methods to set up job shadows and internships for these students to help with career exploration and confirmation.</p> <p>September-October 2018-Title 2 and Goodwill are partnering on a light manufacturing class with English built into the program for non-native English speakers.</p>
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**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.

Goal	Responsible Party	Estimated Date	Progress Report
<p><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.</p>	<p>Core Partners</p> <p>RWDB</p>	<p>Ongoing</p>	<p>November 2017-Meeting with FS/Ins/CS board to review meeting with RWDB in September and identify areas for increased partnership.</p> <p>Ongoing-Working with leadership of FS/Ins/CS Sector Board to present to WIOA staff on industry and workforce needs.</p> <p>May 2017-Transportation Communication class and pathway options for non-native English speakers.</p> <p>March 2018-Request for additional ESL+Transportation class. Title 1, Title 2 and KCC Transportation department meeting to schedule second class. Update: Working on hiring transportation instructor.</p> <p>June 2018-Many team members promoting and volunteering at Rollin' Rally event coordinated by Transportation Sector Board as part of Freedom Fest.</p> <p>August-September 2018-Working with Sector Board through Corporate training to develop Women in Non-Traditional Careers event.</p> <p>July-September 2018-Developing English classes for</p>

			<p>Goodwill and Nordstrom on site job training programs.</p> <p>January 2019-Working with Whirlpool and Unity Point to develop Earn and Learn style programs to help them build workforce.</p>
<p><b>3.2</b> Create workforce system programming aligned to local business demands/needs.</p>	<p>Core Partners</p> <p>RWDB</p> <p>Sector Boards</p>	<p>Ongoing</p>	<p>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.</p> <p>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.</p> <p>August/September 2017-Working collaboratively with Nordstrom to develop a program targeting refugee population wishing to enter into a warehousing pathway</p> <p>Feb-Mar 2018-Nordstrom Class is in development, dates and timelines being finalized, and MOUs among partners being developed.</p> <p>May 2018-Onsite ESL class running with 15 participants and pre-employment running with 5 participants for Nordstrom.</p> <p>June 2018-Nordstrom Presentation to RWBD.</p>

			January 2019-Whirlpool and Unity Point researching Earn and Learn type programming.
<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	<p>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.</p> <p>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.</p> <p>June 2017-Wrapping up SP-NEG and JD-NEG grant activities with participants. Continuing to develop pipelines of workers for current and new apprenticeship opportunities. Continuing services as allowed through formula DW funds for enrolled participants.</p> <p>October 2017-Researching pre-apprenticeship programs which could be offered free as a workshop to IowaWORKS participants. Developing linkages with Lake College.</p> <p>February 2018-Meeting with apprenticeship programs to identify core pre-apprenticeship skills needed and how IowaWORKS, GAP/PACE, and Title 1 funds could be used to support customers obtaining these skills.</p> <p>Ongoing-Apprenticeship information sessions at IowaWORKS to raise awareness and connect</p>

			individuals.
<p><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.</p>	<p>Core Partners</p>	<p>Ongoing</p>	<p>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.  Ongoing-improving process to refer job ready candidates to business services team. Making adjustments to staffing to create a stronger link and job placement process for candidates.</p>