

Annual Report
Of
The Workforce Investment Act
For
Program Year 2011

Table of Contents

Governor’s Vision for Iowa.....	3
Strategies.....	3
Innovation at the Local Level.....	4
Region 1 – Dubuque/Decorah.....	4
Region 2 – Mason City.....	13
Region 3 and 4.....	18
Region 5 – Ft Dodge.....	26
Region 6 - Marshalltown	39
Region 7 - Waterloo.....	43
Region 8 – Carroll.....	49
Region 9 – Davenport.....	54
Region 10 – Cedar Rapids.....	64
Region 11 – Des Moines.....	72
Region 12 – Sioux City.....	81
Region 13 – Council Bluffs.....	89
Region 14 – Creston.....	95
Region 15 – Ottumwa.....	115
Region 16 – Burlington.....	130
Use of State’s Discretionary (5%)Funds.....	147
Rapid Response.....	147
National Emergency Grants.....	148
Waivers.....	148
Veterans’ Priority of Service.....	151
Performance Reports.....	168

Governor's Vision for Iowa:

In January of 2011, Governor Terry Branstad released a set of five-year goals aimed at improving the socio-economic environment of Iowans. These goals include: creating 200,000 new jobs, increasing family incomes by 25 percent, providing Iowa's youth with the best education in the nation and reducing state government costs by 15 percent.

Working with these goals in mind the Workforce Investment Act has been focused on the following strategies throughout Program Year 2011:

Strategies:

Strategy 1: Iowa has been working toward workforce integration for the past three years. Even with the recent closure of offices the State will continue to refine and improve its integrated structure to operate in the most efficient and effective manner possible, while ensuring the workforce system is both flexible and adaptable, and most importantly, market based and customer focused. A few of the many benefits customers receive from an integrated system are improved access and efficiency along with value-added services.

Integrating programs within Iowa Workforce Development allows the leveraging of resources with the goal of minimizing the impact of reductions in funding and increased demand for services. Ideally integration would allow staff to serve a greater number of individuals while providing each individual with a comprehensive service package that improves the job seeker's probability of success.

Businesses should also receive increased assistance in an integrated workforce system. A single point of contact eliminates the need for a Business Services Unit to make multiple contacts and provides access to customized service options. The combination of WIA and Wagner-Peyser personnel provided businesses access to pools of job seekers at all levels of education and experience. This allows potential employers to tailor new hires to the requirements of the job and build a better workforce and to access training required for applicants that lack the skills for direct placement.

Strategy 2: To provide all integrated regions with a uniform curriculum for pre-employment training. The implementation of the Six Steps curriculum in all integrated centers has allowed for a continuity of pre-employment training skills for all job seekers across the State. These workshops are designed to support job seekers in learning and applying skills to implement effective career development and job search strategies. The curriculum allows participants to attend the complete series or stand-alone workshops.

Strategy 3: To begin the planning process for all Regional Workforce Investment Boards to develop new strategic plans for services that supports the needs of the workforce and businesses. With the exception of one region, Iowa grandfathered their Workforce Boards from the previous Private Industry Councils under the Job Training

Partnership Act. In many regions this has slowed their ability to develop a strategic planning process that meets the needs of the current workforce and area employers. Over the year the State Program staff has been working with the Boards to begin the needs assessment and strategic planning processes to complete new regional customer service plans in all fifteen regions by the start of Program Year 2013.

Strategy 4: To reinvigorate the WIA youth program across the State. The State is working with the Iowa Council on Youth Development to examine ways in which youth programming across the State could establish methods of developing and meeting common measures for youth programs and to enlist the aid of congressional assistance. For the first time the State has solicited multiple youth providers in a region. This will be observed closely over the oncoming year for best practices with the possibility of implementation in other regions across the State.

For an economy to grow, employers will need to identify the skills needed to meet their needs and job seekers will need to be able to identify their skills they possess to meet the employer needs. The Workforce Investment Act in Iowa will continue its move to be more market driven to meet the needs of both the employer and the job seeker. The education and skill level of Iowa's workforce will critical to the strengthening of its economy.

Innovation at the Local Level

As the first point of contact for the workforce, the local Boards and their service providers are the key elements of the service provision of the Workforce Investment Act in the State of Iowa. Following are the regional reports, which will differ based on the demographics of each region. The regional Workforce Investment staff clearly illustrates the concept of "outside the box" thinking in their service delivery strategies.

Region 1- Dubuque/Decorah

IowaWORKS Northeast Iowa

Program Year 2011 was a year of tremendous change in Region 1. While the year included many challenges in terms of the economy and employment opportunities, it also included some very exciting developments in the areas of workforce system development, grant opportunities and "green" initiatives. The local Workforce Investment Act service providers, along with our partners in the workforce system, experienced many successes in helping our job seekers to prepare for and obtain employment. Federal funding through the American Recovery and Reinvestment Act (ARRA), Emergency Public Jobs (EPJ) program, and National Emergency Grants (NEG) have continued to play a critical role in helping to meet local employment and training needs.

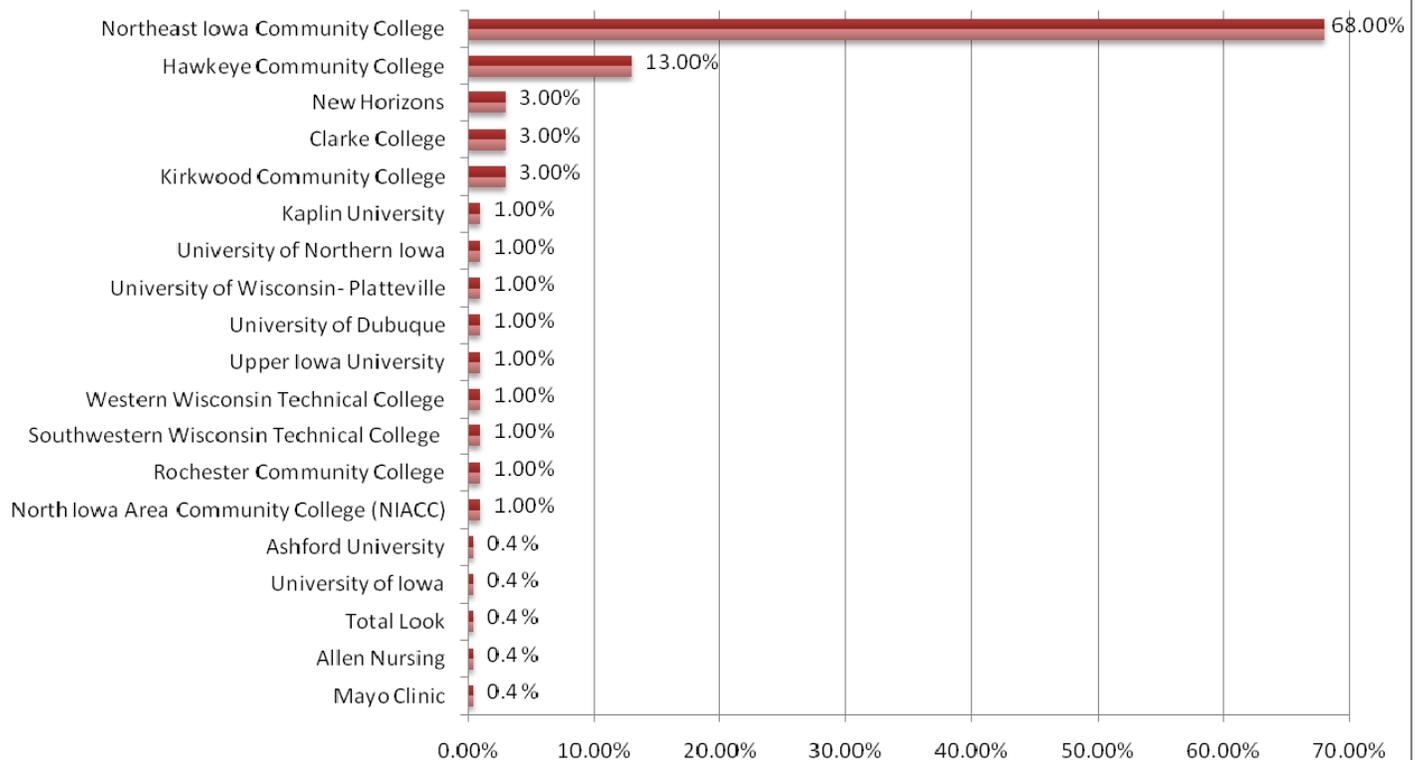
Specific examples of the programs and initiatives designed to help meet these challenges in Region 1, as well as the effects of these efforts, are highlighted in the following report.

A. Waivers

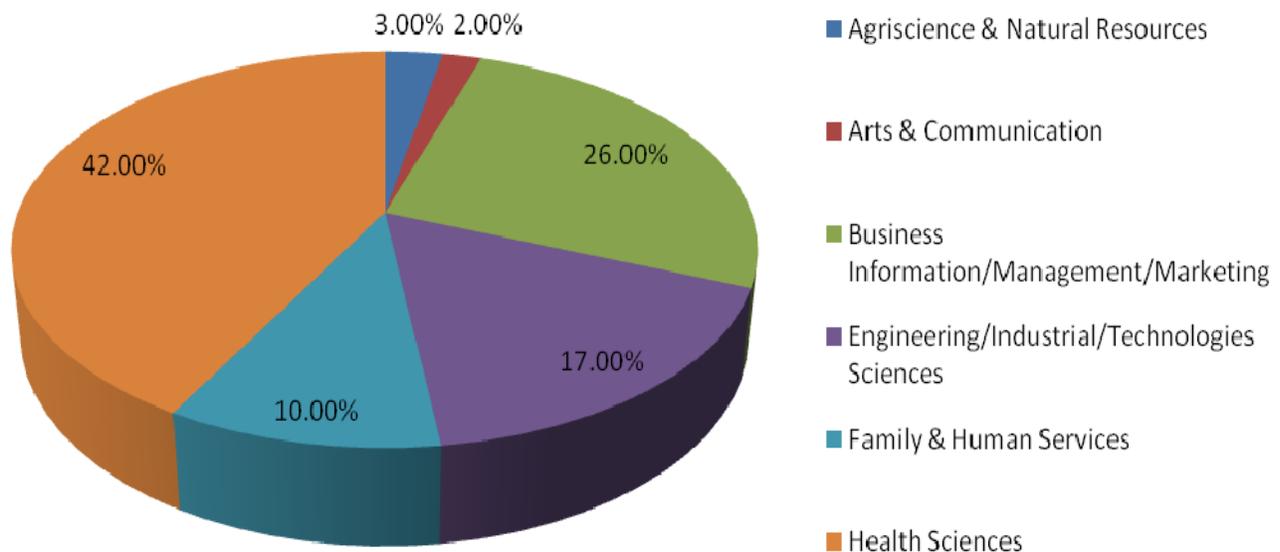
- Waiver of 20 CFR 667.140(a) transfer of Adult and Dislocated Worker Funds with the transfer authority limited to 50%. We have not utilized the transfer waiver due to a need for the full amount of funds in both the Adult and Dislocated Worker programs. However, we appreciate having this waiver as an option in case it is needed at some point in the future.
- Waiver of provision at 20 CFR 663.530 that prescribes a time limit on the period of initial eligibility for training providers. This waiver has allowed Region 1 to continue to use programs of proven effectiveness in training participants for careers in high demand, high wage occupations, without putting undue burdens on the training institutions to verify effectiveness on an annual basis.

Region 1 funded 250 participants in 96 different short term certificate and long term training programs at 19 different training institutions throughout Northeast Iowa and surrounding Wisconsin and Minnesota schools in PY 11. The Career Pathways chosen by participants aligned with areas of demand occupations in Region 1.

PY11 WIA Participants Attending IST or SUG



Career Pathways of WIA Enrollments



B. Use of Discretionary Funds

Region 1 had five (5) active National Emergency Grants (NEG) and one active Green Grant that served 493 participants in the past year. Below is a listing of these individual grants along with the number of participants receiving services through each grant:

- Atwood Mobile (ARRA) NEG - 112
- Featherlite/Eagle Window (ARRA) NEG - 107
- Rockwell/DECO (TAA) NEG -76
- OJT – Statewide NEG - 4
- Thermo Fisher (TAA) NEG - 182
- Green Grant - 12

These DOL funds were critically important in ensuring that the workers affected by the above layoffs received the services they needed and that they received them in a timely manner. Participants received assistance with retraining through going back to school for GED, short term and long term classroom training and on-the-job training with employers. They received support services in any one of the following areas: transportation, child care, interview clothing, counseling, health, and miscellaneous.

Three of the NEG's were dual enrolled TAA projects where WIA staff provided a full array of WIA activities through wrap around case management to a large number of enrollments.

C. Veteran Services

Twenty-three veterans were enrolled in short term certificate and long term training in WIA for PY11 in Region 1. As veterans seek assistance in membership, they are flagged as a veteran, thanked for their service and given a preferred status for enrollment.

Veterans are enrolled as a priority in Region 1. A wide variety of training interests were demonstrated using both short term certificate and long term training options. Some programs that veterans are enrolled in are: Associate Degree in Nursing, Welding, Computer Analyst, Mechanical Engineering, Business Specialist, Computer Support Technician, Advanced Manufacturing CNC, Gas Utility Construction, Commercial Industrial Electrician, RESNET/Green, Automotive Technology, and Human Services.

- **Success Story** - The Decorah office served a veteran, Gerald, who was discharged in March. Gerald attended the 6 Steps Workshops and received assistance through the skill development portion of integration with multiple job searches. Gerald applied on-line and uploaded his resume for a position available with Dish Network. Within 5 minutes he received a phone call from the recruiter and was asked to do an on-line assessment. He was called again later that night and interviewed over the phone for 1 ½ hours. This was followed by an in-person interview where he was asked only two questions and was offered the position. He started at \$13.50 an hour with full benefits on July 17th. He feels this is a very good fit for him and feels lucky to have landed this job. He is looking forward to a good future with them with advancement possibilities.

D. Employer Services - Workforce Solutions

The Greater Dubuque Development Corporation last year conducted employer interviews and roundtable meetings that revealed a large number of local manufacturing businesses were facing recruitment challenges when looking for qualified employees to fill their open positions. To address this issue, local businesses and organizations created a partnership called Opportunity Dubuque which included East Central Intergovernmental Association (ECIA), Dubuque Community Schools, Dubuque Works, IowaWORKS, Northeast Iowa Community College (NICC), Project Hope, as well as, several area manufacturing employers including AY McDonald, Bodine Electric Company, Decker Precision Machining, Dubuque Stamping & Manufacturing, EIMCo, Giese Manufacturing, Mi-T-M, Premier Tooling & Manufacturing, and Uelner Precision Tools & Dies. This collaborative effort developed the Advanced Manufacturing Pilot Project for entry level positions as Computer Numerical Control (CNC) operators. Sixty

individuals attended a three hour orientation at NICC in Peosta on January 13th where they participated in presentations by employers and NICC staff along with employer tours of EIMCo and Bodine. Those who were interested in pursuing careers in manufacturing were asked to submit an application and complete a two hour assessment on January 17th or 18th at the IowaWORKS office in Dubuque to determine their reading level, math level, and aptitude. Partnership members then conducted interviews with prospective students between January 23rd and 27th.

Using the test scores, interview results, and other information, a committee selected the twenty best candidates to receive scholarships for participation in the Advanced Manufacturing Pilot Program which started on February 2nd. Seven participants received funding from the Workforce Investment Act (WIA) Adult Program, two from the WIA Dislocated Worker Program, two from the WIA Youth Program, and nine were funded through other resources.

The curriculum developed by NICC included the National Career Readiness Certificate (NCRC) and consisted of three components: Introduction to Advanced Manufacturing, Basic CNC, and Intermediate CNC. Nineteen of the 20 students graduated on May 22nd with a CNC Certificate. Of the 19 graduates, 10 are already employed, five are looking for work, and four are continuing their education at NICC.

Success Story - Chad and Clint, two of the unemployed individuals who were selected to participate, had worked in a distribution center that closed shortly before the project started. Both of them successfully completed the program, attained their certification, and entered full-time employment with AY McDonald in Dubuque. Follow-up documentation confirmed that they were very appreciative of the opportunity to gain new skills in a demand field leading to re-employment with a local employer.

Due to the success of the Pilot Project, Opportunity Dubuque recently conducted their second process of selecting students for an Advanced Manufacturing career field and have scheduled a third orientation for later this fall.

In addition, similar collaborative projects have occurred in Manchester and Cresco in the welding career field by ECIA, NICC, and Upper Explorerland Regional Planning Commission. In Cresco, employers involved were Alum-Line, Featherlite and McNeilus, along with Howard County Economic Development, Howard-Winneshiek Community Schools. Additional opportunities for future projects are currently being discussed within Region 1.

E. Regional Activities:
Integrated Service Delivery System

The Dubuque Workforce Center has been in the integration model since August of 2009. In accordance with a State wide initiative to gradually establish an

integrated service model in all workforce centers, two years later, the remainder of the Region entered into Integration in August of 2011. The Decorah Workforce Center moved into a new location in Decorah on August 5th, staff received Integration training the week of August 15th and began providing services through the integrated model on August 25, 2011. This model has resulted in a large increase in the number of WIA participants and, consequently, in the number of job seekers who receive services through the WIA Adult and Dislocated Worker programs. The closure of the Manchester, New Hampton and Oelwein IWD offices in September increased numbers of job seekers to both the Decorah and Dubuque centers.

In program year 2011, a total of 3,179 Adults and Dislocated Workers were served through the WIA Program in Region 1. In comparison, a total of 2,834 Adults and Dislocated Workers were served through the WIA Program in Region 1 during program year 2010. This represents more than a 10% increase for the past year.

While there continues to be changes and adjustments to the Integration services offered in both Decorah and Dubuque, it has also been a very exciting process and has yielded many positive results in terms of the quantity and quality of services being provided. Based on customer feedback, continuous improvements will be made in the future.

Members of the center have embraced these changes and have responded enthusiastically. A sampling of the testimonials and comments given by job seekers is provided below.

- Very nice staff, easy to talk to and eager to help
- Fantastic service! Great help!
- Exceptional help, relaxed me and helped me with my self esteem
- I plan on bring my 16 year old son down for help with job searches!
- Always polite, prompt and helpful!
- Everyone was very nice and helpful!
- Very helpful and knowledgeable
- Very pleasant experience!
- Everyone was eager to help and very friendly!
- You are all very helpful and encouraging
- The staff was extremely helpful when I had questions.
- Thank you for all your hard work.
- It helps find what jobs are available
- Had a good day and had lots of wonderful help to accomplish what was done.
- Learned about things that I have been having problems with. Helpful information. She was very friendly. Took the time to show every step of what to do.
- I was taught a lot of computer skills.
- It is a good class to take if you get lost on a computer.

- The staff was very informative and helpful. No need to ask questions because they gave me the answers.
- The ladies were very helpful in the knowledge on helping one find a job in many different ways. Very friendly and didn't look down on you because you are unemployed.
- I've always had excellent help at your facility. Thanks for all you've done. Nice new place too, you needed it!
- It takes cooperation, patience and working together to accomplish goals. I find this at this Iowa Workforce location.



Energy Training Partnership Grant

The Energy Training Partnership Grant including Iowa Region 1, southeast Minnesota, and southwest Wisconsin ended midway through the year. This grant trained over 300 participants in a variety of “green” occupations. Trainees had the opportunity to earn a Diploma or A.A.S. degree as a Wind Turbine Repair Technician, a RESNET certification through successful completion of the National Rater Exam and completion of probationary ratings with a RESNET Rating Provider, and Green Residential Builder and Green Commercial Builder certificates through the Iowa Center on Sustainable Communities based on Iowa energy code and the International Energy Code. The majority of the participants were incumbent workers looking to expand their skills and increase their employability. However, Region 1 Employment and Training was able to provide support services to 49 of the low-income eligible participants.

Youth Services

Region 1 continued its tradition of providing quality services to youth most in need of and most likely to benefit from these services. These initiatives helped to assure that youth with the greatest barriers to employment were provided with services that would help them to overcome these barriers and secure employment. The WIA Youth Program is making a difference one at a time. Some examples of **success stories** are:

- Kristina is a 19 year old parent. Within her three months of enrollment in the WIA program, she obtained her GED, successfully completed the Nurse Aide class, and found a part time job as a waitress to provide income while she waits to test to become a Certified Nurse Aide. She is planning to enroll at NICC in the Fall for the nursing program.
- Another WIA youth, Jamie, was a very active senior in high school who participated in sports and other extracurricular activities. Since being kicked out of the house by her mother, Jamie had been basically living on her own. She moved in with her boyfriend's parents, went to high school as a full-time student with good attendance, worked part-time as a waitress and part-time in the local pizza place. She completed the Certified Nurse Aide course and now holds down two jobs, one as a waitress and one as a Certified Nurse Aide. Jamie successfully graduated from high school in May. She is now working part-time at the nursing home as a Certified Nurse Aide to improve her nursing skills in a practical setting and is attending NICC in the nursing program with the assistance of WIA.
- Mercedes, a WIA Youth enrollment, graduated from high school, completed nurse aide training, attained her Iowa Certified Nurse Aide License, and began employment as a Certified Nurse Aide at Stonehill Care Center. In addition, she began attending classes at NICC with a goal of becoming a registered nurse.
- Jessica, a WIA Youth enrollment, graduated from the University of Dubuque with her Bachelor Science Nursing (BSN), attained her Iowa Registered Nurse (RN) License, and accepted a surgical nurse position at the University of Iowa Hospitals and Clinics.
- Lauren, a WIA Youth enrollment, graduated from the University of Iowa with her Bachelor of Arts Degree in International Studies and began employment as a settlement auditor with the John Deere Financial Division.

Success Stories for adult and dislocated worker enrollments:

Margaret was laid off from Northern Engraving in 2008 due to a plant closing. She had been working as a C.N.A. part time at a local nursing home while working at Northern Engraving and decided to recently continue her training in the healthcare field. Through the Northern Engraving National Emergency Grant, Margaret attended NICC for their Associate Degree of Nursing program. She graduated in December of 2011 and soon after, found a full time job working as a Registered Nurse for \$20.36 per hour.

Margaret wrote to us saying:

“Without WIA services I would not have even considered going back to school. WIA services gave me peace of mind financially. First WIA gave me a career assessment test to help me find a job that would fit me. Then WIA services were there for me assisting with tuition, fees, books, transportation expenses, overnight stay expenses when I needed

to be away for clinical, uniform expenses required for training, and my LPN and RN board testing fees. WIA also assisted me with my resume and filling out job applications. There are no words to express how grateful I am for all the services I was blessed with from WIA. I would not be where I am today without these services. Thank you to all involved in making this all possible.”



Additional Information

National Career Readiness Credential – the NCRC initiative continues to expand in terms of both job seekers obtaining their credential and businesses that recognize the value of the credential and recommend this process for all of their applicants. Since last December, sixty-three job seekers and fifty-nine students have completed the NCRC testing in Region 1.

Basic Computer Workshops - The Decorah center implemented weekly Basic Computer workshops every Monday afternoon starting in January of 2012. Dubuque offers Basic computers workshops three Tuesdays each month, as well as, Computers All in One Workshop offered monthly. During the past year, one hundred seventy two participants took advantage of these opportunities to upgrade their computer skills and increase their employability in Region1.

6 Steps Workshops were implemented in December in the Dubuque Center and January in the Decorah Center. These workshops include a Successful Career Transition Program Overview as part of Re-Employment Services (RES) followed by the following workshops:

- 1) Maintaining a Positive Attitude during a Job Change or Career Transition;
- 2) Designing Your Future, Developing an Effective Career Transition Plan
- 3) Labor Market Information – Research Industry Trends
- 4) Creating a Great Resume to Get the Job You Want
- 5) The Top 5 Most Effective Job Search Strategies
- 6) Interviewing and Negotiating Tips to Land the Job

The RES classes run two to three times per week and recruits into the monthly 6 Steps Workshops. This has proven to be a successful marketing tool for us, as well as, referrals from PROMISE JOBS and WIA. Four hundred three participants have attended the Six Steps Workshops since they were implemented in Region 1 last Fall.

National Emergency Grants: There were four National Emergency Grants, totaling \$ 1,785,766 active during PY 11 (Thermo Fisher, Rockwell DECO, Atwood and Featherlite Eagle). Four hundred seventy seven workers have been served to date in these grants. Atwood & Featherlite were ARRA National Emergency Grants

Region 1 continues to recognize the importance of establishing partnerships with local faith based and community organizations as an effective method of extending and enhancing workforce services to job seekers. An example of this philosophy is our continued partnership with the Barnabas Uplift Program. Though this partnership several WIA and TANF clients have obtained funding to complete the Certified Nurse Assistant training

The **Regional Innovation Grant** partnership between Region 1 and the WIA services providers in southwest Wisconsin and southeast Minnesota continued this past year and has been successful in completing an analysis of various economic factors of importance in the tri-state region.

Region 2 – Mason City

IowaWORKS North Iowa

Region 2 is located in North Central Iowa and is made up of seven counties including Cerro Gordo, Floyd, Franklin, Hancock, Mitchell, Winnebago and Worth. Our One-Stop Center is located in Mason City (Population 28,079), which is the largest city in our region. Our region is primarily rural with our regional population being 109,950. Our service provider is North Iowa Area Community College.

Region 2 utilized the waiver of 20 CFR 663.530 that prescribes a time limit on the period of initial eligibility for training providers. The waiver has allowed Region 2 to continue using proven training programs without burdening the training institutions with annual program verification. We were able to serve 38 Adults and 43 Dislocated Workers during PY11.

Region 2 was involved in many different initiatives throughout the year.

The **National Career Readiness Certificate** continued to be marketed throughout our region. Currently we have 25 employers recognizing the certificate and have 79 certificate holders. We partner with North Iowa Area Community College by having Iowa Workforce Development market it to individuals and employers and NIACC administers the testing. This will continue to increase with the new Skilled Iowa Initiative.

Interview Stream was purchased to allow for individuals to practice a mock interview. Interview Stream is a web-based video interviewing tool for pre-screening candidates. Job seekers are able to take a pre-recorded interview and are given assessment results of their interview by their case manager. We are presently in the implementation stages but will eventually allow employers to use this service to compare and review candidates.

Our office began offering a new workshop series in March entitled “**Six Steps.**” The series includes an overview and six workshops on Attitude, Planning Your Future, Employment Trends, Resume Creation, Job Search and Interviewing. The workshops are at no cost to the participant. Our PROMISE JOBS (TANF welfare to work program) became integrated with our office by being merged with these workshops.

Virtual Access Points became a top priority during the fiscal year with the closing of many offices around the state. Access Points allow for individuals to access Iowa Workforce Development services through computer technology in locations across the state. Some of the services available include job search, veterans, unemployment insurance, and career & education services. Our region currently has 99 access points setup across our seven county area. Our next priority will be to market to our area high schools. Many of these access points are setup in community organizations.

A priority of our office and our RWIB was to become more involved with economic development. The Executive Director of the North Iowa Corridor Economic Development Corporation has presented to the Regional Workforce Board on the corridor’s vision for the region. The WIA Director along with other staff met with staff of the corridor. We both feel that we are able to partner together on endeavors for the region. We look to each other for assistance in regards to the shortage of a Skilled Workforce.

Our office continues to offer Basic Computer classes. Due to staff shortages we are only able to offer them once a month. Our goal is to assist individuals in increasing their comfort level to be able to do job searches by completing electronic applications and to have an up to date resume.

Integration

Mason City became integrated on April 30, 2010. The Membership team consists of Employment Service/Unemployment staff. Their function is to have individuals become members of the Center after they have filed for unemployment and when they come into the Center to look for work. Membership determines the cohort group for each member.

The Skills Development team consists of WIA staff, ESUI staff, New Iowans staff and the Vet Representative. After individuals become members, they are brought into the Skills Development area where their skill level is assessed. A menu of services is reviewed throughout time for the three cohort areas of Employment Express, Career

Advanced, and Career Development. Members are referred to our Six Step workshops including resume preparation, interviewing skills, and job seeking skills to name a few. This model allows for us to accomplish more with the team process. If individuals are interested in training, it is a team decision. Since our office became integrated we have had 4,657 individuals become members of those 3,885 were WIA Adult and 1,278 were WIA Dislocated Worker.

Staff Trainings

Staff attended various trainings including Job Developer training and Workin' It Out training specializing in both ex-offender and at-risk youth populations. The youth staff was retrained in the A - Game. The goal is to utilize the trainings to be able to offer more resources for our participants.

SESP

Our region was awarded a SESP Energy Grant. North Iowa Area Community College provided the oversight and the classes in Home Energy Auditing and Home Energy Retrofitting in insulation and air sealing. At this point, \$121,247.43 has been expended and 46 individuals have taken the coursework.

OJT NEG

Our region originally received \$61,029 in OJT NEG funding. It was a slow start but after the program was marketed and the participants matched up with the right employer, we were extremely successful. We wrote nine OJT's and requested additional funding. We requested an additional \$26,816.99 during the course of the grant. Some of the positions participant were placed in were Quality Control Analyst, Maintenance, Office Manager, Overhead Door Installer, Fitness Manager, Human Resource Specialist and Marketing Communications Manager.

OJT NEG Success Stories:

"A" had worked at Cummins Filtration as an Administrative Assistant for 19 years. When Cummins laid off up to 500 employees due to work going to Mexico, "A" was one of those affected. Staff worked with an automotive operations management software company who was looking for a Human Resource Assistant. "A" fit the ticket due to her previous administrative work in HR. "A" expressed "I never imagined finding a job I liked more than my previous position." "A" was surprised to receive a \$100 bonus at Christmas, her birthday and her anniversary each year. "A" finds her position challenging and fun. The employer described "A" as "Stellar, wonderful, couldn't be better." They are 100% pleased with her work.

"R" has been laid off since 2009. He was ready to give up and move to another State since he was unable to find permanent work locally. A position became available as a Marketing Communication Manager and he was the perfect fit. "R" had a lot to learn

with the fast pace environment of media communications. We were able to pay for him to travel to the employer's other locations to receive more extensive training at larger establishments. The employer is extremely happy with "R."

Adult/Dislocated Worker Activities

Rapid Response meetings were held during the year at Larson Manufacturing and Kraft Foods. With these two events approximately 70 employees were affected. Fortunately the layoffs in our region have declined greatly.

During this year we experienced dual-enrolling individuals who are Trade eligible with our dislocated worker program. Cummins Filtration was approved back in 2009 as an eligible Trade petition. Since 2009 they have laid off approximately 483 employees. With the dual-enrollment it allows us to pay for applicable transportation costs not covered by Trade as well as other supportive services.

Region 2 had negotiated a few OJT's with WIA program funds in the past. This year we placed 3 participants in OJT's using formula funding. Of the participants placed in on-the-job training the positions they were placed in were a physical trainer, maintenance staff and assembler/fabricator.

Adult/Dislocated Worker Success Stories

Jim lost his job as a Material Handler after working for an area company for four years. He was one of the last employees to leave the company after approximately 180 employees were laid off and the company went out of business (2010). Jim soon struggled with finding work and found it difficult to provide for his young family. Jim enrolled at Iowa Central Community College in their diesel technology program. He successfully completed the training in May 2012 earning an Applied Science Degree with a 4.0 cumulative GPA. Jim was fortunate to have had a great internship experience, and was offered employment at his internship site. He started employment as a Diesel Service Technician the week after graduation with full time with benefits.

Paul is a 30 year old single parent of two young children (four and one years old). After being laid off from work, he and his wife (former wife) traded roles ---she worked and he stayed at home while continuing to job search. His marriage dissolved and Paul soon found himself and his children dependent on food assistance and other supports. With the demand for truck drivers, Paul enrolled in the 6-week commercial operator training program at DMACC. Paul's father and other family members had been in the trucking industry for many years, thus he was familiar with the expectations, demands and pay for the occupations. He successfully passed the training program (96% overall grade) and obtained his license with endorsements. He found employment quickly and is now working full-time for regional trucking company.

Shirley first started in April of 2009 as an EPJ (Emergency Public Jobs Disaster Grant) participant helping with the cleaning and restoration of Mason City's parks. She had

previously worked in the local factories in production. After completing her EPJ hour's successfully, she started school at our local community school in the IT program. In the beginning it was a bit of a struggle, as she had not been in school for over 20 years. She finally graduated in May 2012, with honors, and landed a job with a local north Iowa telephone company working 40 hours per week at \$14.00 to start. Shirley completed her program with a lot of grit and determination and assistance from the EPJ and WIA Adult programs.

Youth

Our Youth program has focused extensively on doing Work Experiences (WEP) during the last quarter of the year. Our staffing was new so the focus of this was put on the end of the year. Our region did a total of 26 WEP's through June 30. The WEP's were at a variety of locations and industries including, day care centers, construction, grocery stores, city street departments, fire departments, humane society, conservation, manufacturing, community development, golf courses, tire service and an orchard. The youth are gaining valuable skills and experience in these WEP's. Our Youth staff is continuing on with WEPs and will be doing them throughout the year.

The Youth Advisory Council has been meeting monthly to become revitalized. Members are from North Iowa Area Community College, the local substance abuse facility, the local youth facility, probation and an area vocational services agency. Meetings are now beginning to occur quarterly. The focus of the YAC is on being a resource and referral service to assist in serving as many youth as possible.

We have purchased an online TABE assessment. This will allow our youth in outlying areas to be able to take the test. Youth are more comfortable utilizing electronic devices so we believe this was a win-win situation for them and us.

We served 74 Youth during the fiscal year.

Youth Success Stories

Monica is a 19 year old parent of one who came to the WIA Youth Program requesting assistance with attaining her GED and enrolling into post-secondary education. She lives with her child (6 months old) and boyfriend. Monica recently became unemployed. Her boyfriend is the sole income earner of the household which is supplemented by food assistance. Monica decided to attain her GED not only to become more marketable in the workforce but also to be able to enroll in post-secondary education. Monica completed the GED requirements this past spring within one month of taking the initial pre-test assessments. She is now enrolled for fall classes at NIACC in the Medical Transcription program. She hopes to finish the program next spring and with WIA assistance, become employed full-time as a Medical Transcriptionist.

Brady is a youth who has faced many health issues. When I met Brady, he was a very quiet/shy young man. He let his mother do most of the talking for him. Brady graduated

high school and we assisted him as he went through the Pharmacy Tech program at NIACC. He started his WEP in April with the City of Mason City (City Hall & Fire Department). Since he has started his WEP, you can definitely see a change in him. He is more talkative and happy. He has definitely come out of his shell. Both the head of Human Resource at City Hall and his supervisor at the Fire Department have nothing but excellent things to say about him. I can tell from my visits that this gives Brady a big boost of confidence. Both supervisors have stated that they would love to write him letters of recommendation when he is done with his work experience and starts to apply for Pharmacy Tech jobs. So not only has his work experience given him skills and work experience; but also helped him become more self- confident.

Region 3&4 – Spencer

IowaWORKS Northwest Iowa

Iowa Region 3 & 4 which is comprised of the Iowa Counties of Clay, Dickinson, Emmet, Kossuth, Lyon, O'Brien, Osceola, Palo Alto and Sioux.

Introduction:

The overall challenge facing the region since PY 2008 had been the continued increase in the number of unemployed persons. This trend began to change in PY 2010 as the number of unemployed individuals declined. However, during PY 2011 the region saw a slight increase over the previous year in the number of permanent dislocations from employment. From July 2011 to June 2012, 416 individuals had been permanently dislocated from employment. The greatest numbers of job losses continues to be recorded in the manufacturing and production industry. Most of the individuals affected have strong family ties to the community in which they live and most sought retraining in areas that allow them to continue living in the area. The skill sets for the majority of workers is based on the job specific skills they have acquired through their former employment in the manufacturing and production industry. These dislocated workers will require basic skills upgrading and training to obtain the job and technology skills required for high growth and high demand occupations.

Building a demand-driven system within a regional economic development context:

During this program year, Northwest Iowa Planning and Development Commission (NWIPDC) continued to contract with the Region 3 & 4 Regional Workforce Investment Board (RWIB) to provide WIA services throughout the merged area.

The Spencer One-Stop Center became the fully Integrated IowaWORKS center on May 26, 2012. This model organizes staff into three teams (Membership, Skills Development, and Recruitment & Placement) in order to provide increased and enhanced services to all job seekers coming to the center and to our business customers. All job seekers coming to the center who are willing to self- attest to their WIA eligibility and are

able to produce an acceptable document to verify their age are enrolled in the WIA program. All job seekers are encouraged to become IowaWORKS members and are assisted as they identify their skills, upgrade their skills and find the best job possible with their skills. There is also an increased emphasis on working with employers to identify the types of skills they require in their employees so we can better prepare our members for the jobs available in the local economy. Customers embraced this change and have responded positively.

NWIPDC also maintains a WIA office in O'Brien County. This office is located in Sheldon on the campus of Northwest Iowa Community College, as a partner agency.

Implement system reform, with streamlined governance and alignment of economic and workforce development regions:

Since the NWIPDC is not only a WIA service provider, but also a federally certified Economic Development District, NWIPDC staffs are involved in ongoing collaboration with area economic developers and leaders. As a result, the region has been able to align the economic and workforce development goals and processes.

In PY 2011, the WIA Director participated as a member of the Steering Committee for the Trade Adjustment Assistance Communities grant for Palo Alto County. This grant was led by NWIPDC and the Palo Alto County Economic Development Corporation. As part of this grant process, a steering committee was formed with representation from county government, K-12 education, ISU Extension, Iowa Lakes Community College, Kossuth Palo Alto Economic Development, Northwest Iowa Planning and Development Commission, Region 3-4 Workforce Investment Board, Iowa Workforce Development, and representatives from manufacturing, industrial, commercial, retail, services and agriculture employment sectors within the county.

The process developed through the Palo Alto County TAA Communities Grant will serve as a model for the region to develop greater connections between economic and workforce development throughout the region.

Enhance an integrated service delivery system that focuses on services rather than programs:

Region 3-4 was eager to move to the Integrated Services model this program year. Integrated services means that staff from Iowa Workforce Development and Workforce Investment Act work together on teams to offer and provide more services to more Iowans without increasing staff or funding. The focus of the Integrated Service Delivery model is "services" rather than "programs." The members who seek our services see only IowaWORKS staffs who are offering them assistance, not silos of programs that they must proceed through.

All members have the opportunity to know their skills, grow their skills and get the best job possible with their skills. The model is designed to offer the job seekers services that

make a difference in their job search and offers employers workers who are skilled in job searching and who possess the skills required for employment.

Highlight innovative service delivery strategies, including program activities that support dislocated works, low-skilled/low-income adults and disadvantaged youth

Region 3-4 has a long history of working collaboratively with various partners within the region. Ongoing partner meetings have been held with multiple providers to determine what services are currently being offered through various programs and identify gaps within the current service structure. In this way, partners are able to maximize services and funding levels and the participants benefit by having a more complete, comprehensive service plan to reach self-sufficiency.

In order to properly respond to the needs of the individuals who were dislocated from the Spencer, Iowa RR Donnelley plant, Region 3-4 applied for and received a **National Emergency Grant**. The grant was given a one-year extension making the grant operational through June 30, 2012. A total of 73 individuals have been enrolled in the RR Donnelley National Emergency Grant (NEG), of which 58 were enrolled in training services. A total of 57 individuals received assistance with support services such as transportation and child care assistance. A majority of the participants were involved in a staff-assisted job search activity either as a stand-alone activity or an activity following completion of training. Sixty-three (63) individuals have been exited from the NEG, with 60 entering employment at this time.

In May, 2009, Region 3-4 applied for a **Trade Dual Enrollment National Emergency Grant** to serve the employees affected by the closure of Skyjack Manufacturing and Freudenberg, NOK. Two additional employers were added to the grant during PY 2011, AdvancePierre Foods and Klaussner Home Furnishings. The grant was also given a one-year extension to make the grant operational through June 30, 2013. One hundred sixteen (116) individuals have been enrolled. Due to the fact that this was a Trade Dual Enrollment NEG, only 12 individuals were enrolled in NEG funded training. A total of 42 individuals received assistance with support services such as transportation and child care assistance. A majority of the participants were involved in a staff-assisted job search activity either as a stand-alone activity or an activity following completion of training. Fifty-three (53) individuals have been exited from the NEG with fifty entering employment.

Due to the receipt of the two national emergency grants, the region was able to maintain 5.2 WIA staff FTEs providing Adult, Youth and Dislocated Worker services.

Advance a vision for serving youth most in need:

As highlighted earlier, partnering and co-enrollments are utilized on an ongoing basis. In youth services, this partnering extended even further with a relationship between the school districts, Area Education Agencies and WIA staff. Becoming even stronger in PY 2011, this coordination led to more at-risk clients being served and the chance to assist youth before they passed the educational point of dropping out.

In addition, NWIPDC, the WIA service provider, is on contract with area school districts to deliver a summer **Supervised Career Preparation Program (SCPP)**. The SCPP utilizes a combination of Perkins funding and business contributions. SCPP youth are placed in employment at for-profit businesses with the business paying the wages of the youth. This program was available to all high school youth 16 years of age and older. The program offered youth within the region an opportunity to work in an area of career interest. Youth were eligible for high school and college credit after successfully completing the program. On average 100 youth are placed in employment through this program each year. The program has been in operation for 16 years and has allowed the region to maintain a program for summer youth employment when no such program was funded through the Workforce Investment Act.

It has always been a priority of the Region 3 & 4 job training programs to serve individuals with the most barriers. However, during PY 2011 this was recognized even more so in youth services. The NWIPDC WIA youth staff has a reputation of serving those youth who others have given up on.

Strengthen partnerships with community and faith-based organizations:

Virtual access points throughout the region are aligning community services with the workforce delivery system. Faith-based organizations are key to providing assistance with locating community resources in the absence of a workforce center.

Staff regularly attends community resource meetings held throughout the region. Our programs and services are shared at these meetings. As service providers become aware of our programs and services they can make appropriate referrals.

In addition, multiple partners attend the Regional Workforce Investment Board meetings on a regular basis. These partners consist of Iowa Lakes Community Colleges, Northwest Iowa Community College, Proteus, Experience Works, Iowa Department for the Blind, Upper Des Moines Opportunity, and Iowa Vocational Rehabilitation Services. These partners make presentations at each meeting as to programs and services they provide. This allows for multiple partners to participate in workforce development activities.

During PY 2011, the Center continued to offer free basic computer classes at the community college location in Spencer. The classes are funded by the Workforce Investment Act. The classes are designed to assist IowaWORKS customers to develop basic computer skills with a focus on employment. Objectives including learning how to operate a computer, use email, use the internet to register for and look for work, and how to apply for jobs within the local community.

Utilization of Existing Waivers:

Region 3-4 participants benefit from the waiver of provision at 20CFR 663.530 that prescribes a time limit on the period of initial eligibility for training providers. This

waiver extends the period of initial eligibility for training providers and programs currently approved to the States Eligible Training Provider List. The waiver extension facilitates increased training opportunities for WIA participants

During PY 11, Region 3-4 has not utilized the waiver of 20 CFR 667.140(a) to transfer adult and dislocated worker funds. A majority of the Region 3-4 formula funds were in the dislocated worker category. As reported earlier, a majority of the individuals applying for and receiving WIA assistance qualified for the dislocated worker program, thus a transfer of funds was not necessary.

Strategies for Serving Veterans:

Region 3-4 will give priority of enrollment into WIA for all levels of service to veterans who seek assistance through the adult, youth, or dislocated worker programs. Veterans will be informed of this priority of service. If a person meets the eligibility and selection criteria for services and there are insufficient resources to cover all requests for assistance, Region 3-4 will give priority for services to eligible veterans and spouses. If there is insufficient money for training or other services and activities, eligible veterans and spouses will be given preference for the remaining funds. When there are no funds for services a waiting list will be maintained. The eligible veterans will be placed at the top of the waiting list in order of their application date. Every effort is made to ensure that covered persons are identified at point of entry and given an opportunity to take full advantage of priority of service. Information on Veteran's priority of service is made available at Rapid Response meetings, during public outreach, and made available to the general public through the workforce center system.

IowaWORKS service providers in Region 3-4 are included as part of the training curriculum on veteran issues for the center. Topics covered in the training include topics dealing with VET preference, the referral process of veterans to obtain case management from DVOPs and sources for community service referrals for veterans. Each partner organization will serve as a gateway to workforce services, such as cross-referral, outreach, capacity building and cross training of staff.

Strategies for Serving Employers:

The region has been extremely busy in the past three years, with business closings and layoffs. The Rapid Response meetings for the region are coordinated by the WIA Training Director and are offered to all employers with 25 or more employees affected by a layoff or closure.

In addition, IowaWORKS staff participates at job fairs, and various employer events through the region. Although the menu of services at IowaWORKS in Region 3-4 is centered on the job seeker, the needs of local employers drive this focus. In PY 2011 a greater connection was made with economic development groups within the region in order to expand our connection with business partners.

Special Projects:

The NWIPDC School-to-Work (STW) program continues to operate in Region 3 & 4. What keeps the program unique is that at the beginning of each year, the STW Consortium develops goals and objectives and then restructures the program to meet these goals.

During PY 2011, the SDR 3 & 4 STW program consisted of seven school districts continuing to contract with NWIPDC for STW services. This consortium received Carl Perkins funding and the Carl Perkins funds were utilized by the school districts to do vocational programming for grades 7-12. The NWIPDC coordination consisted of oversight for all vocational programs within the districts as well as fiscal oversight of the Carl Perkins funds.

Success Stories:**Youth:**

Dylan enrolled in the Youth program as an 18 year old 5th year high school student pursuing a Business degree through Northwest IA Community College. The fifth year High School programs are designed to assist students who are on an Individual Education Plan (IEP) to complete vocational training. He was on an IEP and struggled with disabilities in math and reading. He desired to complete a one year Business diploma and had a goal to become a car salesman.

I assisted Dylan with staying on track while he was in college with assignment completion and keeping his grades up. He also needed assistance with transportation costs to and from the college which I provided to him. All of his school fees were paid by his local school district and he obtained assistance with assignments and testing accommodations through the 5th year program. Dylan worked part time while attending school full time in a lawn care business. He completed the two year Associate of Science in Business this year in May 2012. He worked on his occupational skills through his Business program and now has obtained a job as a car salesman with a dealership in his local area. He has now been employed for about one month. He will continue in the youth program for the next two to three months to make sure that he is stable in this job.

Adult:

In the summer of 2009 I started working with Mark who enrolled into the WIA adult program. Mark stated he was a truck driver and had a lot of experience and knowledge with truck driving as he had been driving for eight years. Mark had a medical injury keeping him from going returning to trucking and needed some assistance with retraining but did not know where to start or how to make a career change.

After a series of assessments and college program research he decided that he would like to go to school to earn a bio renewable degree. Labor market information (LMI) showed

a promising outlook and the doctors released him for school and work in this field. Mark was very nervous about being a 50 year old student. With all the resources available he was able to complete a computer course and feel more comfortable about starting school. He maintained monthly contact with this counselor and we worked together to get through his tough classes and had open communication with the college about his struggles.

Mark enjoyed the one year program so much and his new experience that he went on for a second year in order to complete the AA degree program with a two year bio renewable degree. After college, his WIA counselor was able to get him into workshops and prepare him for the job market. We worked on his resume, interviewing skills and how to present himself as a good candidate to employers.

A few months later after a successful job search and placement activity Mark got a job working fulltime with his degree and was thankful for the guidance and assistance he received to help him transition into a career he was interested in and happy with. One year post services, Mark was still working and had advanced to a supervisor position within the same company.

Dislocated Worker:

Tom was employed at Style Craft/Klaussner Furniture for almost 17 years when he was laid off. He decided to return to school to be retrained as graphic designer to be able to support his wife and 4 children. It was not an easy task to manage full-time college, raising a family and working part-time but he became very good at managing his time between the three. He did extremely well in his college classes and graduated with a 3.8 GPA.

WIA helped with tuition assistance, clothing and transportation support services throughout the two and a half years of college classes. The business that he was laid off from closed and was eventually declared Trade eligible. Tom was able to get his last semester of college paid for by the Trade Act and was eligible for TRA benefits after his regular unemployment ran out.

Just one month after graduating Tom landed a good job as a graphic designer at a business printing shop and is really grateful for his new career. He is now able to support his family financially and is enjoying spending his free time with his children. He recently sent me an e-mail "Thank you for all the help over the past 2 ½ years getting me where I needed to be."

Dislocated Worker:

Ross applied for Workforce Investment Act services in July of 2009 after being laid off from a manufacturing plant that was downsizing due to the downturn in the economy. He had been working there for three years and had mainly production/manufacturing work experience. He was married with three teenage children in the home so the idea of losing

his job and his current income was pretty scary and a little overwhelming for him. His educational background included only a high school diploma but he was interested in possibly pursuing further education so that he could obtain a better paying job. He talked with the local community college and made a decision to pursue the Industrial & Commercial Wiring program.

Throughout his program, he was able to maintain very good grades while also balancing his time at home with his wife and children. He also had to complete an internship during the program which added to his schedule. He went on to complete an additional summer and fall semester at the college in Electrical Technology which is an Advanced Standing-Associate of Applied Science Degree in addition to receiving his AAS in Industrial & Commercial Wiring degree. His cumulative GPA at graduation was a 3.467 which is impressive due to the difficulty of the program he completed.

Following graduation, he went on to be hired to work in the Electrical Maintenance department at a local production plant. He started out making \$18.00 per hour there which is over \$5.00 per hour more than what he was making working in the factory line where he was laid off. He is enjoying his job and is glad that he made the choice he did to pursue further education even though that choice was a scary one to make at the time. He is very appreciative of the opportunity and all of the assistance he was provided by our program and other assistance programs.

National Emergency Grant:

Robbie comes from a family of four and is 31 years old. Robbie had worked at RR Donnelley for 3 ½ years prior to the closing of the Spencer facility. He enrolled in the Workforce Investment Act, as a Dislocated Worker, in hopes of receiving funding through the NEG grant that was awarded to RRD employees. Robbie has a part-time position at Pizza Hut and continued to work part-time to help with expenses, while attending college. Robbie's focus was to attend college in the Landscape and Turfgrass Technology program. The Career Assessment tests that were completed by Robbie, showed that the Landscape and Turf career choice would be a good fit for him. Robbie began the Landscape and Turfgrass Technology program at Iowa Lakes Community College in the Summer of 2010. Robbie has received good grades throughout his classes.

During the Spring and Summer semesters of 2011, Robbie completed his practicum at Del's Garden Center. Robbie enjoyed the experience as he was able to do hands on work. Robbie knows that this was the perfect program to be involved with. He really enjoyed this type of work. This employer has complimented Robbie on his work and feels he would do a great job in this field. Robbie received a \$500 scholarship from the Iowa Nursery and Landscape Association. This scholarship is given as an acknowledgement of their achievement for their course work. Robbie completed his degree early during the Spring 2012 semester. He applied and received a position with the City of Spencer working in the City Parks and Recreation Department.

Prior to his employment ending at RR Donnelley, Robbie was making \$26,000 annually with his full-time employment and \$7,276 with his part-time employment at Pizza Hut. With his full-time employment at the City of Spencer, Robbie is making \$20,800 annually. Robbie continues to work part-time at Pizza Hut to help with finances.

Jeremy comes from a family of six and is 40 years old. Jeremy had worked at AdvancePierre Foods for five months prior to the closing of his line at AdvancePierre Foods. Jeremy previously worked at Iowa Lamb/Superior Farms for 13 years and lost his job there as well, due to a large layoff. Jeremy enrolled in the Workforce Investment Act, as a Dislocated Worker, in hopes of receiving funding through the NEG grant that was awarded to AdvancePierre Foods employees. Jeremy's focus was to attend college at NCC in the Production Welding program. The Career Assessment tests that were completed by Jeremy, pointed to welding as a career choice that would be a good fit for him.

Jeremy began the Production Welding program at Northwest Iowa Community College in the Fall of 2011. Jeremy has completed two semesters of classes with A's and B's and has maintained a 3.333 GPA. Prior to his employment ending at AdvancePierre Foods, Jeremy was making \$25,085 annually. Jeremy will complete his degree for Production Welding during the Summer 2012 semester. Jeremy already has employment lined up at Sioux Automation in Sioux Center and will be starting at \$13.35/hr. Jeremy's annual income of \$27,768 will bring him at a higher level than what he was receiving at AdvancePierre Foods. Jeremy is excited that he has already found employment and will be able to provide a self-sufficient income for his family.

Region 5 – Fort Dodge **IowaWORKS North Central Iowa**

Iowa Workforce Development Region Five provides services to seven counties in northwestern Iowa: Buena Vista, Calhoun, Hamilton, Humboldt, Pocahontas, Webster and Wright.

The Workforce and Economic Development Regional Status Report created in May 2012 through cooperation between Iowa Workforce Development and Iowa Economic Development Authority reports information on The Mid-Iowa Growth Partnership economic development region that includes Calhoun, Hamilton, Hardin, Humboldt, Kossuth, Palo Alto, Pocahontas, Webster and Wright Counties. This report does not include Buena Vista County and includes three counties not in Region Five, but it does provide information that can roughly be considered true for the seven counties in Region Five.

The largest city in this region is Fort Dodge, with slightly over 25,200 people. Health services, manufacturing and retail trade are the region's top industries. Combined, these three industries employ 42.1 percent of the region's workers. This is similar to the State as a whole, as the top four industry sectors by employment for Iowa are health services, manufacturing, retail trade and education. The sectors that lost the largest numbers of net

jobs in the region between 2005 and 2010 were manufacturing, transportation, retail trade and information.

From 2000 to 2010, the region's population shrunk by 7.5 percent. It has been a national trend for rural areas to lose population as an increasing number of people migrate to urban areas where more opportunities for employment exist. This is largely the case for the region, as there was shrinkage in their population over the last decade, and much of the region is rural in nature.

Hamilton County has been hit the hardest by layoffs, with over 19 percent of their workers being affected by a layoff since the fall of 1991. Pocahontas County had 12 to 18 percent of their workers affected by layoffs.

According to Hoovers On-line, the top employers in the region include: Trinity Regional Medical Center; Trinity Building Corporation, Trimark Physicians Group; Wal-Mart Stores, Inc.; Friendship Haven, Inc.; Trinity Health Systems, Inc.; Van Diest Supply Company; Snap-On Incorporated; Iowa Department of Corrections and Quality Egg, LLC.

Within the region, Webster County had the highest average weekly wage with \$690 in 2010, followed by Wright County with \$642. The statewide average weekly wage was \$734. An overwhelming majority of employers in this region provide health insurance to their full-time employees.

In Iowa, renewable energy related industries accounted for an estimated 9,977 jobs in 2010, up from 5,391 in 2005. These industries provide new opportunities for workers and often create new jobs.

Iowa leads the nation in wind generation as a percentage of total power output at 20 percent and ranks second nationally in current wind generation output with 4,495 megawatts installed and 2,893 turbines across the State. Iowa is a magnet for wind energy manufacturing companies, attracted by Iowa's strong manufacturing base, excellent transportation infrastructure and skills workers. Nine international wind-related manufacturing companies have located in Iowa. There are large numbers of wind turbine installations in several locations throughout the region.

Iowa accounts for about 25 percent of all U.S. ethanol production and leads the nation in production of raw biomass. As of November 2010 there were 37 ethanol facilities in operation across Iowa producing approximately 3.28 billion gallons per year. The highest concentration of facilities is located in the north central and western portions of the State. There are several ethanol plants in the region: Valero Renewables in Fort Dodge, IA (Webster County) and Albert City (Buena Vista County); POET Biorefining in Jewell, IA (Hamilton County); POET Biorefining in Gowrie, IA (Webster County) and Corn, LP in Goldfield, IA (Wright County).

Iowa ranks fourth in biodiesel production nationwide and produced 317.5 million gallons at its 13 biodiesel plant locations during 2010. Biodiesel is a biodegradable, nontoxic alternative fuel that can be blended at any level with petroleum diesel. Cargill is building a plant in Fort Dodge, IA (Webster County). Cargill will employ 150-200 employees within the next year. These will be good paying jobs with benefits, and will require middle-skill skill sets or higher for their different positions. Along with Cargill, CJ Bio America will be an over-the-fence company located on the same industrial campus as Cargill and will process some of Cargill's bi-products into value added agricultural products. They have just begun construction on their plant, but are already making plans to begin hiring and training approximately 200 new employees for these middle-skill to high-skill jobs. These will also be good paying jobs with benefits. The addition of these two companies will create a much needed boost to the regional economy. This is a great sign since our region suffered the loss of Electrolux and related businesses over the last couple of years, creating high unemployment in Webster and Hamilton Counties. The One-Stop Center has been involved in the recruitment of these companies and is currently assisting them in meeting their workforce needs. This includes partnering with Iowa Central Community College to ensure that a skilled workforce is available.

In January 2012, the Webster County Economic Department and the Fort Dodge Area Chamber of Commerce merged into one entity, the Greater Fort Dodge Growth Alliance (GFDGA) and restructured the entire organization. The restructuring has allowed for a more unified vision for economic development within the region, with the emphasis on partnering with the City of Fort Dodge, Webster County, Mid Iowa Growth Partnership (MIGP), and community leaders and agencies. This realignment fits in with the Regional Innovation Grant (RIG) initiative and goals of a more unified approach to solve regional issues. With an emphasis on forward thinking, many committees have been re-focused on issues and barriers that need to be addressed in order for this region to grow and prosper. IowaWORKS has been involved with these committees, addressing issues such as Workforce Initiatives and Talent Development. Two summits were held for businesses this spring. The first was the Industrial Workforce Summit, and the second was the Service Sector Summit. With Cargill and CJ Bio America coming to this area, new issues were identified in meeting the needs of these new companies as well as existing businesses. These issues include housing shortages, quality of life issues, recruitment, and the skilled worker shortage. These issues are being addressed and solved by everyone working together on solutions.

Regional One-Stop Center

North Central IowaWORKS is Region Five's one-stop center and it is located on the Iowa Central Community College campus in Fort Dodge. This center has been integrated since 11/20/09.

Under the integration model, employers, job seekers and the unemployed can expect to find services tailored to their individual needs. From the time a customer enters the Integrated IowaWORKS Center, they are assessed and guided to services, workshops and

staff dedicated to finding solutions to their employment needs regardless of program affiliation. Examples of these services include:

- Customized recruitment
- Labor Market Information
- Information and referral on current job openings
- Creation of job search toolkit
- Skills assessment and testing
- Career Interest Evaluations
- Exploration of Training Opportunities
- Financial Planning & Salary Needs Exploration

No longer does the customer need to have knowledge of the various programs; eligibility is determined seamlessly with assessment and membership. The model moves beyond co-location to an environment where customers are assisted through shared staff, working toward a common goal.¹

The location on the college campus has facilitated a partnership with both entities in providing staff and resources with a common goal of providing the business community with a qualified, skilled workforce and affordable training opportunities for persons in need of a job.

The past twelve months have been a period of extraordinary change for Iowa Workforce Development and for Region Five. During that time three offices within the region were closed. The Humboldt and Pocahontas offices closed on 08/31/11. The Storm Lake office closed on 10/31/11. Currently, our one-stop center in Fort Dodge has twelve full-time employees. This includes five ES/UI staff, four PROMISE JOBS staff, one WIA staff, and two leadership staff. In addition, Region Five shares a Business Services Representative staff person with Region Eight. Our Webster City office remains open with two full-time ES/UI employees.

Due to a combination of actual lay-offs, resignations and one retirement, Region Five lost 10 staff members during the past year. This is a staffing reduction of approximately 40 percent.

Trade/NEG staff included five staff members at the beginning of PY11. Two have resigned to accept other positions. Three staff members remain.

In PY 11, 1384 customers became IowaWORKS members in Region Five

- 86% were in Employment Express
- 10% were in Career Advancement
- 4% were in Career Development
- 48% were male

¹ Workforce and Economic Development Regional Status Report – Released May 2012

- 52% were female
- 10% were disabled
- 27% were age 55 and above
- 10% needed a GED
- 52% had a high school diploma
- 28% had some college
- 8% had a college degree
- 9% were veterans
- 1% was a disabled veteran

Employer Events and Services

The Entrepreneurial Expo was held at Iowa Central Community College on 01/24/12. North Central Iowa *WORKS* (IWD) provided a booth with information for people who want to start their own business. Over 300 people attended. Information was distributed on Labor Market Information, business services, required posters for employers and how to place job orders with IWD. A VAP demonstration was also available.

In February 2012, a Career Fair was held in partnership with IWD and ICCC at Prairie Lakes AEA Building in Storm Lake. There were over 100 job-seekers in attendance.

Over 400 people attended the Mid-Iowa Career Fair at ICCC in Fort Dodge on March 2012. IWD staffed a booth to provide information on our one-stop services and we also assisted job-seekers with resume critiques.

Kohl's – We started working with Kohl's in April 2011. They built a new store in Fort Dodge and IWD was key in assisting this employer with job applicants through job orders and referrals. We partnered with ICCC in providing space for their job interviews.

Meridian Manufacturing – This Storm Lake employer is in need of welders. We assisted them with two job fairs in October 2011 and one in April 2012. A list of UI claimants with associated ONET codes was pulled and these claimants were contacted directly by Region 5 staff to make certain they were aware of this employment opportunity.

Valero – This ethanol plant is located in the Ag Industrial Park just west of Fort Dodge. IWD assists them with job orders and job screening. A Valero representative participated as a prospective employer in one of our presentations for Trade participants.

Cargill – This employer purchased the former Tate & Lyle wet milling plant in Fort Dodge next to Valero. They hope to be fully operational by 2013 and will employ approximately 120 people. IWD has partnered with ICCC for applicant testing and referrals and applications for production technicians. In September 2012, they will use our facilities for job interviews.

CJ Bio America – This company is building a new plant next to Cargill and will take Cargill's by-product corn starch and refine it into amino acids for livestock feed. IWD

has provided them with wage survey, labor pool and LMI information. They will be hiring approximately 180 people in December 2012 with production to begin in 2013.

USG – Job applicants must take an assessment test for this employer. IWD assists by monitoring testing in our computer lab.

CertainTeed Gypsum – IWD has conducted testing for job applicants and this employer has used our facility for job interviews.

Nestle-Purina Pet Care – This employer uses conference rooms and offices in our center for job interviews.

Koch Nitrogen Company – IWD partnered with ICCC to hold a hiring event for this employer in May 2012.

Taco John's – This was a new business that opened in Fort Dodge this past year. IWD assisted them with a customized job fair and they did their job interviewing here too.

Perkins – Another new restaurant in Fort Dodge this year. We assisted them with job orders, referrals and by providing rooms for job interviews.

Eaton Corporation – This Belmond employer needed to recruit workers outside their immediate Wright County area. IWD assisted them with a job fair held in Fort Dodge.

National Emergency Grant

March 2011 was the final stage of a major layoff at Electrolux Home Products in Webster City. Approximately 1000 workers were affected. Three other businesses closely associated with Electrolux closed or substantially reduced their workforce. A National Emergency Grant was established to assist these workers to receive training and find employment.

IWD is the sole service provider for WIA in Region Five. We do not have any partner staff. The WIA service provider for Region Eight, Region XII Council of Governments, partnered with Region Five IWD to serve as the fiscal agent for the NEG. Originally, five staff was hired. Two workers were housed in the Webster City IWD office; three were housed in the Fort Dodge office. Currently, three workers remain in place. All three now work in the Fort Dodge IWD office.

A total of 748 people were co-enrolled in NEG and WIA. Currently, 352 continue their training plans in Institutional Skills Training and 108 participate in Job Search and Placement. So far, 177 participants (93.16%) have found new employment. 60.49% of those who have found employment earned a credential prior to employment.

To facilitate initial enrollment, a total of 12 meetings were held in Webster City and Fort Dodge. Meetings were also held on-site at Electrolux and Kenco. April through July in

2011, orientation meetings were conducted every Monday, Wednesday and Friday in both the Webster City and Fort Dodge offices. In August, orientation meetings were held one day each week in each center. Program benefits were highlighted and details on enrollment requirements were thoroughly explained at these meetings.

The NEG offered supportive services to enrollees. Transportation assistance was available to participants traveling less than 50 miles round trip to their training provider. Other services available included dependent child care, financial assistance, health care and clothing assistance.

Workshops were held for those who were not attending training. Six Job Clubs were held and NEG staff assisted in providing workshops on cover letters & resume development, job-seeking skills, job interviewing and networking.

By October 2011, all available funds were exhausted. An application for additional funds was submitted and in June 2012, additional funding was received. Staff succeeded in spending 97% of the additional funds, even though the cut-off date for new expenditures was 06/30/12.

In May 2012, a job-seeking skills workshop was held in Fort Dodge for Trade participants who had completed their training. This was an all-day event. Area employers were invited to present information on the job market and on what employers look for when hiring. This panel discussion was a hit with both the employers and NEG participants. The job-seekers had matured through training and mentoring and came dressed for success. They asked appropriate questions and displayed a positive attitude. The employers indicated a willingness to participate in any similar events in the future.

In March 2012, the Department of Labor conducted a federal monitoring to review this grant. There were no findings uncovered and monitors indicated they were impressed with the detail found in case notes and file contents. Two best practices were identified that singled out this program from others they had reviewed. Each file contained copies of the labor market information for the participant's training field. Each participant conducted this research before making a final decision on their training program. In addition, if a participant received a D or F grade, NEG staff met with them for a discussion on what happened and how they can improve so they would have a better chance for successful completion of their program.

We consider this grant to be very successful in assisting this large group of workers who were displaced from their jobs. NEG staff continues to contact those participants involved in training every 30 days. They also work closely with those seeking employment and contact them every other week. They provide them with job leads any time those become available.

Success Stories:

Matt and Nick are brothers and worked together at Electrolux. They were laid off in 2009. Both had young families to support. They enrolled in the same program at Iowa Central Community College, Electrical Technologies and later they amended their plans to include Industrial Mechanics. They graduated in May 2012. Matt is now working full-time at Proliant and earns \$15.00 per hour. Nick went to work for Frontier Communications. He earns \$16.00 per hour. Trade paid his tuition and the NEG provided assistance with transportation and child care costs while they attended school. The brothers report they really enjoy this new chapter in their lives.

After Amy was laid off from Electrolux, she returned to school and has now graduated from the Medical Lab Technician Program at Iowa Central Community College. After completing an internship at Van Diest Medical Center, she was hired there full-time. Her wage is \$16.90 per hour. Trade paid her tuition and the NEG supported her training by paying transportation costs and also assisted her with car repair.

After being laid off from Electrolux in 2009, Dean was not able to find other employment. He enrolled in the Culinary Arts Program at Iowa Central Community College and graduated in May 2012. Trade paid his tuition. He found employment as a cook at Rotary Ann Retirement Home. He works full-time and makes \$8.00 per hour. Dean says he is gaining experience in this entry-level job and hopes to advance to another position in the culinary field.

As a married couple, John and Sue's household received a severe blow when both were laid off at Electrolux in February 2009. Sue is currently attending college at Iowa State University. John completed degrees at Iowa Central Community College in Electrical Technologies and Carpentry. His GPA was 3.6 when he graduated. Both John and Sue's tuition was covered by Trade. John went to work at Cleary Building Corporation as the assistant branch manager/project manager. His starting salary is \$45,000 per year. He continues his education by working on a Business Degree in his spare time.

Ryan was laid-off from KENCO in May 2010. He is married and has one child. He attended Iowa Central Community College and graduated from the Electrical Technologies Program with a GPA of 3.182. His program included an internship with K & H Electric. This employer was so impressed with Ryan; they hired him as a full-time employee even before he graduated. Ryan works full-time at \$15.00 per hour and is also completing his training program. Trade paid for Ryan's tuition, books and fees. His NEG case worker provided program information and moral support along the way.

Chad worked as a supervisor at Electrolux and was laid off in April 2011. He enrolled in Vatterott College in Des Moines and graduated from their Heating Ventilation and Air-conditioning Program with a 4.0 GPA in February 2012. His NEG case worker referred him to a job opening at Neighbors Heating and Cooling in Ames. He was hired there as an ACAC technician and works 40 hours/week at \$16.00 per hour. He received tuition

assistance through Trade and was guided through his training experience and eventual employment by his NEG case worker.

Ex-Offender Program – North Central Correctional Facility – Rockwell City

Calendar Year 2011 Information and Statistics (01/01/11 – 12/31/11)

The Ex-Offender Program provides services to men incarcerated at the North Central Correctional Facility in Rockwell City and works with offenders who are close to release from prison on employment preparation and job opportunities.

Services offered include:

- POETS employment workshop: filling out applications, creating resumes, interviewing techniques, and handling criminal history in the job search/interview processes
- Testing for the National Career Readiness Certificate (NCRC)
- Individual resume creation assistance
- Registration with Iowa Workforce Development
- Job searching online using IWD's online job bank

In a cooperative effort between leadership at IWD and the Department of Corrections/North Central Correctional Facility incarcerated offenders were allowed to travel to Des Moines to participate in the Re-entry Career and Resource Fair. This particular job fair is organized to provide a chance for job seekers with a criminal history to connect with employers who are willing to hire qualified candidates out of this pool. Offenders had the chance to meet and network with employers, ask questions/learn about employment opportunities. They completed job applications and submitted resumes.

Total number of offenders receiving services in 2011: 320

Number of offender released from prison in 2011: 233

Number of offenders able to be tracked post release: 204

- 11 employed prior to release
- 133 employed within 30 days
- 27 employed within 31-60 days
- 5 employed within 61-90 days
- 9 employed after 90 days

Seventy percent (70%) found employment within the first 30 days. Ninety percent (90%) found employment within the first 6 months post release.

Adult and Dislocated Worker Programs

Region 5 has one Adult/Dislocated Worker case worker. This worker served 142 individuals during PY 11. Sixty-two were through the Adult Program and 80 were through the Dislocated Worker Program. Of the 142 served this year, so far 42 have

completed their training program and have found full-time employment. The remaining 100 individuals will continue their training program through the 2012/2013 school year.

Some of the training programs WIA participants are enrolled in include Registered Nurse, Licensed Practical Nurse, Medical Assistant, Certified Nurse Assistant, Computer Technology Specialist, Accounting, Administrative Assistant, Electrical Maintenance, Carpentry and Welding.

In addition to her case management responsibilities, this case worker also serves customers in the one-stop center in the Skills Development area. She provides individual assistance to center customers with assessment, career counseling, resumes, cover letters, job search and online applications.

Success Stories:

As a WIA participant, Rich enrolled in the Nursing Program at Iowa Central Community College and received assistance with tuition. He exhausted his UI benefit before he completed his training. His WIA case worker gave him information on FIP (Family Investment Program) and PROMISE JOBS. He applied for FIP at DHS and became a PROMISE JOBS participant. WIA and PROMISE JOBS partnered to assist Rich in completing his training and he graduated in May 2012. He started his job search even before he graduated. He attended Center workshops on how to create a resume and job interviewing. His WIA case worker assisted his job search by providing numerous job referrals. Rich has accepted a nursing position at the Mental Health Unit in Independence IA and is now a State employee. His starting salary is \$48,000 per year.

Ed was laid off from his job and had searched for another job for over a year without success. His UI benefit was exhausted. He was willing to accept any job but felt the slow economy kept even fast food restaurants from doing much hiring. He used services in the one-stop center that included assessment and career counseling. Through these services he identified welding as an appropriate training area and was excited to learn he could get help with training costs through WIA. He completed a short-term training program through Iowa Central Community College and was hired as a welder at Meridian in Storm Lake IA. His starting wage is \$14.00 per hour. Ed expressed gratitude for training assistance so he could finally be able to support his family.

Jay visited the one-stop center several times each week to locate a full-time job. He was underemployed at a grocery store and had worked there the past seven years. His work hours had been cut to part-time hours. He expressed a desire to get some training because his job was going nowhere. He was assisted with assessment and career counseling. He conducted labor market research. Ed determined carpentry was an appropriate field for him. In August 2011, he enrolled in the Carpentry Program at Iowa Central Community College. WIA assisted with the tuition cost. He completed his training in May 2012 and was immediately hired by Cleary Building Corporation in Humboldt IA. He is earning \$14.00 per hour and is currently working 50 hours per week.

He told his WIA case worker that he is so grateful for the assistance and said WIA had a great impact on his life.

Vanessa is a refugee who came to the United States from Africa ten years ago. She had worked at fast food restaurants since she graduated from high school. When she and her husband separated, she was left with two small children to care for on her own. A minimum wage job and child support was not enough to support the family. She came to the one-stop center in search of a better job. She said she was interested in training as a Certified Nurse Assistant but said she was told she had to pay the entire cost of training up front before she could enroll. She could not afford the training cost that was close to \$600.00. She completed some assessment activities and researched information on this occupation. Certified Nurse Assistant was identified as an appropriate occupation for Vanessa. WIA paid her tuition cost. Upon completion of her training, Vanessa attended workshops at the one-stop center to help her in creating a resume and to prepare for job interviews. She is now employed full-time at Fort Dodge Villa Care as a Certified Nurse Assistant and her starting wage is \$12.50 per hour. She told her WIA case worker that she was so grateful for the encouragement she received at a time when she didn't even believe in herself. She is thrilled with the wage level of her new job. She said she had never before made more than \$7.25 per hour.

John came to the One-Stop Center to get help in finding a job. He said he had to apply for food assistance which he had never had to do before. He was very discouraged and said he was finding employers were either not hiring or were laying people off. He was directed to start with some personal assessment and found that the results were indicating auto mechanic would be a good occupation for him. He said this is something he had always wanted to do but never had the opportunity. With WIA tuition assistance, he enrolled in the Auto Technology Program at Iowa Central Community College in August 2010. He was on the Dean's List each semester and graduated in May 2012 with a 3.8 GPA. He overcame many challenges during his training and found that his WIA case worker was always willing to listen to him and help him find solutions. He said there were several times when he thought he couldn't make it and probably would have dropped out if he didn't have the support and guidance provided through WIA. John is now employed full-time and his starting wage is \$16.00 per hour.

Vocational Rehabilitation and WIA partnered to assist Dennis with the Electrical Maintenance Program at Iowa Central Community College. WIA assisted with tuition costs. Vocational Rehabilitation assisted with the cost of hearing aids. Dennis has now completed his training and found employment in Waterloo IA. His starting wage is \$18.00 per hour. He told his WIA case worker he never dreamed he would have a job that paid that much. He became emotional in expressing his gratitude and told his worker she would never know how much the assistance meant to him.

Youth Program

Region 5 served 34 youth in PY11. Most were enrolled in either high school or GED study. Work Experience was used to help some participants gain valuable experience in

the world of work. Incentive awards in the form of Wal-Mart gift cards were earned by seven participants for completing a GED or high school diploma.

This program experienced the unique issue of having three different case workers throughout PY11. In fact, all three of these workers left IWD for other employment with the last one leaving in June 2012. This turnover in case workers created some issues with regular ongoing case management.

The Youth Program is in a period of transition. IWD will not be the service provider for the youth program in Region 5 in PY12. The Region 5 Youth Advisory Council is currently in the process of choosing a new service provider. A selection committee has been formed and the RFP has been let. An announcement was sent to all known potential applicants and was published in a newspaper in each county and in the local One-Stop Center.

OJT NEG

Region Five was awarded \$56,648.66 from the **On-the-Job Training National Emergency Grant** funds for May 2011 through June 2012. This program has now concluded and 100% of the regional funds were expended. There were eleven individuals who were placed on an OJT. Nine of these were successful and continue their employment as full-fledged employees with their OJT employer. One individual was terminated, one quit the job. The employers included Advantech and Nestle Purina in Fort Dodge, Jet Co in Humboldt, Record Democrat in Pocahontas, Hagie Manufacturing in Clarion and Meridian Manufacturing in Storm Lake.

Success Stories:

Gordon was laid off at Electrolux in March 2011 when they closed. He had worked there for 23 years. He was searching for a job and attended workshops on how to write a resume and job interviewing at the one-stop center. Gordon had aptitude and experience in machining. Jet Co needed to hire a machinist but training was required for their specific machines, the parts they create and their production process. An OJT was established and John went to work. He trained for six months and is now a full-time employee with benefits and a pay raise.

Jim was laid off from the State of New Hampshire. He worked in the Department of Natural Resources. He was receiving UI but it was well below what he earned at his previous employment. He was placed on an OJT at the Pocahontas Record Democrat. They had a job opening for a staff writer. Jim did not have experience in this field, but had transferable skills that were a match. He was in the training position for six months. During this time the employer gave him high praise and said they were very happy with his work and knew they could always rely on him to do an excellent job. The training is now complete and Jim continues full-time employment at the newspaper.

Rapid Response

On 03/06/12 a Rapid Response meeting was held for employees being laid off at Wells Fargo Consumer Lending Credit Card Collections in Fort Dodge. Thirty people were laid off as Wells Fargo closed this department in their Fort Dodge branch. Local IWD management organized and conducted the meeting and arranged for representatives from Iowa Central Community College and Iowa Vocational Rehabilitation Services to give presentations. IWD staff gave presentations on WIA job training opportunities, veteran's services, IowaWORKS services and Unemployment Insurance. Attendees were given the opportunity to ask questions and get help with UI applications.

Ansell Hawkeye Inc. has been doing business in Fort Dodge for the past 40 years. They were well-known as "The Glove Factory." The factory closed on 05/31/12. We held a Rapid Response meeting on that last day for approximately 25 employees. Local IWD management organized and conducted the meeting and arranged for presentations by representatives from the Department of Human Services, Upper Des Moines Opportunity, Iowa Vocational Rehabilitation Services and Iowa Central Community College. IWD staff gave presentations on WIA job training opportunities, veteran's services, IowaWORKS services and Unemployment Insurance. Attendees were given the opportunity to ask questions and get help with UI applications.

Veterans' Services

Region 5 ensures that veterans receive Priority of Service for all training programs, initiatives and strategies. When a veteran is identified through the registration process, he/she is provided with additional information regarding benefits available, training opportunities and center workshops and they receive Priority of Service. Each veteran is made aware of the services the DVOP has available and is referred if interested.

July 2011 through November 2011 veterans in Region 5 were served by the DVOP based in the Spencer office. She devoted 50% of her time to Region 5. In November 2011, funds became available for a Region 5 advisor to spend 20 hours per week as the local veteran's representative.

On 11/10/11, a "Salute to Veterans" event was held at the Fort Dodge one-stop. Refreshments were served at this open house and around 25 people attended including veterans, the county VA director and the veteran's affairs director. Information was available regarding job placement, resume preparation, resume critique, workshops available in the center, VA claims, Internet Web registration and state and federal job openings.

Success Stories:

Bill is a Chapter 31 Veteran. He lost his job due to medical issues. Bill's father passed away and in the very same week, his father in law also passed away. His UI claim was denied and he came into our office for assistance. Bill was two weeks away from starting

the final phase of his farrier training in Oklahoma through Chapter 31. The DVOP provided information on how to appeal for his UI claim and referred him for some assistance with mental health counseling through the VA. Bill subsequently won his UI appeal. He completed his training and is now a trained farrier.

Waivers

The Waiver of 20 CFR 663.530 that prescribes a time limit on the period of initial eligibility for training providers. This waiver has allowed Region 5 to continue to use proven training programs without burdening the training institutions with annual program effectiveness verification.

The Waiver of 20 CFR 667.140(a) allows us to be immediately responsive to the service needs of the customers through the funds transfer waiver. Region 5's RWIB approved the transfer of \$56,675 from the Adult to the Dislocated Worker fund. The transfer of funds allowed us to provide support services to Trade participants after the NEG funds were exhausted. Participants who were most in need were assisted with child care and transportation. This transfer allowed us to assist 56 people.

Region 6 – Marshalltown

IowaWORKS Iowa Valley

A Time for Transition

PY11 was a transitional time for Region 6 (Hardin, Marshall, Poweshiek and Tama counties) and all indications for PY12 will be the same. New leadership after many years was in place at the start of PY11. The goal of the new leadership was to bring a new level of energy and modernization to the WIA Program. The Regional Workforce Investment Board worked to increase their knowledge and engagement into the program. A new youth counselor was also brought on board this year that has already expanded the youth program to a new level, in conjunction with a new Youth Advisory Council. A long term WIA counselor in the region also retired this past year. This individual brought a lot of history and heart to the team. The new WIA team re-engaged Board and new Youth Council all bring a new level of genuine enthusiasm for the program and the participants. The initiatives over this past year will be discussed in this report as well as the goals going forward.

Employer Focus

Region 6 has made it a goal to increase our employer pool and services. This is an ongoing goal through PY12. The administration of the NEG OJT program provided a perfect opportunity to increase employer knowledge of the WIA program. We established relationships with employers through effective use of our RWIB, partnering with Iowa Workforce Development, Chamber of Commerce's, community clubs and organizations, economic development partners, and the community college. A goal of 7 OJTs was surpassed with 11 established OJTs. These employer contacts will be used

going forward in the WIA program for effective WEPs, OJTs as well as job placements. The partnerships established along the way will also be beneficial to the program.

A new Youth Advisory Council was established this past year with members from community agencies, local school representatives and youth. The Council believes that we were routinely seeing youth who lacked basic work skills and the motivation as well as focus to complete a skills training. A goal was established to work closely with local employers and establish Work Experiences on a regular basis with the hopes of instilling basic work habits into youth as well as to get a better idea of their interests prior to entering into a skills training. This process along with the OJT program has increased our employer pool.

Success Story:

“We have employed our first youth who is currently enrolled in the WIA Work Experience Program through the Iowa Valley Community College District for a few months now. Our first interest in the program was for financial reasons. Helping a person who was seeking work experience was a bonus but employing them and saving the labor cost as well as the expense wrapped up in orientating and training that employee was our main benefit. Our participant in the program turned out to be a great asset to our store. She has been punctual and dedicated and turned out to be one of our “Helpful Smiles.” When she finishes the program we plan to keep her on as a regular employee because of the great job she has done for us. I would recommend employing a participant to this program to any business.” Erin Dehl, Manager of Store Operations, Marshalltown Hy-Vee

Going forward it is the Region’s goal along with more employer services to continue to expand WEP services into the Youth program as well as the Adult program. It is also the Region’s intention to continue with the steam of the NEG OJT program into our formula programs. The Board will also be looking to host employer forums in conjunction with the community college and economic development partners in order to hold discussions on employer needs. These forums will be divided up to focus on manufacturing employers, professional services and youth employers.

State of Art Job Seeking Skills

Region 6 also made a realization in PY11 that job seeking strategies were changing. Every day applications, resumes, etc. were not cutting it. New techniques such as social media, web-cam interviews are playing a huge role in our job seekers’ search, along with the need for digital literacy. Digital literacy funds were therefore used to create a mini-computer lab where participants can come into the One-Stop with staff assistance to increase their skills and comfort levels with computers. Social media sites such as Facebook have also been used with participants in order to job seek, provide feedback on professionalism, and for efficient communication with participants.

The Region also invested in **InterviewStream**, where participants complete interviews using a webcam. The participant is then able to critique their own interview, but can also pass the recording on to others for review. The mini-computer lab also provides a private setting where participants are able to privately work through their nerves with the interview process. In larger metropolitan areas this program is being used by employers on a regular basis, so in time we may see interviewing turn to this type of process, it is therefore important that our participants are at ease with this process. This tool has also assisted in the Region's goal of increasing services to employers, as employers are able to screen applicants using the *InterviewStream* program initially which provides them with a time savings. This has also served as cost efficiency for staff time as well, when they are no longer strapped with time consuming mock interviews.

Focus has also been applied to staff training. Opportunities have been provided to team members to participate in trainings that lend their hand to modern job seeking services, as it is essential that our team is up to date.

Co-Enrollments

New law was established requiring co-enrollments of all Trade and WIA participants. This has been a natural process for the Region 6 WIA team, and made us realize the importance in seeking out all co-enrollments where possible. So along with the Trade program, WIA has looked to partner regularly with the PROMISE JOBS program. This is essential in times with limited budgets and team members.

Success Story: "I came to the WIA/PJ program after my place of employment closed its door permanently, after six years of working there. The WIA/PJ program helped pay for me to attain my Associates Degree in Nursing at Marshalltown Community College. I graduated the RN program with a 3.63 GPA and was awarded the 2012 Associate Degree in Nursing Student of the Year Award. Without the assistance of WIA/PJ I don't know if I would have been able to support my two children while obtaining my degree. I now am starting a career I love and can be proud of." Rachel Woodruff, MCC Nursing Student of Year

Collaborative Efforts

A focus was also established during PY11 on partnerships. It was realized from the start with limited resources that collaborative efforts would be essential. Although Region 6 is still awaiting the arrival of Integration, the Region has been co-located in the One-Stop Center for years. The WIA program as usual partnered extensively with Iowa Workforce Development whether in regards to unemployment insurance benefits for participants, establishing OJT employer worksites or shared workshops the teams worked in a positive manner in order to meet the needs of the participants and employers in the region.

The WIA team also made an effort to establish partnerships outside the One-Stop Center as well, partners such as the State Labor Market Information team, PROMISE JOBS, Job Corps, DHS, Youth and Shelter Services, GED & ESL service providers, Proteus, and

FaDSS were invited into regular team meetings in order for team members to increase their knowledge for appropriate referrals but to also seek out opportunities for partnerships. The WIA team partnered closely with the State of Iowa Energy Sector Partnership Grant, through Iowa Valley Continuing Education over this past year. WIA was able to make appropriate referrals for the success of the program, and the SESP was able to provide potential employment opportunities for WIA participants.

Success Stories:

“The Iowa Valley Continuing Education Utility Technician Program is a short-term (10 week) intensive training that was developed in cooperation with our business partner, Alliant Energy, to meet the increasing employment needs of the utilities. The electric power sector is facing an unprecedented workforce crisis in the next five years due to attrition and retirements. The IVCE Utility Technician Program was developed to address/serve this need and meet tomorrow’s utility workforce challenge. The Utility Technician Program is challenged to serve a variety of persons and situations under the grant, such as: veterans, dislocated workers, unemployed, emerging from poverty, never accessed a secondary education or training. This program was able to target many WIA participants and provide them with a short-term training in a growing industry. The IVCE Utility Technician program succeeds due to four vital components: a strong business/training partnership within the industry; a knowledgeable and caring training staff on both sides of the program (college/business partner) and students from diverse backgrounds wanting and needing new and relevant skills or a skills upgrade to enter an in-demand profession, the energy sector; and financial resources (grant funding) to defray or eliminate training costs to students.” Lori Wildman IVCE Utility Technician Coordinator

“The development, implementation, and success of the Utility Technician Program are a direct result of the exceptional working relationship between Iowa Valley Continuing Education and Alliant Energy according to Bob Hiatt, Alliant Energy’s Manager or Technical Training.”

Veterans a Priority!

Although Region 6 does not currently have an actual Veteran’s Representative the team does an exceptional job of immediately identifying and prioritizing all Veterans that are seeking services. Team members have also participated in trainings to ensure that they are providing appropriate services for Veterans. The WIA team provides one on one in person support and services to all Veterans, which is appreciated. Region 6 will continue to seek ways to best serve Veterans and realizes this as an ongoing priority.

Waivers

Region 6 chose not to participate in the Waiver of 20CFR 667.140 (a) transfer of Adult and Dislocated Worker Funds. Carryover funding, incentive funding, delayed budgets, staff changes, and a previous reduction in cap levels caused abundance in funding in all 3

WIA programs, so a transfer between programs was not chosen. The WIA team plans to take an aggressive approach to recruitment and enrollments early in the year for PY12, and to ensure proper staffing levels in order to complete the necessary enrollments.

Waiver of provision 20 CFR 663.530 was essential in all training enrollments in the region. The opportunity to work with all current training providers and not have to re-establish the providers was crucial in delivering timely training services to participants who were in need of immediate changes in their skills levels in order to affect their family income levels.

PY12

PY11 brought many changes to the WIA program in Region 6, in particular to the team. Heading into PY12 we are looking forward to continuing to build our WIA knowledge as well as enhancing our services. We recognize this overall goal will take efforts in partnerships with our State Iowa Workforce Development partners, our local Iowa Workforce Development partners, our RWIB, Youth Advisory Council, and numerous other local partners. We are motivated to provide services that meet the specific needs of our participants whether a Veteran, Dislocated Worker, Adult or Youth. We are also dedicated to putting a greater focus on our local employer needs as this will be a benefit in the end to our participants and ultimately our performance.

We have been provided with the opportunity to re-compose our local Customer Service Plan. Region 6 is excited to have this opportunity, since we have a new team and are looking to taking our services to a new level, to work in partnership with our Board and economic partners to lay out a plan that best serves the job seekers and employers in Region 6!

Region 7 – Waterloo IowaWORKS Cedar Valley

Region 7 provides employment and training services to five counties in northeast Iowa including Black Hawk, Bremer, Butler, Buchanan and Grundy. According to 2011 population statistics provided by the United States Census Bureau, the five counties have a combined population of 204,186 with Black Hawk County maintaining the highest population of 131,549 or 64% of the total. Black Hawk County is home to one of Iowa's nine metropolitan areas – the cities of Waterloo and Cedar Falls (State Library of Iowa, State Data Center Program, 2003). The other counties are rural in makeup.

The WIA Coordinating Service Provider for Region 7 is Hawkeye Community College, as selected by the Regional Workforce Investment Board (RWIB). WIA funded staff total 7.3 FTEs and work in partnership with Iowa Workforce Development staff to provide full services in an integrated center called IowaWORKS Cedar Valley.

Unique Programs

Manufacturing Careers Certificate Program

Beginning in the Fall of 2011, IowaWORKS Cedar Valley kicked off a one-of-a-kind initiative called Manufacturing Careers Certificate Program (MCCP). The idea for MCCP was born out of conversations with area manufacturers who expressed frustration at the lack of skilled workers to fill the many job openings in their companies. Some went further saying they would be willing to hire entry level workers and train them *if* the employers could find dependable, hardworking employees who would show up every day, and be on time. As a result the first of seven classes began in October.

Staff recruited MCCP candidates from the more than 5,000 job seekers per year who enter our building, including adults, dislocated workers and older youth. Veterans are given priority service, as with all Center programs. Participation included nearly 30 hours of required activities including:

- 16 hours of classes on such topics as manufacturing culture, measurements and tools, shop literacy and team work
- informational interviews with area manufacturers
- Labor Market Information assignments
- Pre-Employment Training Workshop

The 100% completion requirement by each participant was pivotal to the program. This meant no absences for *any* reason, *always* on-time and all assignments finished within a set timeframe. With 100% completion, the successful participants received individualized job search services and job development assistance. For those who were WIA eligible, paid work experiences and on-the-job training contracts were available incentives to area employers to hire these proven job candidates.

The outcomes were revealing, as shown by the chart below.

	Signed up for MCCP	Showed up 1 st day	Finished 16 hour class	100% completion
Total #	274	113	76	30
Percent	100%	41%	28%	11%

Initially it was assumed these results would be a negative when presented to area manufacturers. Surprisingly two reactions occurred. First the employers felt validated. "That's been our experience too often. It's risky to hire unproven, entry level employees!" Yet the next response was "I *want* these people!"

Of the 30 participants who completed successfully, three participated in job shadowing, six did paid work experiences and one on-the-job training contract was arranged. All 10 were employed upon completion of these WIA activities. The remaining 20 utilized other services within the Center including the National Career Readiness Certificate (NCRC),

resume classes, mock interviewing, forklift training and a short term welding class – 75% are employed.

For area employers, the MCCP program has provided dedicated workers who have proven their willingness to work and learn. For an industry that is experiencing a severe shortage of skilled workers, this “grow your own” effort has proven to be risk-free and beneficial.

Excerpts of two **participant testimonials** are listed below.

- My name is Gloria; I recently was looking for a job. I first utilized the NCRC, and then it was the Manufacturing Program, the fork lift training class, and also the 30 hour welding class.

After I completed all of the steps, no later than 2 days after I sent my resume in, I received a phone call from Bruns Machine they wanted me to come in and do a welding test. Bruns Machine would have never called me if I did not take advantage of the class. It got my foot in the door, and I am now currently employed there. If there was none of these great programs I would have still been homeless and trying to find a job. The only thing you have to do is complete a couple of steps that are required, do all of the leg work, and keep your attendance steady and consistent

After you have your foot in the door, you learn any and everything you can, and after a while you will be used to the job life again, and everything will be so much better. Thank You for the help in making my life stable again, it is highly appreciated. Sincerely, Gloria W.

- I want you to know how much I appreciate everything you have done to help me in my search for employment. I know I should be proud of myself and I am. I just really needed the help you guys gave me. I am completely satisfied with the work I am doing. There is always something new to learn and they have all been so welcoming. I am learning a lot and proving to myself that there isn't much I can't do. My confidence is so high and I love it. I am really interested in advancing in the manufacturing world and I would really love to go back to school for Manufacturing Engineering. This program has been such a blessing in my life. I put in lots and lots of applications but no one responded – even though I thought I was very prepared. So after being hired at Bruns Machine – I would never take another offer, even if they made one. I think this program is the best thing for our area

because it's so hard to get a job out there. Being recently released from prison I know there are so many just like me that needs a chance to prove themselves. This program is the perfect way to weed out the people that really want to work from the ones that don't want to. Again, I thank you; I am so happy that I have finally landed employment. I really hope this program can spread all over. It's amazing. Thank you so much Tanaha P.

The **Manufacturing Careers Certificate Program** is a one-of-a-kind in the state of Iowa. Iowa Public Radio and the local NBC television station have reported on it and Tanaha (testimonial above) was invited to tell her story to the Secretaries of the US Departments of Education and Agriculture during their visit to Iowa.

Beef Products, Inc. Early Intervention Grant

Beef Products, Inc. issued a WARN notice March 26, 2012 that the company was permanently closing its Waterloo, Iowa facility as a result of the negative media concerning Lean Trimmed Beef or “Pink Slime” as named by the media. The closing affected approximately 216 employees and began immediately. Affected employees were placed on paid leave with an anticipated termination date of May 25, 2012. Effective May 29, 2012, Region 7 began implementing an Early Intervention (EI) Grant providing core, staff-assisted core and other WIA services. Given the unique cultural makeup of the BPI workforce (30% Bosnian speakers and 20% Spanish speakers), special challenges presented themselves.

Lack of English ability is a definite barrier to employment. During the EI Grant, ESL classes were offered on-site at the Integrated Center. This strategy allowed the participants to stay in a familiar place while conducting their studies and it also allowed them easy access to the EI Transition Specialist, Skills Development services and other Center workshops.

Initially it seemed to be a risky endeavor as all EI grant participants are enrolled in WIA performance, yet as the grant proceeded, the commitment of the participants became apparent. Stepping into the new territory of ESL classes was the right thing to do!

The turnout for these classes has been impressive. Thirty four participants began the ESL classes. The higher skilled English speakers were placed in the morning class while the participants who attended in the afternoons scored at a lower English level. The intense classes occurred 3 hours/day, four days/week and lasted eight weeks. Attendance was nearly 100% throughout the summer with only two students withdrawing from class: one due to child care problems and another to take a job.

Other Programs

Youth Leadership

Region 7's WIA Youth staff had a very full year. Their Leadership Workshops were offered from October 2011 through June 2012. A total of 148 participants (an increase

from 77 in PY10) attended the monthly meetings, receiving a \$25.00 gift card for each session. Attendance was 100%,

Workshops were offered throughout the year as part of the leadership component and for the first time workshops were offered during alternative business hours, such as 4-7 p.m. Staff noticed an improvement and distinct difference in attendance, notably that high school youth tended to come to early afternoon sessions and older youth/post-secondary students tended to come to sessions held later in the day.

The organization added curriculum that provided additional training and certification for staff who were then able to deliver new innovative modules. Workshop topics are listed below (number in parenthesis is class hours):

- The 7 Steps to a Great Job – Career exploration, resumes and job seeking & keeping. (9)
- Bring Your “A” Game to Work – Instilling work ethic and values. (12)
- Habitudes – Images that form leadership habits and attitudes. (16)
- Real Colors – Identify temperament of self and others; Increase understanding of effective communication styles. (3)
- Workin’ It Out – Improving self-awareness, interpersonal and problem solving skills. (30)
- Adventure Learning/Team Tune- Up - (10)
- “Workin’ It Out” - the title of the academic learning component (ACL) of the summer program. The ACL was supplemented with service learning, business tours and a trip to the Adventure Learning team challenge ropes course. Participants also piloted the new Interview Stream technology offered at our office and completed a job shadow as part of their vocational exploration.

Region 7 also went through the process of recruiting and creating a new Youth Advisory Council over the past year. The previous group serving as Youth Advisory Council had disbanded so new members were sought and the group is now functioning in the capacity necessary to provide oversight to the local RWIB.

The Youth program has increased their use of technology in reaching out to participants. With the purchase of a pre-pay cell phone, staff is able to text participants and has a much better response rate than leaving voice messages. Staff also developed a Facebook page as another means to stay in contact with participants.

Youth Success Stories:

- Tatjana – Enrolled as a junior in high school with English as a Second Language as her barrier. She is an only child and lived with and took care of her disabled mother. Tatjana remained engaged in the WIA

Youth program and was in regular contact for nearly 7 years. She went to Allen College & earned her Bachelor of Nursing degree, for which WIA provided tuition assistance for the last 2 years. Tatjana graduated in May 2011 and has a fulltime job as an RN at Covenant Hospital earning over \$21/hr plus shift premium. She exited the program but recently contacted her caseworker to serve as a reference for her on her application for graduate school.

- Chelsea – A parenting teen received tuition assistance from the WIA Youth program in finishing her respiratory therapy degree and licensing. She was disappointed that she was not able to do her clinical internship at Mayo Clinic. However, she landed a job at Mayo Clinic in Rochester, MN after graduation. She moved to the Iowa/Minnesota border and now earns approximately \$25/hr.
- Two students graduated from the University of Northern Iowa. Minela has a bachelor's degree in Criminal Justice and Katy earned a degree in Social Work. Katy is now in the accelerated MSW program and continues parenting her young son. Minela is working fulltime at Credit Bureau Enterprises. She has overcome her ESL barrier and provides customer service assistance by phone.



Rockwell/Deco National Emergency Grant

Effective in July, 2010, Wilbert Plastics, a manufacturing firm employing 115 workers closed its doors in the small town of Winthrop, Iowa. Region 7 applied for a National Emergency Grant with Region 1 to include Rockwell Automation in Sumner, Iowa, which permanently closed in December of 2010.

As the two year NEG grant wound down, the state applied for and received a third year no-cost extension. Region 7's participants had all finished their schooling, but several continued to need job search and placement assistance, so staff continues to assist the dislocated workers. Some outcomes include:

Dislocated Worker	Employment	Wage
• Jeremy	Motorcycle Technician	\$12.00/hour
• Richard	John Deere	\$26.00/hour
• Mike	Civil Engineering	\$21.00/hour
• Susan	Viking Pump	\$21.00/hour
• Lynnette	Machine Tech	\$20.00/hour
• Brenda	Machinist	\$18.00/hour
• Dee	Welding	\$11.77/hour
• LuAnn	East Iowa Plastics	\$17.00/hour
• Cory	Truck Driving	\$17.00/hour
• Jill	Pharmaceutical Technician	\$11.00/hour

Waivers

Region 7 did not use any of the existing waivers.

Region 8 – Carroll Region XII Council of Governments

The Iowa job market continues to recover since the announcement of the end of the “Great Recession” in June of 2009. The State began the year with an unemployment rate of 6.0 and completes the year with a lower unemployment rate of 5.1. Iowa Workforce Development announced in a press release on July 20th 2012 that compared to June of last year Iowa has added 20,600 jobs. Manufacturing led the annual job growth up 11,900 and construction second with a gain of 4,400 jobs. Combined, the two sectors accounted for approximately four out of every five jobs added since last June. Other gains occurred in leisure and hospitality, finance and other services. Government jobs and trade and transportation incurred the largest loss of jobs in the private sector. Most of the loss in the sector was centered in retail trade.

Service Delivery Region 8 has also seen a decrease in unemployment, beginning the year at 5.2 to 4.6. The region's economy is typically better than the State as a whole. The year ends with the lowest unemployment rate of 3.7 in Carroll County and the highest unemployment rate of 5.4 in Greene and Guthrie counties. All six counties in the region

saw a decrease in unemployment. Labor market information shows that “**Middle-Skills**” jobs are experiencing the highest job growth across the state. Middle-Skills would be defined by jobs that require an Associate’s Degree, a certification or an apprenticeship. In this region largest growth occupations are in the field of Health Care, Office and Administrative Support Occupations and in Production Occupations.

The region has suffered some layoffs, including a large layoff of 50 people at Pella in Carroll. Warn Act services were immediately implemented to insure that employees became re-employed as quickly as possible. Workforce staff organized a team of Community Service agencies to work with Pella management to develop a plan to assist the affected employees. A meeting informed employees how to access services that can help in their transition from layoff to re-employment. **Virtual Access Points** were installed in the employee break area so that individuals could access services from work.

In response to employee surveys that identified a need for computer literacy classes where provided free of charge by Des Moines Area Community College (DMACC).

Representatives from Iowa Economic Development, DMACC, Iowa Workforce Development and WIA organized a Job Fair. Employers specifically interested in hiring Pella employees participated and approximately 20 potential employees attended the event. Three individuals were hired by companies that day. Many others were offered the opportunity to interview for open positions. Employees educated in the On the Job Training service available, marketed the service as an incentive to these potential employers to hire them even if they needed new skills to be successful on the job. One OJT contract was written as a result of the marketing efforts that day.

When employers expressed a need for middle-skilled employees, especially welders, WIA responded by partnering with DMACC to offer a welding class. Five dislocated workers took advantage of the training. Three of those five became employed as welders.

The recent plant closing, Electrolux in Jefferson affected approximately 50 people. The Jefferson plant was a part of a larger plant closing of the Electrolux plants in Fort Dodge and Webster City. Region XII WIA services formed a partnership with Service Delivery Region 5 in Fort Dodge to pursue a National Emergency Grant (NEG) to serve the Electrolux employees in both Webster and Greene counties. Closings covered are Electrolux Major Appliances in Webster City and Electrolux Home Products in Jefferson. Vender closings include Kenco Logistic services of Ames and Webster City, Vantec Inc. of Webster City and Taster Inc. of Webster City.

The partnership allowed us to become eligible to apply for assistance due to the larger number of individuals needing services. June 30, 2012 brings us to the end of this grant period. 713 people were served by the grant. 568 people are still working toward completing the activities in their WIA employment plan. Region XII COG received a State Continuation Emergency Grant (CEG) that will allow the retention of staff for one year after the grant for the purpose of aiding individuals as they complete their programs using support services through local Dislocated Worker funds.

The **National Emergency Grant** allowed Region XII COG to open a transitional employment center in Jefferson to assist workers re-enter the workforce. All affected workers were offered services. Thirty-eight people chose to take advantage of the services offered at center. All received intensive services that included career counseling and help with making good career advancement choices based on labor market information. Activities were tailored to the individual's needs. Some choose to learn new skills that made them more employable through vocational training. Others choose on-the-job-training to gain employment as quickly as possible. Some choose to participate in job seeking activities including a weekly job club. The job club gave the group an opportunity to learn new job seeking skills. Ideas for finding job openings and ways to approach potential employers were discussed by the group. December of 2011 the Transitional Center was closed. All receiving services identified employment goals and developed an individual employment plan.

Participants enrolled in the Electrolux NEG are eligible for Trade Act services. Trade provides employment plan development facilitated by the NEG/WIA staff and fund training. The NEG allowed the offering of "wrap around services," the extra costs that create financial barriers to completing re-employment activities. Staff that facilitated services offered by the Electrolux NEG enthusiastically recount hundreds of stories that tell of people successfully meeting their re-employment goals with help that the grant made possible.

Here are a few **success stories**:

- John's daughter has been ill with a serious condition, He has fallen behind on bills and rent because his daughter's doctor bills accumulated because of multiple hospital stays in the past year. He has been going through a lot of stress but is still achieving all A's at this point. John requested some help with rent for the months of June and July. Without the help he and his family are facing eviction. Helping John get caught up on his rent not only allowed him to continue with his training but also allows his wife, Amy who is also a Trade participant enrolled in the NEG to go forward with her schooling. The financial help received from the NEG relieved a lot of the stress that money problems can cause. Not to mention the family of five still has a roof over their heads.
- Terry needed new eyeglasses. It had been several years since he had seen the eye doctor. It didn't seem necessary working in the plant with prescription protective eye gear. But in the class room his needs became immediate. Terry knew the NEG helped with Health Care assistance so he brought in two estimates and we went forward with payment. Terry's vision had changed but for the better! It turns out that Terry was wearing eyeglasses that were way too strong for him. He said it was no wonder he couldn't see the computer screens and white boards. This will definitely not be a barrier to Terry and his success in training anymore.

- Doug started the Sustainable Energy AAS degree program at Iowa central Community College in the fall of 2009 before the start of the NEG. Doug was one of the first students I met when enrolling participants. He was traveling 28 miles round trip each day from his home to campus. The daily travel took a toll on Doug's vehicle and with his job loss repairs were financially difficult to keep up with. Doug was able to access assistance in making much needed repairs, two new tires and an alignment. Later that year Doug would soon graduate and he needed to polish his cover letter, resume and interviewing skills. With help from the NEG he was able to buy professional clothing for interviewing. Doug graduated and was successful in securing work soon after at a wind farm near Fonda.
- Laura is a single mother of one and in the Nursing program at Iowa Central Community College. The NEG has made a significant difference in Laura's ability to stay in school by providing transportation, child care and financial assistance. Laura's home is 32 miles round trip to school each day. Child care assistance provides before and after school care and all day care for her young daughter during the school year and scheduled breaks. Laura's vehicle had tires that were so worn it was unsafe for her to drive. The NEG made it possible for her to have dependable transportation to attend training.
- Danielle's story –“I was laid off in March of 2009 from Electrolux after almost eight years with the company. I started the Trade program in August 2009. I enrolled in the Human Services program at the Community College and have never looked back. I had an epiphany one day that I wanted to help people like me. I have never had a job where it didn't involve intense physical activity. I worked in a meat packing plant for eight years prior to being hired at Electrolux. This was an opportunity for me to do what I wanted to do and not what I had to do to provide for my family. I knew that I had to be job ready when I graduated so I started looking for work eight months prior to graduation in May 2011. With the help of my local Workforce Center I was able to get a lead on a job that seemed perfect for me. I applied for the job and got an interview! I now work for Region XII Council of Governments providing services offered by the Electrolux NEG. I am doing exactly what I set out to do, help people like me. If it wasn't for my training I know I would never have been a candidate for the position I was hired for. Trade helped me to get the degree and Region XII is giving me case management experience. My future looks bright and factory work is now a thing of the past.”

Region XII Council of Governments received a National Emergency Grant to develop on-the-job training (OJT) situations. Six contracts were arranged with local employers, and four were successfully completed. All four completed OJT contracts ended in employment.

Success Stories:

- One individual, Jerry, was struggling to find employment after his layoff. Jerry has a mild learning disability that excludes him from many jobs. Employers were worried that Jerry would be too costly to train because it would take extra effort from his supervisors to be sure that he had the instruction he needed to be a valuable employee. WIA staff assessed Jerry's skills and found a work situation that was right for him. Jerry is motivated to work and has a good work ethic. He was in need of a job that kept him busy with routine tasks that he could easily learn. OJT services allowed WIA to contract with a grain elevator to work with Jerry in learning to work as an outside elevator worker. Jerry assists in the loading and unloading of grain trucks.
- Stan had been laid off for over a year. He had held his last position for many years. He was valuable to his previous employer but his skills after lay off were no longer marketable. He had secured a couple of jobs but struggled to learn the new skills necessary to remain employed. Stan was not interested in formal training; he just wanted to get back to work in a production operations job. WIA staff worked with Stan to find an employer willing to spend extra time teaching Stan the new skills he would need to be successful in his new job as an electrician's helper. The OJT grant was offered to the employer to help pay for the extra training time that Stan would require. Stan was able to learn new skills and remains employed.

Youth Services

WIA Youth Services remain valuable to those in need. The Region has enjoyed a long term partnership with Job Corps in Denison. Monthly staffing meetings with PROMISE JOBS, Department of Human Services, Family Self Sufficiency and WIA staff meet to discuss the needs of students of mutual interest and to discuss new students and their potential service needs. Job Corps staff plays an active role on the Youth Advisory Council.

Region XII COG hired an individual to market our youth services. The goal was to bring more awareness of the services available and to increase the regions youth enrollments. Efforts produced new marketing materials including posters that advertise the 10 service elements provided by the program. Contacts were made to all High Schools in the Region. A relationship with Vocational Rehabilitation Services was strengthened. Visits to large employers in the area invoked discussions that will lead to services that make youth more employable in the region. Eight Youth were enrolled and approximately six more are in process. Three Youth are placed in Summer Work Experiences. One will participate in Vocational Exploration. A need for tutoring in the region was identified.

Success Story: Tasha a high school dropout is a youth who was working with the PROMISE JOBS Program was enrolled as a Younger Out-of-School Youth. Tasha who is only 18 years old is the single parent of a five year old child. Tasha was ready to turn

her life around. She said people had said terrible things about her and she wanted to prove them wrong. Tasha had done some research and found a website, often used by people who home schooled their children, that offered on-line training and high school diplomas. Tasha wanted to earn her degree and complete Certified Nurses Aid training and become employed in the health field. She only needed help in paying for the training she needed. WIA services were able to help. Within three months Tasha earned her High School Diploma, became a Certified Nurses Aid and is now employed in the field.

WIA services made an office move to the Iowa Workforce Development Center in December, 2011. Services had a presence at the center before the move, but now all workforce staff is co-located. This is a positive move because it allows more visibility to our programs and Staff is more available to walk in referrals. We look forward to taking the next step and integrating services next year.

The SDR08 Customer Service Plan states that WIA services honor our vets and offer them and their spouse's priority of services. This practice is communicated through postings and handouts at the Iowa Workforce Development Center.

Region 9 – Davenport

IowaWORKS Eastern Iowa

Unique Programs and Recent Accomplishments

RWIB Strategic Planning – In the fall of 2011, Iow@Work coordinated a strategic planning session for the Regional Workforce Investment Board Members and CEO's. A consultant was hired to direct the planning session. Nine RWIB and CEO members, along with Iow@Work administrative staff and the IowaWORKS Manager met. An affinity diagram was used to identify broad issues and priorities. RWIB members and CEO's then identified four priority areas to focus on throughout FY12 including:

1. The RWIB will establish relationships with job creators/job preparation organizations.
2. Within the next six months, Iow@Work staff, with input and direction from the RWIB will develop a more comprehensive process for reviewing and approving training providers.
3. The RWIB will semi-annually review needs assessment data to better allocate resources in the four counties of Region 9.
4. The RWIB will monitor the integration and co-location to ensure services are meeting the needs of Region 9.

With regard to the above priorities, Region 9 has brought economic development leaders from the counties to RWIB meetings to talk about local developments, concerns, etc. An additional information sheet was developed to gather information for training provider applicants. IWD labor market information is being requested twice per year for the region, and will be shared and discussed among RWIB and CEO's. The RWIB is also informed about progress toward integration at each meeting.

Youth Program

At the end of FY12, Iow@Work kicked off a comprehensive study of our Youth Programming. A survey was developed for current youth and youth who have exited in the last four years. Plans for FY13 include a strategic planning session in September 2012 for the Youth Advisory Council, which we anticipate will impact the operation of our youth program. We have found similar struggles with youth over the years, and this process will enable us to look at the system we have in place, the resources our Council can provide, and address some of the many challenges our youth face.

Iow@Work Resource Room

During FY12, the Iow@Work Resource Room transitioned from a self-service drop in resource room to a more structured job assistance facility. For participants and community members, we noticed that the resource room was not necessarily meeting the extreme needs that came through our doors. Many customers did not have any computer skills. Others had never developed a resume. Most did not know where to begin to search for jobs on-line.

In the spring of 2012, we started offering four classes each week: Basic Computer Literacy (Mondays), Setting up an E-mail Address and Using It for Job Search (Tuesdays), Developing a Resume Using Focus Careers (Wednesdays), and Job Searches and Job Applications (Thursdays). Open hours were reduced to afternoons following the workshops, which enabled those who wanted to work further on what they learned in the morning workshops to do so with staff available if they needed assistance. Counselors refer participants to the workshops as they complete training. We have noticed a much higher incidence of success for job seekers with this structure.

Early Intervention and National Emergency Grants

RR Donnelley Early Intervention and National Emergency Grant

RR Donnelley, a printing company located in Eldridge, Iowa announced its closing in FY12. Two hundred and seventy-nine employees (279) were impacted. Iow@Work coordinated Rapid Response meetings for RR Donnelley and held several employee meetings in order to share information about services available to dislocated workers in our community. In addition, Iow@Work joined forces with the Eldridge Chamber of Commerce to provide a Job Fair for Donnelley workers prior to the closing of the facility. Region 9 was able to partner with other regions of the state on the Rockwell National Emergency Grant.

Activities funded through the **Early Intervention Grant** were two Beginning Computers for Job Seekers courses; two Forklift Operator's Training courses; two were enrolled in Remedial Basic Skills classes taught at the Scott Community College Belmont Campus; and five were enrolled in ISTs; one at Clinton Community College, one at the John T.

Blong Technology Center, 2 at the Kahl Education Center, and one at Black Hawk College.

Activities funded by **the National Emergency Grant** included:

- A special Production CNC Machine Operator's class – 6 enrolled, all 6 have obtained employment
- A special Production Welding class – 5 enrolled; 3 of the 5 have obtained employment, none as welders
- Introduction to the Personal Computer
- Word Levels I and II
- Excel Levels I and II
- Boot Camp for Entrepreneurs – 1 employed
- 5 ESL and/or GED – 2 obtained their GEDs and have obtained employment
- 1 SUG for Alcohol and Drug Abuse Counselor, continuing on for Masters in Accounting through Trade Act if approved
- 2 ISTs for Production Welding – both employed, neither as a welder
- 3 ISTs for CDL/Truck Drivers – all 3 employed as Truck Drivers (2 are over-the-road)
- 14 ISTs – have added 4 more with the extension of the NEG Grant; 1 for Teacher Education /Spanish Secondary at St. Ambrose University; 1 for IT; 1 for HVAC; and for Computer Specialist at BHC.

Number of individuals served

31 served through the EI Grant

69 served through the NEG

Activities Impacted Performance

The short term special classes funded through the Early Intervention Grant had a negative impact on our performance. For the RR Donnelley folks, these classes included two **Beginning Computers for Job Seekers** classes and two **Forklift Operator Training** classes. Employment for those who attended the Forklift Operator's training has been more positive. Most combined this training with Production CNC or Welding or Truck Driving training. Although both courses were well taught and well received by the Donnelley folks, the overall employment outcome was not as good as hoped for. The turn-around time to get these people enrolled in this grant did not allow enough time for these workers to really explore their future employment and training plans and goals thoroughly. Although they all completed the OBA process, some could have used more time to contemplate the career transition they chose. Many thought if they knew how to use the computer to conduct a job search, they would be able to secure employment. Most did not understand the job search process and what it takes to be competitive in today's job market. Others were looking for a quick training program hoping this would enable them to get their foot in the door with potential employers. Most said they realized they would have to take a pay cut, but in reality there were not ready to do so in the first few months following dislocation.

Results of 1st Beginning Computers Class:

- 12 enrolled and completed
- 4 took additional computer courses such as Word and Excel
- 1 enrolled in the Forklift Operator's Training course
- 2 went into IST – AOS and ADN
- 2 went in to SUG – Production CNC Operator's Training; both are employed by Alcoa
- 2 enrolled in Math Refresher course ; both are unemployed
- 5 of the 12 are employed; 1 is employed through Generations in a subsidized position
- 1 is attended a non-approved training program
- 3 had their Trade Act training requests denied and have not come in to re-apply for training at a different training facility

Results of 2nd Beginning Computer Class:

- 8 enrolled and 7 completed
- 3 took additional computer courses such as Word and Excel
- 2 enrolled in the Forklift Operator's Training course
- 2 enrolled in Math Refresher course ; both are unemployed
- 4 are employed; 2 with Alcoa
- 4 remain unemployed; 2 will not return phone calls or respond to emails

Results of 1st Forklift Operator's Training:

- 14 enrolled / 2 dropped out before training began as they obtained employment
- 6 others have obtained employment – 1 is with a temp agency
- 1 is enrolled in IST through NEG and TAA
- 1 will begin IST Fall Semester 2012 through TAA
- 4 remain unemployed (2 did attend Math Refresher course and one has been in for workshops offered through Career Resource Center; one will not return phone calls)

Results of 2nd Forklift Operator's Training:

- 7 enrolled
- 3 went on to CDL/Truck Driving training and all 3 are now employed as Truck Drivers
- 3 employed
- 1 remains unemployed (has been in for workshops offered through CRC)

Total served by the grant - 31 EI and 69 NEG

Total employed to date - 33

Number still completing training

Through the EI:

All but three completed their SUGs; all three accepted jobs
All ISTs are continuing on with their training through NEG and now the Trade Act. One obtained AOS Certificate in May of 2012

Through the NEG:

61 SUGs
19 ISTs / 2 non-completers; one obtained employment and one enrolled in OJT through TAA

Best Practices

- Interviewing Techniques Workshop conducted by Alcoa Representative in November 2011
- Free Workshops being held in the Career Resource Room, particularly the Resume and Job Applications workshops
- It would have been nice to have held a weekly or bi-weekly job club with these workers. Time constraints just did not allow. It is something I would definitely strive to do in the future.

Thomas and Betts Early Intervention

The Thomas and Betts facility in Clinton, Iowa closed its doors in 2011. One hundred and thirty-nine workers became unemployed. This was a challenging group because many had very little education. Several admitted that they had claimed to have GED's in order to get hired when they did not. Others had been employed for many years at the facility, and had little experience in any other type of work. The workforce was older, with many nearing the age of retirement, but not able to do so at the time of closing.

Activities funded through the grant

- Beginning Computers for Job Seekers
- Word Inside and Out
- Excel 1
- GED/SEC
- HVAC Training/IST

Number served by the activities - 27 total employees

Activities Impacted Performance

This grant was very challenging in terms of performance due to the educational level and age of the employees.

Enrolling individuals immediately after layoff impacted our performance in several ways. Some individuals were not sure of their employment goal, and had a lot of difficulty determining what type of training they wanted. Some found the job market to be very competitive. Although they didn't initially plan to retire, they soon decided to file for social security and some applied for and got approved for social security disability after taking our computer classes.

Individuals served by the grant	27
Number currently employed	14
Number completing training	22

Best Practices

It was helpful to find meeting space and get together with the group regularly. This provided an internal support system for the workers. It was also helpful to identify an individual from the company to act as a contact for the group. This made contact much easier after the plant closed. We also started a newsletter to share job tips and employment skills information.

Also, we invited an HR representative from a major employer in the area to speak to the group about the ins and outs of applying for jobs with his company, what to do and what not to do, etc. Several people were hired from this initial contact.

OJT NEG

Region 9 received an allocation from the On-the-Job Training NEG. Eleven participants were placed in on-the-job training positions. Placements ranged from automotive shops to a plumbing company, glass manufacturer, and logistics company. This grant opportunity provided participants an extra edge in finding jobs after an extended period of unemployment. For employers, the OJT NEG provided training at a very low cost. Of the eleven OJT placements, eight remain successfully employed in their positions. One of the OJT participants, Cole Hute, was recognized at the Region 9 Alumni Celebration in May.

Performance Waivers

Region 9 transferred to total of \$35,000 of FY12 funds from Dislocated to Adult in order to meet the needs of participants. As a result of this transfer, an additional 52 participants were served in the Adult program.

Services to Veterans

WIA gives priority of service to all veterans. Veteran intake sheets are marked to indicate to the counselor that they should be contacted first. In addition, Region 9 works closely with the IWD Veteran Representatives to ensure that services for veterans are streamlined. In addition, Iow@Work collaborates with staff serving veterans at our local

training institutions for recruiting and support purposes. We also partner with veteran representatives at local colleges in order to streamline transitions for veterans seeking training.

Programs and Strategies for Serving Employers

Helping Employers Make the WIA Connection

Participants who are trained through WIA become employed in our local communities, but the employer really never knows where that qualified candidate came from. This year, Region 9 will be working to identify the employers who have hired WIA participants so we can let them know that their company has been impacted by the Workforce Investment Act. We hope that this will help develop an understanding of why WIA is important, and drive home the fact that it does impact businesses and economic development by supporting and advancing a skilled workforce.

Honoring Our Successful Participants

This year, we honored 12 WIA alumni at the Alumni Celebration. Many of the Alumni present were accompanied by their employer. This event provided a great opportunity for employers and alumni alike to be honored, and to share success stories. Business owners and managers, training providers, legislators, family and friends gathered at this event to honor the participants.

Learning About Our Local Workforce

Alcoa is one of the larger employers in Region 9. They have experienced a great deal of growth in the past year, and anticipate further growth in 2012 and 2013. Many of our participants and resource room job seekers were attempting to secure employment with Alcoa, but few were able to get through the process. Our job developer made arrangements for several staff members to sit down with the plant manager and human resources manager to talk about the process they use to select employees. They walked through the steps the company uses from the on-line application to specific assessments and the skills they are looking for, personality testing, and finally company tours. This information has been extremely helpful to staff as they work with job seekers. As a result of the information shared by Alcoa, staff developed a **Math for Manufacturing** class to help job seekers learn about the math concepts and functions that manufacturing facilities like Alcoa look for as they hire. Company representatives also filled WIA staff in on expected hiring needs. This information was then shared with all employment and training counselors so they can then let participants know.

Innovative Service Delivery Strategies

This year, Region 9 developed a partnership with **Dress for Success**. This organization provides individuals in need of interview and job clothing with a professional dressing session. Those with interviews leave with a suit appropriate for the interview.

Individuals who get a job receive a week's clothing including shoes, purse, and jewelry. Even more importantly, the individuals referred to Dress for Success are pampered and provided with great support and suggestions for success. This partnership has resulted in some great outcomes for our participants. We have referred four individuals for interview clothing, and all four got the job. Seven individuals have been referred for work clothing. While participants are fitted for clothing at Dress for Success, they are provided with tips on interviewing and workplace behaviors, which is a great reinforcement of the information Iow@Work counselors share with participants.

Strengthening Partnerships in the Community

Iow@Work has a long history of partnerships within the counties we serve. The following is a partial listing of the many connections we benefit from:

Clinton County - Council of Social Agencies, YWCA Board of Directors, School to Work Advisory Council, Clinton County Justice Coordinating Commission, Martin Luther King Committee, Clinton Chamber of Commerce

Jackson County - Jackson County Economic Development, Maquoketa Chamber of Commerce, ISU Extension, Career and Technical Advisory Council, Paul Sharar Foundation, Youth Advisory Council, Clinton Community College Administrative and Office Advisory Committee, Jackson County Chamber of Commerce

Muscatine County - Muscatine County Transition Advisory Board, Youth Advisory Council, Muscatine Chamber of Commerce

Scott County – Great River Human Resource Association, Management Resource Group, Scott County Transition Advisory Board, Davenport Enterprise Zone, Scott Community College Advisory Committees, Bi-State Transition Conference Planning Committee, Quad City Chamber

Success Stories:

The following pages highlight some of the successes Iow@Work participants have had this year. These alumni of Iow@Work programs were honored, in addition to several other Iow@Work PROMISE JOBS alumni, one Veteran's Administration alumni, and one from Generations Agency on Aging. Nominations are accepted for the Alumni Ceremony from all of the CSP partners. Each of these individuals completed training through Iow@Work, and went on to find employment in the area of training. All of those honored at the event spoke to a crowd of about 90 that included Region 9 RWIB and CEO's, business leaders, staff, and dignitaries.



Corry Bailey

Program: Iow@Work Adult

Challenges Overcome: Need for additional training/ education in order to gain self-sufficiency

Training Completed: Associates Degree in Heating, Ventilating, and Air Conditioning

Current Employment: Lead HVAC Tech, Ashford University

Quote: “Without help from Iow@Work, attending school would have been nearly impossible. Iow@Work gave me a chance to start over; their help and encouragement allowed me a chance to start a new career and create a better life for me and my family.”



Nita Bicurri

Program: Iow@Work Youth

Challenges Overcome: Native country in war; need for additional training

Training Completed: Bachelor’s Degree in Political Science

Current Employment: National Democratic Institute, Kosovo

Quote: “Because of Iow@Work support, I was able to make my dreams come true and for this I will be forever grateful to your program.”



Cole Hute

Program: Iow@Work Dislocated Worker/On-the-Job Training Grant

Challenges Overcome: Dislocated worker in need of additional training

Training Completed: On-the Job Training

Current Employment: Automotive Tech, Burnett Thiel Ford

Quote: “Karin Till and the staff at Iow@Work helped me turn my career choices around with classes and some hands-on training. I found much more than a job—I found a career.”



Kaltrina Luzha

Program:Iow@Work Youth Program

Challenges Overcome:Native country at war; in need of additional training

Training Completed: Bachelor's degree in Economics/Business

Current Employment: Project Manager, Center for Entrepreneurship and Executive Development, Kosovo

Quote: Iow@Work not only has provided financial assistance but also counseling and mentoring on how to become a better student and a professional. I hope that many students will be able to benefit from the program as much as I did.



Darlene Paysen

Program:Iow@Work Dislocated Worker/ Rockwell NEG

Challenges Overcome:Unemployed after 25 years of work at the same company

Training Completed: CNC certification

Current Employment: Machine Operator, 3M Corporation

Quote: "It was a great help to be able to take classes to upgrade my skills in another area. CNC classes refreshed my math skills and taught me new skills related to working and programming in a machine shop. Thus allowing me to diversify my knowledge base and be more open to any challenge that might arise with a new job."



Virginia Shields

Program:Iow@Work Dislocated Worker

Challenges Overcome:Need for additional training in order to be self-sufficient

Training Completed: Medical Assisting

Current Employment: Medical Assistant, John Deere Medical Group

Quote: "I'm happy there is a program like this to help people that want to go to school. Thank you Iow@Work and thank you, Wanda, for really caring."



Teresa Harris

Program: Iow@Work Dislocated Worker

Challenges Overcome: Unemployment; need for additional training

Training Completed: Dietary Manager Certification

Current Employer: Louisa Muscatine Schools

Quote: “Roses are red, violets are blue. Iow@Work worked for me, and it can work for you too.”

Region 10 - Cedar Rapids

IowaWORKS (Kirkwood Community College)

Region 10 Workforce Investment Act programs assist the local workforce to meet the needs of area businesses. The workforce partnerships in the region focus on streamlined services, customer choices, universal access, increased accountability, active regional boards and service provision. Comprehensive services provided include access to employment, training and education, employer assistance and guidance. The Workforce Development System of Region 10 provides services to Linn, Johnson, Cedar, Iowa, Washington, Benton and Jones Counties.

Region 10 has 4,358.3 square miles (7.8 percent of the State of Iowa); the second and sixth largest cities in Iowa (Cedar Rapids and Iowa City); two of the state’s seven Metropolitan Statistical Areas (Cedar Rapids MSA and Iowa City MSA); the University of Iowa and the University of Iowa Hospitals and Clinics; the second largest community college in the state (Kirkwood Community College); the home office and primary engineering and product development center of Rockwell Collins—a major international aerospace and defense contractor; the home office of AEGON USA; and Quaker Oats (a division of PepsiCo) manufacturing facility—one of the largest cereal mills in the world. More than 250 manufacturing operations, nearly 30 Fortune 500 companies, and more than 25 foreign-based companies have facilities in the region. Identified industry clusters in the region that are currently being researched by employment and staffing patterns include: Consumer Products – Durable Goods; Consumer Products – Non-Durable Goods; Food and Food Ingredients; Industrial Biotechnology; Financial Services and Customer Services; Electronic Engineering and Manufacturing; Software and Information Technology Development; Energy Generation and Distribution; Renewable Energy and Sustainability Tech Products – Wind/Solar; Medical Devices and Services; and Production Advanced Manufacturing.

Region 10 has an average unemployment rate (May 2011) of 4.5 percent (1.1 point drop since last year)--.5 percent less than Iowa's average unemployment rate of 5.1 percent (seasonally adjusted). Linn County has the region's highest unemployment rate (5.1 percent-a 1.0 point drop); Johnson County has the lowest (3.6 percent-a 1.3 point drop).

During PY2011, Region 10 continued to experience impacts from the national recession with some layoffs, yet there has been a decline in the number of rapid responses and closures as compared to PY 07, 08 and 09. We now hear from employers who are unable to fill positions or find skilled workers. Our focus for next year and as we move forward with our new Customer Service Plan is a focus towards employer needs and training workers to meet those needs.

Skills 2014

A regional employer skills and employment needs assessment, the Skills 2014 Report, showed cautiously optimistic job growth projections for new and replacement workers of 11,846 jobs, primarily in the manufacturing, health care, information solutions, transportation/logistics and education sectors. These new and replacement positions require education beyond a high school diploma; 66% require education beyond a high school diploma and 51% require education of a two-year degree and beyond. These data are in stark contrast to the demographics reported for the IowaWORKS integrated one-stop members; 11% have no GED; 53% have a high school diploma and 26% have some college. This means that of the members currently being served through the Region's integrated one-stop, 90% do not have the requisite educational levels required for 66% of the jobs being created in the region.

The highest area of concern from employers of job applicants is the lack of occupational skills. Occupational skills are the technical skills that apply directly to the job and are often primarily job specific. As result from the findings of this study, a regional workforce development plan and approach that supports workforce development programs and training, that result in skill attainment and credentials aligned with the current and future talent and skill needs of the region's employers, is being developed by numerous educational, economic development, industry and one-stop partners in the region.

Recently the state of Iowa released a report called **Middle Skill Jobs** in Iowa, May 2012. This report showed that throughout the state of Iowa 82% of jobs will required some level of higher education. While again, 90% of clients accessing IowaWORKS services do not fit these requirements. There is a huge need for training and up skilling to meet the needs of businesses.

Integration

Reviewing the monthly integration data assists IowaWORKS to place resources strategically in order to provide skill upgrades to members to meet the jobs businesses have today.

Forty two percent (42%) of members share they have no or very little skills with a computer (ranked 0-2). Computer skills are necessary in most jobs today and are required to complete a successful job search. IowaWORKS partners with Kirkwood Community College to offer a week long Computer Literacy course covering the basic skills needed to successfully job search (email, internet, keyboarding, Word and computer basics).

The integrated model has been a great step forward in services for job seekers. More services are provided with a higher level of customer service. Center staff refers clients to more services since integration to increase their skill sets.

GED Programming

This year IowaWORKS partnered with Kirkwood to provide GED Programming at the Center. Last year three days of GED classes were offered each week for members of the Center. This helps to address the lack of basic skills many residents of Region 10 have as outlined in the integration numbers (11% of members lack a HS diploma or GED). Over 100 members were served with GED services since January 2012.

Digital Literacy and Basic Computer Training

As listed above 42% of members reported no or very little computer skills. Computer skills are a necessity in today's world to work, search for a job or enter training.

As a result of the need for computer training a week long computer literacy course is being offered. This course can be taken in a series or members may take one day to gain the skills needed in a particular area. Last year 93 computer classes were offered and 471 individuals attended. Classes include: Keyboarding, MS Computer Basics, Excel, Internet and Email.

Program Summary

Workforce Investment Act Program performance for the region was strong, serving over 427 participants with 273 new enrollments in intensive services for the program year. The Dislocated Worker and Adult programs enrolled 278 participants during PY11, however, through core services, served more than 11,047 individuals.

The Regional Workforce Investment Board (RWIB) and the Chief Elected Officials (CEO) Board of Region 10 work in partnership with the One-Stop system partners, business and industry, economic development organizations and education to provide direction and support to the workforce strategies for the region. These Boards concentrated on the following projects:

- The RWIB Board visited two employers in the region to learn first-hand about workforce needs in the region.

- The RWIB Audit Committee met twice during the year and reviewed financial, fiscal, audit, monitoring and personnel policy reports.
- The RWIB approved, in partnership with the region's economic development organizations, a workforce and economic development study for the region which will be utilized by the RWIB to develop the Region's CSP and target funding to industry clusters and occupations that are in-demand and/or show workforce skills gaps.

The Youth Advisory Council (YAC) meets regularly. They provide guidance to the WIA Youth program and review performance. The YAC is a very hands-on, active group that has worked with WIA and IowaWORKS on several projects:

- Established workshops targeted to youth job seekers. These workshops are conducted during early out days for Cedar Rapids and materials have been utilized with youth groups in more rural areas.
- Completion of a Youth Job Fair at IowaWORKS. This fair happened in February and targeted employers who hire during the summer or who typically hire youth workers.
- YAC members are working next year towards including youth participants and students into YAC meetings. This will build leadership skills of youth in the community and help YAC members better understand and meet needs of youth.

WIA Program Performance

For PY11 the WIA programs maintained a staffing ratio balance of 55 percent staff to 45 percent client spending in the A/DW program and 76 percent staff to 24 percent client spending in the Youth program. Through integration, staffing ratios now focused on skill development and advancement have expanded through a team-based environment of Wagner-Peyser FTE and WIA FTE. Through the On the Job training grant, 6 individuals were placed and so far 4 have been successfully retained by the companies.

Special Projects

The Workforce Investment Act Programs focused on the creation of innovative programs and services during PY 2010 to effectively serve the increased participants and enrollment numbers experienced by the Disaster NEG and as a result of the economic recession. The following activities were undertaken:

- 1) Created and Scheduled Workforce Workshops
 - a. 351 workshops offered
 - b. 6,248 enrolled
- 2) Digital Literacy and Basic Computer Training Program
 - a. 93 classes offered
 - b. 471 attended

- 3) GAP
FY12:
- 49 approved for training
 - 34 completed training (91.89%) so far
 - 30 (88.24%) employed after training
- Historical figures:
- 456 approved for training
 - 309 completed training (81.10%)
 - 282 (92.76%) employed after training
- 4) Food Assistance Employment & Training (10/1/11 – 6/30/12)
27 approved for training (GED, certificate, or both)
- 8 completed certificate; 2 completed GED
 - In training: 4 in a certificate; 2 in GED
 - 11 are scheduled for training but have not started yet, are on wait lists, are still determining start dates for training
 - 1 approved but no longer eligible for program (receiving FIP now)
 - 2 accepted full-time employment and did not start training

Workshops

This past year the team learned the 6 Steps curriculum and implemented this series in October 2011. It is currently offered twice per month. We have also integrated PROMISE JOBS clients into the integrated system for job readiness activities. This has added several workshops to our list including: Budgeting and Finance I and II and Workplace Survival Skills (job retention strategies).

GAP and FAE&T

An innovative program that seeks to work cooperatively with partner programs and leverage additional resources is Kirkwood Community College's GAP tuition assistance program and the State's Food Assistance Employment and Training Program. The GAP program was funded through Kirkwood Community College (the current Coordinating Service Provider and WIA Service Provider) providing services to dislocated workers, low-income adults and underemployed individuals by providing non-credit tuition scholarship to income eligible individuals. The program case worker provides career advisement and direction, orientations, applicant interviews, skills planning, and ensures appropriate career matches to the noncredit certificate program. Individuals are provided assistance while in their training program, assistance with job search and placement, and are tracked based on the WIA performance measures. To date, over 456 people have been served, achieving an 81% credential rate and 92% employment rate.

As a result of Kirkwood's pilot and success with the GAP, FAE&T and KPACE programs, the Iowa legislature enacted recent legislation supporting Pathways for Academic and Career Education (PACE), Senate File 328, which includes pipeline

programs, career pathways and bridge curriculum, and noncredit tuition assistance for pathway programs at Iowa's community colleges.

Successes and Testimonials

Feedback from individual participants receiving WIA services remains strong. On several occasions, clients volunteered to speak to legislators and other partner groups about their experiences with the program. The following testimonials support the partnerships between programs, businesses and individual participants.

Success Story - WIA Adult

Don was originally from San Francisco, CA and in an effort to help a family friend ended up having a mishap that resulted in him being put in prison in Iowa in 2005. Upon Don's release from prison he had a hard time finding a position so he was working for the Butterfly Café as a Dishwasher to try and make ends meet.

While in prison Don had taken some Truck Driving classes and identified this as his best step to re-establish himself in a career position so he researched Kirkwood Community College's Class A CDL certification program. This program referred Don to the WIA program where he was later determined eligible for the Adult Program. Don saved up enough money to only work part-time from January 30 – February 24 and the WIA Adult program helped support his tuition in the Class A CDL Certification at Kirkwood.

Don successfully completed this program in February 2012 and was quickly able to re-network with individuals in the San Francisco area and on April 1, 2012 was offered a CEO position with a moving firm called College Hunks Hauling Junk, LLC in Laguna Beach, CA where he oversees the growth of the company and the opening of a new moving division.

Success Story -WIA Youth

Jenny enrolled in the WIA Youth program at age 21. She is a single mother who earned her GED 2 years ago. She attempted credit classes at Kirkwood, but failed or withdrew from most classes due to difficulties balancing work and family. She decided that she would like to take the C.N.A course and become a Nurse Aide so she could support herself and her daughter, and then later when she is more financially stable she will go back to Kirkwood for Nursing. In order to be successful in class Jenny decided to move in with her mom for some financial support. Jenny continued working her full time job at Casey's during the class. The WIA program supported her by paying for the course, uniforms, gas money, childcare and test fees. Jenny's car broke down and there was no way that she could have attended the course if the WIA program wasn't able to help with car repairs, so she was very grateful for that! Jenny immediately got hired at Windmill Manor after finishing the course and has been working there full time (and overtime) ever since. Now in Post Program, Jenny continues to be successful at work and has moved out of her mom's house. She is considering enrolling in college courses in the Fall.

Success Story -Food Assistance and Training Pilot Project

Judy applied for assistance with the 75 Hour Nurse Aide Training Program through the Food Assistance Employment & Training Program in March 2012. Judy had a very strong work history and had work in healthcare in the past, and she was committed to getting training in the field. She was prompt and thorough during the application process and was approved for training. Judy completed training and passed her skills and written state examinations with a 93%. Judy received a full-time job offer in a nursing home within two weeks of completing training and testing. She is now working full-time as a CNA and loves her new position. She also is registered for the Medical Assisting Program at Kirkwood Community College, starting in August 2012, with the goal of completing her degree and becoming a certified medical assistant.

Success Story - GAP Tuition Assistance

George exhibited excellent customer service and interpersonal skills, which he demonstrated in his paid and volunteer work. Most recently, he worked as a supervisor for a maintenance/janitorial crew, until he was laid off from that company. George was very committed to providing for his young family and knew that he needed additional training to be competitive in the transportation industry. He applied for the Gap Tuition Assistance program and was approved for tuition assistance for the Class A Truck Driving program. George took full advantage of this opportunity and completed the 4-week program with 100% attendance in December 2011. He actively searched for work and received multiple job offers in January 2012. He accepted a position with a local company which is a great fit for George and his family.

Success Story - On the Job Training-Participant Success

Recently two OJT placements completed their training and retained their positions within a local company. They have helped this small business expand and their success also led to the company doing another OJT with an Adult program enrollee, and also because of the relationship we established with them, we were able to place a WEP candidate who was housed at the Department of Corrections' half-way house. It looks like upon his release he may be offered a permanent position with the company.

Additional Information

Best Practices

IowaWORKS partnered with Jones County Economic Development and Kirkwood Community College to serve the individuals impacted by a Georgia Pacific plant closing in Monticello. Kirkwood and economic development were aware of a current demand for CNC Machinists and welders within Jones County. IowaWORKS purchased a CNC, welding and computer basics class from Kirkwood. IowaWORKS then recruited participants from Georgia Pacific and the community who were laid off or low income.

There are currently 9 in the CNC course and 6 in the welding course. The courses started mid-May and ended mid-August. Participants can complete either the CNC or welding certificate while attending the computer basics course at the same time.

In June IowaWORKS, Kirkwood and economic development met with 6 businesses to educate them on upcoming class of welders and machinists. All plan to interview the candidates prior to graduation. This could be a model for future layoffs and used as a way to quickly meet the workforce demands of business.

Waivers

In relationship to the two active waivers for the State, Region 10 did not transfer funding between A and DW this past year. It is beneficial to have training programs effective until the RWIB deems the program not eligible. This saves a lot of staff time and can prevent participants being cut off if paperwork isn't received timely from colleges.

Veteran's Outreach

*Integration has linked the Veteran Representatives with the WIA program which has been very helpful for consultants/advisors and participants. Referrals are now made back and forth for services and training. Veteran Representatives are part of the Skill Development meetings which has increased communication between these two groups.

*The WIA director has met with case managers at Hope House in Iowa City, a homeless shelter for veterans. In the future, a computer class for homeless veterans maybe offered, in partnership with WIA, to help Veteran's at the center enter a career or move into additional training.

*The WIA team follows priority of service as applicable and has information posted in their work areas.

Two initiatives are currently in process to serve employers.

As mentioned earlier, there is a project in Jones County serving laid off individuals, placing them into training for in demand careers in their community. It will link them, before even graduating, with local businesses. We believe this is a preferred method for providing WIA services, by being employer driven and focusing on their workforce needs.

Another project Region 10 has begun working on, in collaboration with the regional Advanced Manufacturing Sector Board, is an entry level manufacturing certificate. The Board is currently identifying the basic skills they believe would be helpful for lower skilled staff or individuals with little or no manufacturing experience. Manufacturing training that may be provided in this certificate include forklift training, OSHA certification, Manufacturing Culture and Tools and Measurements. The certificate will also include basic computer training, NCRC certification and Six Steps Training.

Region 10 is building an employer-driven system as outlined above (Georgia Pacific project and Advanced Manufacturing Sector Board).

As the Region 10 RWIB develops a new CSP this year, we believe they will focus on an employer-driven system while working closely with economic development and local businesses.

This past year we have incorporated our PROMISE JOBS participants and staff into the integrated model. This has helped to expose PJ clients to other job seekers, allowing them to see different behaviors and ideas they may not be exposed to.

Innovative strategies this past year include:

*Identifying participants interested in NCRC testing during rapid response meetings and setting up testing within a couple of weeks.

*Starting the Georgia Pacific and Advanced Manufacturing Sector Board projects.

*Establishing a Facebook account for the youth team to “friend” clients upon enrollment. Facebook is the most reliable way for consultants to communicate with their youth participants, outside of text messaging.

*IowaWORKS has met with staff at the Willis Dady shelter in Cedar Rapids and the veteran's homeless shelter in Iowa City to discuss referrals and services we may provide. A presentation of IowaWORKS services was made to United Way agencies.

*Kirkwood staff participates in annual SMART goals established for the team and individually. This past year the team participated in events that helped promote IowaWORKS. This was accomplished by touring 4 worksites and volunteering at 4 community events. These helped spread the word to both businesses and service providers on what we do at IowaWORKS while educating our team on businesses and service providers in the area.

Region 11 – Des Moines

IowaWORKS Central Iowa

The Central Iowa Workforce Investment Board (CIWIB) is charged under the Workforce Investment Act with leading and overseeing the workforce development system serving Polk, Dallas, Warren, Boone, Jasper, Madison, Marion, and Story counties. CIWIB invests the region's federal, state and local workforce funds in services and partnerships comprised of varied workforce development entities. Together, these services and partnerships provide opportunity for our workers and our companies.

The Central Iowa Workforce Investment Board was formed by state and local leaders and held its first meeting on August 24, 2010. CIWIB is the first WIB in Iowa to reflect the organizational requirements of the Workforce Investment Act. The Board's first year was spent in educational opportunities to become more knowledgeable about the Workforce Investment Act, their authority under the Act and the regional workforce system. It was determined in the summer of 2011 that they needed to embark on the development of their first strategic plan.

After securing a \$20,000 grant from the Annie E. Casey Foundation, CIWIB enlisted key leaders from the North Shore Workforce Investment Board (NSWIB) from Salem, Massachusetts, to provide technical assistance in the planning process. With the valuable support from NSWIB, designated a high performing WIB in Massachusetts, the Board was able to complete the process in a two-month period during the fall of 2011.

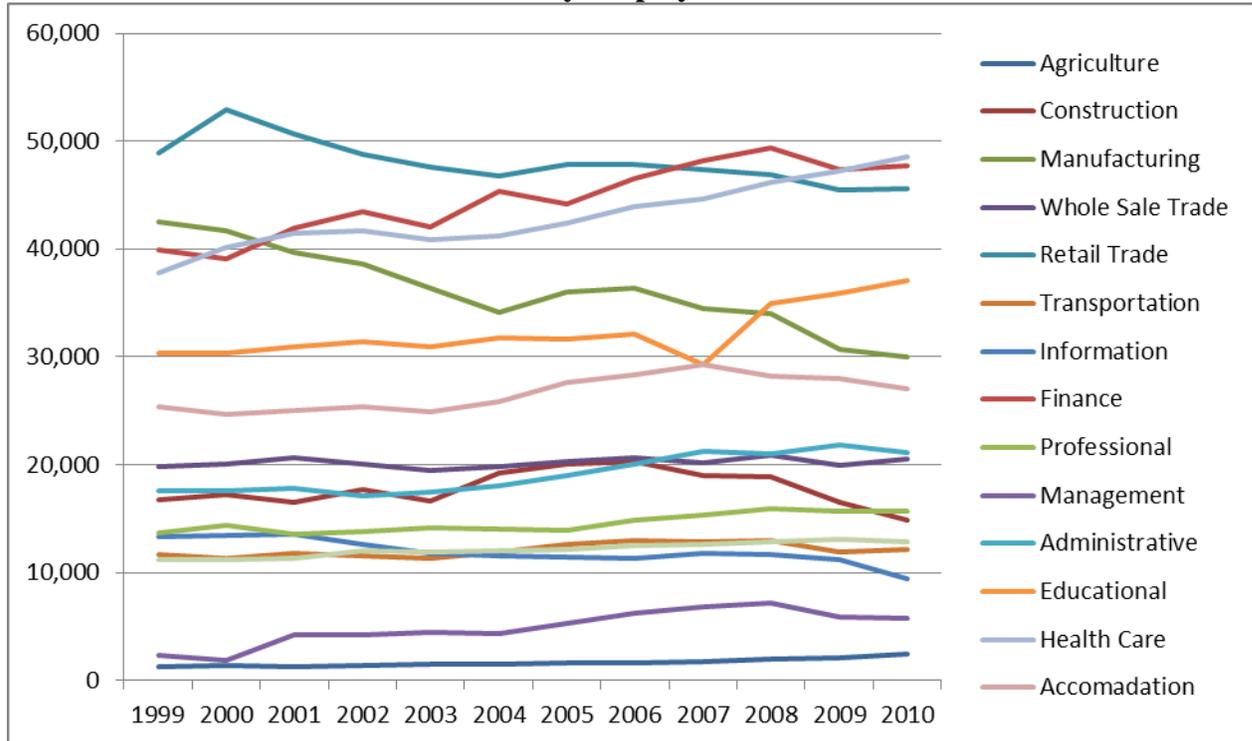
The unemployment rate for Central Iowa stood at 5.8% in August 2011, having fallen 0.2% since August 2010. The CIWIB region had stayed slightly below the state's average unemployment rate and was currently 0.3% lower. At that time, the region had a much lower unemployment rate than the United States which was at 9.1%. This indicated that Central Iowa and the State as a whole had weathered the recession better than the rest of the nation. However, there were three counties in the CIWIB region where the unemployment rates were higher than the CIWIB average unemployment rates. These counties were Jasper (7.6%), Polk (6.1%), and Marion (5.9%) While still below the national average, these areas could benefit from a more concerted level of service.

Central Iowa Workforce Investment Board Labor Market Demands

The employer-led CIWIB continually examines the needs of businesses and individual job seekers in an effort to address their needs in a mutually beneficial and efficient manner. This involves reviewing labor market data and listening to employers describe their needs and responding to these needs. This process led to the identification of critical industries that represent the primary workforce development focus for the WIB and the basis upon which strategic activities would be planned.

As the data below indicates, the workforce in the greater Des Moines area appears relatively stable and diversified over multiple industries. A ten-year overview showed there were no dramatic upturns and/or downturns.

Chart 1: Central Iowa Industry Employment from 1999 to 2010



The selection of critical industries was based on the following factors:

- Number of jobs;
- Skill and education requirements;
- Wage levels of critical occupations;
- Career ladder opportunities;
- Projections of future employment opportunities including employer feedback; and
- Existing Partnerships and Initiatives established in the area with business involvement.

Based on the criteria above, the five critical industries in Region 11 are health care, finance, wholesale and transportation, manufacturing and construction. This information will assist the Board in guiding the work of the service providers to maximize performance outcomes of the WIA funding in Central Iowa.

In addition to reviewing data, Central Iowa companies participated in a series of conversations, responding to questions such as current and anticipated skill needs, methods of hiring, availability of skills in the local labor market, and advice for the CIWIB on how best to respond to company needs. These recommendations are being integrated into training plans developed by WIA staff in the region and will help guide their discussions with clients.

Employer Recommendations

The following recommendations were received from the employer conversations along with potential next steps for the CIWIB and workforce system:

- Basic screening of applicants to meet specific employer needs was the most frequently cited service the WIB could do to better serve companies. Training One-Stop staff to understand company skill needs so that only completely qualified applicants are referred would/could begin to address this activity.
- One of the cross-cutting comments was that education providers often do not understand the changing needs of industry. Curriculum is seen as often out of date or insufficiently comprehensive to train effective workers. The WIB could convene workgroups to bridge this gap between training providers and industry.
- In some areas, particularly logistics and manufacturing, there is a tendency to question the value of the WIB. To counteract this perception, the WIB will need to develop some early and very visible successes in meeting industry needs. It would also be helpful to consider hiring business-facing representatives at the One-Stop who have private sector recruiting or Human Resources experience.
- Some employers were anxious for the WIB to get the message out to potential candidates that jobs have changed and that applicants need to re-invent themselves and get training for the jobs of today.

Two Year Vision

As a result of this strategic planning process, the Board sees the following taking place over the next two years.

- The CIWIB is a stable organization with a consistent stream of funding and sufficient staff to assist the board in accomplishing its mission.
- CIWIB has created and implemented a strategic plan on schedule.
- CIWIB has access to, and manages, using data allowing it to make informed investment decisions. In addition to the State IWorks system, other data sources will include ETO (Efforts to Outcomes), a common data tool utilized by community based organizations and others that ensures seamless case management and tracking for all customers, providing a clear picture of overall system achievements and gaps.
- The Central Iowa workforce system is fully aligned with the local labor market and has multiple training and education providers that meet individual needs and links job seekers and companies.
- The CIWIB, through its Youth Advisory Council, will develop and release a successful competitive Youth Service Provider RFP.
- The CIWIB can clearly demonstrate ROI and progress toward mission and vision.

- The CIWIB adds value to the community helping to move the most in need into good jobs and helping businesses find and keep a skilled and ready workforce. This value is documented through performance and through feedback from companies and job seekers.

Based on an analysis of regional labor market needs, challenges and priorities, the Central Iowa Workforce Investment Board set forth the following four strategic goals based on the Two-Year Vision statements above.

- GOAL 1: Increase the capacity of the workforce system to serve job seekers and companies by building coordination and collective accountability of all workforce system partners.
- GOAL 2: Increase the public knowledge of the Central Iowa Workforce Investment Board and the alignment with the greater Workforce Development System in Region 11.
- GOAL 3: Develop and strengthen an active and productive Youth Workforce Council that understands the needs of the region's youth and works toward addressing those needs.
- GOAL 4: Choose youth vendor(s) to operate WIA Youth programs through a competitive RFP that describes the priorities and goals of the CIWIB and that results in the attainment of WIA performance outcomes.

The CIWIB in partnership with their service providers and One-Stop Center will be working to prioritize the goals and strategies identified in their strategic plan for the next year along with reaching consensus on which critical industries should be the focus of their efforts and funding. Board members will also be reaching out to three very key workforce initiatives in our region—Central Iowa Works, Capitol Crossroads, and Project IOWA—to develop common strategies to eliminate duplication of services and maximize the ever dwindling public dollars to support a skilled labor pool that meets the need of employers while developing ROI data to support private contributions to the workforce system.

For a complete copy of the plan, go to <http://www.centraliowawib.com/boardresources.asp> and click on 2011-2013 Strategic Plan.

Youth Service Provider RFP

For the first time in many years the Youth Workforce Council on behalf of the CIWIB issued a youth service provider RFP in December, 2011. Six proposals were received in late January for review. Following the proposal review and scoring, each organization was invited in for an interview to provide an opportunity for the Review Committee to get to know them better and to ask specific questions about their proposals. Following a second scoring process and meeting with the full Youth Workforce Council, three proposals were recommended based on their organization's areas of expertise to the

Board for approval. The three organizations are Central Iowa Careers in Financial Services, Children and Families of Iowa and Iowa Comprehensive Human Services. There had only been one youth provider in the region previously since the implementation of WIA in Iowa.

The Board is looking forward to seeing the innovations outlined by these organizations recognizing the importance of providing a sound foundation in basic skills and ample preparation for each youth to be successful in the workplace.

Certified Work Ready Community Grant

CIWIB was awarded an \$80,000 grant to pilot the Certified Work Ready Community (CWRC) initiative in the region. Only two grants were made in the state. The CWRC is built on the foundation of the National Career Readiness Certificate, a national credential that provides an individual with a validation of skills of their skills in applied math, reading for information, and locating information to a potential employer. Utilizing the certificate as a means to collect data on the work readiness of the workforce in the region is seen as a strong economic development tool and also provides an opportunity for job seekers to determine their strengths and weaknesses in those foundational skills and the ability to increase their skills through an online tutorial.

A Project Team was identified in the proposal that included economic developers in the 4 counties identified in the proposal, educators at both the secondary and post-secondary level and workforce professionals. The goal is to have a community receive their certification before the grant concludes in June of 2013.

Region 11 Service Providers

Iowa Employment Solutions @ DMACC

IES @ DMACC is the service provider for adult and dislocated workers. Staff is co-located at the integrated IowaWORKS Workforce Center at 430 E. Grand and serve clients qualifying for Workforce Investment Act, PROMISE JOBS and Project Employment special funds. Because of the federal distribution of WIA funds into 3-month and 9-month allocations, there were many challenges in serving these populations particularly for the first quarter. If participants needed training to gain new skills, the tuition payments for fall classes were very limited and the number of clients enrolled was dramatically reduced.

Challenges then returned once the nine-month allocation was received for programs that only had a fall start. For the first time in recent history, however, the CIWIB Planning and Operations Committee along with the Finance Committee provided ongoing and continuous oversight to make certain that the funds were spent and spent effectively. There has not been this type of collaborative efforts between the Board and service provider to date. By June 30, 95% of the Adult funds and 85% of the Dislocated Worker funds had been expended serving 103 Adults and 150 Dislocated Workers. The number

served was 34% and 15% higher respectively than the previous year. Strategies have already been put into place to improve these numbers for next year.

Participant Success Stories

- 1) Denise entered the WIA Dislocated Worker program in May 2011 after being laid off from the Dallas Center Grimes Community Schools, where she worked for over 4 months as a teacher associate in special education. Denise was working as an advocate for a special needs student and lost her job when the student moved to another location. Denise was working 38-40 hours per week making \$10.38 per hour. Denise wanted to finish her Elementary Education degree at Upper Iowa as her last child was in college and she felt this would be a good time for her. Denise had enough transferrable credits that she could graduate in March of 2012.

She began classes in May 2011 and received her BA in Elementary Education on March 14, 2012 from Upper Iowa. Denise is authorized to serve in the following areas, K-6, K-12 English as a Second Language Arts & K-8 Reading. After applying for several teaching positions, she recently secured employment with the Willard Elementary School and will be making \$40,532 per year teaching ESL classes.

Below is her email:

“I am happy to inform you that I was recently hired by Des Moines Public Schools!! I have a full time ESL Teaching position, and will begin on August 14th.

Thank you again for all of your assistance in helping me reach my goal!”

- 2) Sean stopped in this morning to inform me he had successfully completed the Welding training at DMACC - Newton on 8/1/12 and has accepted employment with Vermeer in Pella, IA starting on Monday, August 6, 2012. He and his wife were all smiles and stated how grateful they both are for the assistance with funding through the WIA program for tuition and mileage support.

Sean was a Dislocated Worker who was laid off due to the elimination of his position in July of 2010 from hotel maintenance. He has two children and his wife is on disability. He went back to get his GED in January 2011 so that he could continue his education/training. He had many transferrable skills which made him a great candidate for WIA funding for welding training – HVAC, machine operator, fork lift, maintenance engineer, welding (no formal training and no credentials).

Iowa Comprehensive Human Services Youth Services Provider

Iowa Comprehensive Human Services (ICHS) spent the first part of this past year operating another large WIA summer employment and training program. Due to the ICHS budget increasing from the previous year by \$100,000, and the community calling for answers to keep youth out of trouble in the summer, ICHS made the decision to put the extra money towards a summer program. Thirty six current WIA participants and twenty eight new participants were enrolled into WIA and put to work. In addition to

learning work skills, they all spent the summer studying academic skills and attending work readiness classes. Fifty eight of the participants successfully completed all the program components.

ICHS developed a Microsoft IC3 computer class last year, 3 more classes were held this year with a total of 11 graduates. ICHS continued to develop the Work Readiness classes, adding financial literacy and digital literacy components. A total of four classes were held during 2011-2012, with 24 more participants completing the class.

This year has been a year of transitions and changes for the staff at ICHS. In December of 2011 the Central Iowa Workforce Investment Board put out a request for proposals for the youth program. With the uncertainty of the outcome, ICHS was told in January not to enroll any more youth into the program until a decision was made. In February, the decision was made to split the money between three programs in Region 11, with ICHS providing services to out-of-school youth only.

With 214 in and out-of-school participants being served by ICHS a decision was made by the State that ICHS would keep the in-school participants already enrolled. Plans had to be made on how these individuals would continue to receive case management services with funds for only three and a half staff. ICHS has many partners in Region 11 who are willing to help, and efforts will continue to utilize as many resources available so that participant needs are met.

ICHS implemented another summer program with the promise of funding through United Way, and efforts are being made to put several WIA Youth participants to work this summer.

Success Story

Seth, a 19 year old, came into the program wanting to know if WIA could pay for his GED. After explaining the scope of WIA services to him, he was excited about his future. After successful completion of his GED (within two weeks!) he sat down with an ICHS case manager and filled out his FAFSA so he could start college. He ran into many road blocks filling out the FAFSA. His grandmother had adopted him when he was 15, and had died. His WIA case manager assisted him in figuring out what he needed to do to get a copy of the death certificate. He finally had to drive to North Carolina to get the death certificate and returned to ICHS to complete his FAFSA for fall semester. In the meantime, he wanted to start summer school. He was denied financial aid for the summer semester and so WIA paid for his summer classes to get him started. During this time, ICHS assisted him with getting a job at a door company in Des Moines. He has been promoted twice and is now a welder making \$16/hr. His ICHS case manager is now assisting him with getting a welding certificate so he can earn more money. He has also been working with a bank on getting approved for a home loan, and is looking at houses. He will start business classes in the fall.

Time and time again, ICHS case managers have told stories of participants who never thought they'd get through their GED's or high school diplomas, let alone find themselves in college. Getting into college can be such a challenge; our participant's may prematurely give up on the processes it takes to get accepted and never return to school. It's with ICHS case managers' dedication to the youth served through the intensive services provided through the WIA program that make a true difference in their lives.

ICHS EPJ Annual Report

On June 30, 2012, the Emergency Public Jobs (EPJ) – temporary jobs portion of the National Emergency Grant for the Floods and Storms of 2010 ended.

Numerous non-profit or governmental potential worksites were contacted, but damage in Region 11 from the floods of 2010 was limited to along the Des Moines River valley. This restricted flood recovery sites to those not receiving FEMA funds or those where the local governments had not already made repairs. However, the not for profit YMCA Camp located near Boone was eligible and had received more damage than they had experienced during the floods of 2008.

A total of twenty-three EPJ long-term unemployed participants were enrolled, with nine completing their maximum of 1040 hours, three leaving early when they found other employment, one terminated and four moving out of state. The final six participants were enrolled late in March and did not have time to complete their maximum hours. Each has available the services of Adult WIA once their EPJ employment ended.

Participants learned new skills on small equipment such as chain saws, chippers, splitters, sanders, etc. Two had leadership opportunities as supervisors or a team leader. The hard work that each of the participants displayed at the worksite resulted in strong recommendations to future employers from the Y Camp Director. Though not all found permanent employment, many found temporary positions once their employment ended and their experiences and references in the EPJ program will help them in securing full time employment.

The Y Camp Director wrote, "We estimate that over \$700,000 worth of projects were completed. Rebuilding the creek trails, the stairway work, and the bank repairs were the largest projects. Work was also done on the outdoor classrooms and pavilion. The flood completely damaged the bird muse and participants demolished it and built a new one in its place. Repairs were also made inside the lodges. It was a great project that saved us significantly. Many of the projects may have never been completed due to cost, or certainly would have been on the 'docket' for years to come. The Y Camp and the YMCA is very thankful for this wonderful program and all that it has been able to do to help us to continue to serve our mission to the fullest of our abilities."

The EPJ project provided over \$275,000 worth of wages and supportive services to enrollees. Statistics indicate that for every one dollar in wages, four more dollars are put

back into the economy, the City/County of Boone received over \$1,000,000 from the EPJ Project.

Region 12 – Sioux City **IowaWORKS Greater Siouxland**

The Service Delivery Area (SDA) for Region 12 Workforce Investment Act (WIA) programs and PROMISE JOBS programs is the five Northwest Iowa counties of Cherokee, Plymouth, Woodbury, Ida and Monona. These programs are contracted through Iowa Workforce Development to Western Iowa Tech Community College, which is the designated fiscal agent for all funds and services delivered by Job Training Partners (JTP).

The Regional Workforce Investment Board (RWIB) actively oversees the policy and service delivery of these programs. This board is certified by the Governor and is composed of 14 members nominated by a group of Chief Elected Officials (CEO) made up of one County Supervisor from each of the five counties and a member of the Sioux City Council. Nominations from the CEOs for the Regional Workforce Board are submitted to and confirmed by the Governor of Iowa.

This past year at its March regularly scheduled meeting the RWIB hosted staff from Iowa Workforce Development to present Labor Market Information training with an update on Region 12's Economic Outlook. This year the information was presented in person by Donna Burkett, Bureau Chief, Labor Force and Occupational Analysis Bureau, and Ann Wagner, Labor Force and Occupational Analysis Bureau, from Des Moines. Ann and Donna did two training sessions while in Sioux City; one for staff of the integrated center and the other for the members of the RWIB. They also reported on the Region 12 Industry Profile including industry wages. These included training on tools used by the RWIB and staff to help with service planning. In this presentation Ann Wagner stated Region 12 employers had started hiring. This last recession was severe and was caused by the housing down turn which started in 2008. The construction industry was still very slow and sluggish. Iowa was not hit as hard as the rest of the U.S. but anything that tied into home building was still experiencing problems. Iowa's recovery strengthened in the fourth quarter of 2011 and the unemployment rate began a rapid decline. Manufacturing led recovery with job creation increasing and business confidence improving. Iowa's unemployment rates compared favorably to the national rates in 2011. Iowa's unemployment rate ranked the sixth lowest in the nation in 2011. Region 12's annual average unemployment rate was 5.7% for 2011. The fastest growing industry for Region 12 was Warehousing and Storage. The occupation with the largest job growth projection for 2008-2018 was Registered Nurses. The fastest growing occupation was Pharmacy Technician. The occupation with the most annual openings was Cashiers. Two links for information were given: <http://www.iowaworkforce.org> and <http://iwin.iwd.state.ia.us> .

The Region 12 RWIB sponsored several initiatives within the past program year that have brought additional training opportunities and resources to the region to complement WIA services.

First, the closing of the John Morrell plant in Sioux City may have been the largest and most complex in Region 12's history. An application for National Emergency Grant resources for the John Morrell & Co. closing was sponsored by the RWIB and funded from April 1, 2010 through March 31, 2012. Job Training Partners worked with Iowa Workforce Development, the Nebraska Department of Labor, Western Iowa Tech Community College and the Community Action Agency of Siouxland to complete the requirements offered through this additional funding for the John Morrell workers. Approximately 800 of the 1595 displaced workers from the John Morrell closing enrolled in this grant. These participants received a number of services such as English Language Instruction, GED instruction, intensive vocational employment training, job search assistance, on the job training, child care support, transportation assistance, assistance with books and more. This audience was one of the most appreciative audiences Job Training Partners has had the opportunity to work with, but they also were one of the most diverse and challenging. The sheer numbers needing services and the diverse level of services needed by this audience stretched the human and physical resources available.

A Transition Center was established early in the project to provide a location for services and staff to this audience. Participants gained "membership" through this center which housed staff from Western Iowa Tech Community College, Job Training Partners, Community Action Agency of Siouxland, Department of Labor from Nebraska, and many other community partners. These participants then progressed through the many services provided by these community partners into training and then gainful employment. A Job Fair, which drew 42 regional employers, was held on 4/26/12. The large number of participating employers was an indication of the need for skilled workers as the economy recovers.

Although the Morrell Transition Center closed March 30, 2012 when the grant ended, JTP continued to work with IowaWORKS Greater Siouxland (IWGS) to offer Six Steps to Success Workshops and job search assistance for the John Morrell participants. This has been a wonderful partnership between JTP, WITCC, IWGS and the Community Action Agency of Siouxland. It was a community effort and an honor to work with the partners and the former John Morrell employees. The John Morrell employees were very hard working and many wanted to stay in the community. This had a huge impact on the school system because it helped maintain the existing tax base. This investment will reap future benefits for the community.

John Morrell National Emergency Grant Statistics:

Two Increments of Funding: \$4,519,421 total

Total Participants: 800

Job Training Partners: 553

Community Action Agency of Siouxland: 169

Nebraska Department of Labor: 78

JTP Training/Employment: Accounting Specialist, Administrative Assistant, Auto Body Structural Repair, Auto Collision Repair, Boiler Operator, Certified Nurse Aid,

Truck Driver Certification (CDL), Construction, Cybercrime Investigation, Electrician, English Language Learner, GED, Heating/Ventilation/Air Conditioning, Human Resource Management, Industrial Maintenance Certificate, Industrial Plant Technician, Mechanical Engineer, Medical Secretary, Network Administration, Pharmacy Technician, Surgical Technician, Welding, Wind Energy Technician.

Support Services: 518 of the 553 enrolled through JTP received some type of support services. These included transportation and child care for the most part.

The second major initiative was when Region 12 IWD and WIA partner services became co-located as IowaWORKS Greater Siouxland (IWGS). The Workforce integration of staff and services became a reality when all programs were co-located in one facility. IowaWORKS Greater Siouxland is a One-Stop, integrated service center. Within this center Workforce Investment Act programs, PROMISE JOBS programs and other Iowa Workforce Development partner programs work together as one integrated team serving our common customers.

IowaWORKS opened the doors to the integrated format on October 14, 2011. Under this format people are greeted with a handshake. The goal is to get them acquainted to a business environment. After the handshake the center workers find out what brings them to the center. They become a member of the center. If they have a date of birth document then they become automatically enrolled into the Adult WIA Program. JTP went from enrollments of 250 per year to about 4,000 per year. Members have access to all the integrated services such as workshops on resume writing which are needed to get back to work. Most jobs require some type of basic computer skills. Basic computer skills workshops are offered on an ongoing basis at the center with more advanced Word classes offer regularly to those who can demonstrate certain keyboard proficiency. Additionally regularly scheduled information sessions on the services offered at the center and career assessment workshops are offered. Workshops titled “Six Steps to Success” are offered twice a month and have integrated audiences of PROMISE JOBS, WIA and IWD clients as members of the center.

Members are directed to three main areas; Employment Express, Career Development or Career Advancement. The building on 4th street has a new sign and represents the Greater Siouxland region. There is a WIA presence on the floor at all times at IowaWORKS Greater Siouxland. The March RWIB meeting was held at IowaWORKS Greater Siouxland and a tour was given of the facilities. Participants in any of the programs housed at IWGS are also now better able to access all resources to increase their likelihood of success in one stop. The collective ability of staff to offer more classroom and workshop activities has greatly increased the ability to provide participants with options to improve their interviewing skills, computer knowledge, and other soft-skill related employment abilities.

Third, the YouthBuild grant awarded to Goodwill Industries in Sioux City continued to operate successfully. Job Training Partners is a committed partner in the activities of this grant and co-enrolls many of the youth served by the YouthBuild program in the WIA Youth program to ensure that additional postsecondary education and career services

continue during and after earning a GED or high school diploma and the Home Builders' pre-apprenticeship certificate. This is a community development program that serves youth ages 16-24. The target population is high school dropouts who may be aging out of foster care, have disabilities, may be adjudicated or members of other at-risk populations. The YouthBuild program uses a dual model combining academic education leading to the completion of a high school diploma or GED with occupational skills training leading to an industry recognized certificate in construction trades, while gaining hands on experience in the construction industry. Members to sign the Memorandum of Understanding for this grant follow: Goodwill Industries (the grant recipient), WITCC, JTP, Iowa Third Judicial District Court Services, City of Sioux City, Siouxland Human Investment Partnership, Home Builders Association of Greater Siouxland, and IowaWORKS Greater Siouxland. With this program, JTP continued facilitating the job readiness component and used "**The A Game**" curriculum to teach the students about the seven essential workplace values that are prerequisites to success in any field – Attitude, Attendance, Appearance, Ambition, Acceptance, Accountability, Appreciation. The activities were designed to show the students that they have more control over their futures than they think they do and that they can learn to write their own tickets if they bring their "A Game" with them each and every day.

Fourth, support for a "Pathways out of Poverty" Department of Labor grant which was funded in January, 2010 ran through this program year to June 30, 2012. This grant brought opportunities for "Green" training to qualified residents within the designated income category of Woodbury County. Partnerships with community agencies to offer additional support services, such as mental health therapy, substance abuse treatment, and special workshops for felons were enhanced through this project. Qualified participants could be co-enrolled in both WIA and the Pathways program which enhanced services and opportunities for many.

This past program year Iowa's economy seemed to be on the rebound. This led to development of addition initiatives throughout the year that could have a dramatic impact on the demand for the services provided by Job Training Partners and the workforce development system. Some of these follow:

The WIA programs were asked to be a partner in a local application to the **Serving Juvenile Ex-Offenders through Training and Service-Learning** (Renamed locally as BOOST: Bridging and Overcoming Obstacles through Service and Training) grant application which will serve juvenile offenders ages 18 through 21 who have been involved in the juvenile justice system and have never been convicted of a crime as an adult. This program will provide training, education, subsidized work experience and the rebuilding of the community trust. Training provided is expected to lead to the acquisition of credentials in demand industries in the local area. Service-learning projects which are part of this program are defined as projects integrating meaningful community service with instruction and reflection that enrich the learning experience, teach civic responsibility and encourage lifelong civic engagement. Members to sign the Memorandum of Understanding for this new grant follow: Siouxland Human Investment Partnership (the grant recipient), WITCC, JTP, Iowa Third Judicial District Court

Services, Sioux City Community School District, and IowaWORKS Greater Siouxland. This grant was funded for a 30 month period for \$1.5 million in June, 2012.

Initiatives and strategies to serve veterans at the local level continued and resulted in an application to the Department of Labor for a **Veteran Workforce Investment Program Grant** in June, 2012. The design of this project was influenced by a comprehensive analysis process, which began in 2009, with a joint task force consisting of over 30 representatives from the military, veterans service organizations, public workforce system, higher education, and social services agencies. The assessment process consisted of extensive literature reviews, evaluation of socio-economic data, and the recommendations of experts and professionals in the fields based on their common knowledge. Overall, the project planning process found that Veterans living within this region of northwest Iowa, southeast South Dakota, and northeast Nebraska require appropriate job training and technology skills in order to obtain positions in industry. The skills, competencies, and abilities of recently discharged military members and veterans do not match the skill sets presently required by area employers, nor do Veterans possess the academic skills needed for post-secondary education and training. Veteran residents living in the rural and urban areas of Siouxland represent a sizeable proportion of the local unemployed population – the veteran unemployment rate is estimated at 3.6 percent as reported in the American Community Survey data. According to the Labor Market and Workforce Information Division of Iowa Workforce Development, the number of weekly recently discharged veterans receiving unemployment compensation rose sharply in October and November 2011, and is continuing to increase, with the return of Iowa National Guard members from their deployments in Afghanistan and Iraq. Between August 1 and December 31, 2011, an average of 671 recently discharged veterans statewide received Unemployment Compensation weekly. Since the start of calendar year 2012, that number has increased to a weekly average of 745 veterans; with over one-third (or 35.2 percent) receiving long-term unemployment compensation. A review of Point in Time Comparison data has found veterans to be overrepresented in the local regional homeless population. While veterans constitute 10.6 percent of the total adult population residing within the city limits of Sioux City, the 2011 Point in Time Comparison study found that veterans account for 12.1 percent of the total homeless population on a given night in this community.

The general consensus, held by the leaders of the public workforce system and the veterans service organizations, is that the biggest challenges and barriers confronting veterans are (1) educating veterans and military members on benefits available to help them make the transition from military service to careers, (2) developing postsecondary education and training goals, (3) helping with poor motivation for continuing their education, (4) developing ways for the transcription of prior learning acquired during military training to college coursework/credits, and (5) offering assistance with family or personal problems while participating in postsecondary education and training programs. The need for this VETS project is demonstrated through the high number of veterans without some college or associate's degree compared to state and national averages, which is a huge employability barrier that is emerging in the local economy. There are a high number of veterans in the targeted service area with educational levels below the

associate's degree level. Approximately 53.7 percent of all veterans have educational attainment levels lower than the associate's degree which, according to the American Community Survey, is significantly higher than the Iowa statewide rate of 49.1 percent and the national rate of 39.5 percent. As cited before, in order for veterans to be competitive and qualify for jobs available in technology, healthcare, transportation, agriculture and management they will require the additional training and skill development of employment training ranging from short-term specialized training awarding industry-recognized credentials and licensures to associate's degrees. Partner organizations which continue to work together to serve this population and have signed a Memorandum of Understanding to provide coordinated services to the Veteran population in Region 12 follow: Job Training Partners (WIA Provider); IowaWORKS Greater Siouxland; Western Iowa Tech Community College; Department of Veteran Affairs, Readjustment Counseling Services, VA, Vocational Rehabilitation and Employment Program; Regional Workforce Investment Board; U. S. Army Recruiting Battalion; 185th Air Refueling Wing/IANGG; and the Army National Guard 113th Calvary.

The Regional Workforce Investment Board has long been a strong supporter of coordinating workforce development, economic development and educational initiatives to foster a vital economy. Manufacturers have often asked assistance in providing services to workers interested in obtaining employment in the manufacturing sector to help address the labor shortage of middle and high skilled workers. To this end the Region 12 RWIB supported a **Trade Adjustment Assistance Community College and Career Training Grant** submitted by the Iowa Community College Consortium and agreed with the activities and strategies outlined in the proposal. The consortium proposal addresses the need for manufacturing certification and will be a win-win proposition for workers and employers in our service area.

Region 12 was asked to participate in a new **Disability Employment Initiative**. Region 12 made a commitment to participate in evaluation processes and assure the accessibility of One-Stop services in our area. If Region 12 is selected to operate as a test regions in this new initiative it will make a commitment to work with multiple local agencies to demonstrate the effectiveness of collaborative employment services strategies, including:

- Integrated Resource Teams (IRTs), that will commit partner agencies to share the service strategies in intensive training in flexible and creative ways to raise these individuals into a middle class level of living
- Explore Self Employment options
- Implement Asset Development Strategies
- Use grant funds to employ a Disability Resource Coordinator, who is a disability subject matter expert within the Region's Skills Development Team. This position will be similar to the navigator role that has been supported in our region previously, but with some significant changes with regard to direct service provision and with regard to integration and ticket to work responsibilities.
- Use flexible funds provided through the grant to support direct service strategies identified for job seekers with disabilities.

- Operate as an “Employment Network” through the Ticket to Work program, and use the incentives generated as a result to sustain the Disability Resource Coordinator and local strategies when the grant is completed.

All these efforts have shown great promise. These factors have created challenges but also opportunities for improved and expanded services through the WIA resources in Region 12. The numbers of individuals served and the additional training opportunities available through these programs and those offered through regular formula funds, along with the additional John Morrell and Co. National Emergency Grant funding are impressive.

With the economic upturn Region 12 has not had to react to as many business closings and downsizings this program year.

Wilson Trailer Rapid Response Efforts were conducted in late September when Wilson Trailer issued a state WARN Notice that they were planning on dislocating 68 employees. Fortunately, through some realignment at their facilities, the number was dropped to 60 people in areas of welders, laborers, and machine operators. JTP held three Rapid Response meetings with about 25 people attend.

Truck Haven Rapid Response Efforts were conducted following an announcement of the planned business closure of Truck Haven. WIA staff met with 41 employees in late February 2012. During that time individuals were given information on the National Career Readiness Certificate, Unemployment Insurance, WIA services, and options to help them improve their employment skills. Several of the employees were eligible to interview with Pilot, the new owner of the facility that tore down the old building and constructed a new facility on site. Others from the business were assisted with training in medical coding and CDL training.

Delta Rapid Response Efforts were begun on April 10, 2012 when Delta Air Lines Inc. announced they were closing their Sioux City call center. This closure event will affect 164 employees. The business will close effective 9/1/12 with 3 to 5 individuals retained until 9/20/12 to finalize the closure. All of the affected employees have been offered transfers to other Delta Air Lines facilities but many of them elected to stay in the Siouxland area. Employee information meetings were held on Tuesday, June 12th and Wednesday, June 20th from 10:00am to 5:00 pm with approximately 33 in attendance. A job fair was also held at the Delta Air Lines office from 10:00am to 3:00pm on Thursday June 28th with 23 employees attending.

Success Stories:

John Morrell NEG Success Story:

“Ralph” was a dislocated John Morrell & Co. worker. Following years of difficult and straining work he was placed on medical restrictions for his back and shoulders. While meeting with WIA staff, Ralph indicated an interest in employment in the heating, ventilation, and air conditioning (HVAC) field but also acknowledged he had several medical restrictions. It was decided that Ralph should talk with several employers to see if they would be willing to hire him with his current physical limitations and to check

with his doctor and receive clearance for this type of work. A few short days later Ralph returned with letters from employers indicating they would consider hiring him if he obtained the necessary training and a written clearance from his doctor. Ralph was enrolled in the desired industry HVAC training and completed it. Ralph interviewed and was hired in a full time position with benefits by a local HVAC company in the Siouxland area. When Ralph shared his good news he beamed with pride that he had proven he could get the necessary certification and employment even with his previous medical issues and that he had proven he could be successful.

Dislocated Worker Success Story:

“Amber” was a 24 year old female, married with 1 dependent child. Amber was one of the individuals that lost her job at Stream when her job was eliminated. Amber received TAA/TRA benefits because her job left the United States. TAA/TRA covered the cost of her training but didn’t cover childcare and transportation assistance. Job Training Partners helped with the cost of transportation and childcare assistance while attending classes. Amber graduated on 5/20/12. Amber received a Surgical Technician Diploma degree. Without the assistance of Job Training Partners, Amber would not have been able to qualify for employment in a career field that will provide economic stability for her and her family. Amber was offered a full-time surgical technician position and started working full-time for St. Luke’s Hospital as a surgical technician and loves her job.

Low Income Adult Success Stories:

“Sandy” is an elderly widow. Sandy was employed through the Senior Aide program facilitated by the Community Action Agency of Siouxland. She worked at the Sioux City Public Museum as a Desk Assistant. Sandy was interested in working full-time at the museum; however, her continued employment was contingent upon a higher level of demonstrated computer skills. Job Training Partners helped Sandy with upgrading her skills in a fundamental computer class. Upon completion of the class Sandy was placed in a clerical position and felt confident that her current success with her new assignment was the direct result of the skills she was able to obtain from the computer class. Without the assistance of Job Training partners, Sandy would have had difficulty obtaining continued employment.

“Melissa” was a 41 year old single parent with 2 children who was commuting 54 miles a day to obtain a degree in nursing. She was receiving food stamp assistance and student loans to help her. Job Training Partners helped Melissa with the costs of transportation, required scrubs, miscellaneous services, and the fees associated with the licensing process through the Iowa Board of Nursing. Melissa graduated on 12/20/11 and passed her RN board exam. Melissa started working full-time with Ultimate Nursing as a registered nurse with a starting wage of \$19.00 an hour. Without the assistance of Job Training Partners, Melissa would have had difficulty qualifying for employment in a career field that will provide economic stability for herself and her family.

Youth Success Story:

“Casey” was a single, pregnant 19 year old who was commuting 74 miles a day to participate in training toward a degree in nursing. The academic demands of her courses along with the physical challenges of a pregnancy resulted in “Casey” leaving her part-time Certified Nurse Aid job and the wages she relied on to cover her transportation and additional training expenses not covered by grants. Job Training Partners helped “Casey” with the cost of transportation and also with the fees associated with the licensing process through the Iowa Board of Nursing. “Casey” had at least three offers of employment before she passed her boards and started working one day after graduation. Without the assistance of Job Training Partners, “Casey” would have had difficulty completing the qualifications for employment in a career field that will provide economic stability for herself and her child.

The Waiver of 20 CFR 667.140(a) allows us to be immediately responsive to the service needs of the customers through the funds transfer waiver. It is very beneficial. This past year there was not a need to use this waiver as \$40,000 was transferred from incentive funds to the Adult program allowing us to serve a greater pool of adults.

The Waiver of 20 CFR 663.530 prescribes a time limit on the period of initial eligibility for training providers. This waiver has allowed Region 12 to continue to use proven training programs without burdening the training institutions with annual program effectiveness verification. Presently we are updating all training program information and working on posting all approved training programs with the associated training provider on our regional website. This will be accompanied by information as to customer choice and how additional training programs may be approved by the RWIB.

Region 13 – Council Bluffs

IowaWORKS Loess Hills

Local Economy and Workforce Conditions

Iowa Region 13 is comprised of seven counties in Southwest Iowa: Cass, Fremont, Harrison, Mills, Page Pottawattamie and Shelby Counties. The national unemployment rate hovered around 8% for much of the year, compared with 9% during last program year. Iowa’s unemployment rate was 5.1% in May of 2012, as opposed to 6.9% at the same time last year, and the Region 13 unemployment rate was 4.0% during that same month, also down from 4.7% in May of last year. As the regional unemployment rate has continued its slow but steady decline, the challenge faced by businesses in the area is to find workers with the skills needed by their companies. Economic development professionals are routinely told by businesses that are looking to locate in this area that a skilled and ready workforce is their number one consideration when selecting a potential site. Even with our relatively low unemployment rate (compared with the national numbers) and positive indicators of economic recovery, Iowa still needs a strong local infrastructure for the delivery of workforce services.

A recent report by Iowa Workforce Development found that half of Iowa's jobs require middle-skill training, such as a two-year degree, but only 33% of Iowa's workers had the necessary skills to fill them. The report goes on to say that jobs in the middle skill and high skills categories will become increasingly difficult to fill because of demographic changes and structural changes in the economy. Iowa's labor force is expected to grow more slowly at the same time that baby boomers will be retiring.

IOWA JOB SKILLS MISMATCH

	Percentage of Iowa jobs in skill category	Percentage of Iowa workers who have needed skills
Low-Skill – high school degree or less required	18%	38%
Middle-Skilled – Training after high school required.	50%	33%
High-Skilled – a four-year degree or more required	32%	29%

Source: Iowa Workforce Development

Significant business activity during the past year has been for the most part positive. Employers continue to show modest growth with some increasing their workforce and others investing in infrastructure improvements. Tyson Foods in Council Bluffs remodeled an entire production line, and while this resulted in a temporary lay-off of some employees, the line is functioning and Tyson is in a renewed hiring mode. Google announced plans to build a \$300 million dollar facility to further expand its local data center operations. When completed, Google hopes to add 50 new jobs. The labor market demand in the health care field continues to be strong in Region 13, as does retail, manufacturing and transportation/logistics. While economic developers have had some success in attracting new businesses to the area, industry research has shown that generally 80% of all new jobs are created by existing businesses. While the overall climate has been positive, Fremont County experienced a significant event when the ConAgra microwave popcorn facility in Hamburg closed October 2011 dislocating approximately 80 employees.

Region 13 met with some challenges in the fall of 2011 when 5 Iowa Workforce Development offices closed in the rural communities of Atlantic, Clarinda, Glenwood, Harlan, and Shenandoah. The physical move, along with a loss of staff due to retirements and lay-offs created a shift in job duties and the need to make procedural changes to programs like PROMISE JOBS. The integrated service delivery model has continued to develop and most customers have adjusted to these changes. The goal continues to be to provide greater services to job seekers and to make certain employers have access to a skilled labor pool. Iowa Workforce Development continues to bring workforce services to those in the local communities in the region by increasing the number of Virtual Access Points available in familiar community locations such as local libraries.

Service Priorities

Iowa Western Community College again made available \$25,403 of Iowa Values Funding. This money supplemented training dollars provided by the WIA Adult and

Dislocated Worker Program. The training provided using this funding stream allowed for individuals to obtain training in short term programs that do not typically qualify for financial aid and/or loans. With an emphasis on workers obtaining an industry recognized credential, 39 individuals enrolled in programs such as CNA, welding, and GED.

Waivers

Region 13 continued to benefit from the waiver of provision at 20CFR 663.530 that prescribes a time limit on the period of initial eligibility for training providers. This waiver allowed for an increase in training opportunities for WIA participants and enabled WIA case managers to use programs that have a proven effectiveness in training participants. A total of 161 participants took part in institutional training services in Region 13.

Also important was the ability to move clients into training programs quicker avoiding an undue delay in beginning their training program. Use of this waiver increased customer choice and avoided the loss of training providers who may have otherwise chose not to complete the burdensome processes of producing performance information, as well as data collection. Although the waiver of 20 CFR 667.140(a) was available, Region 13 did not use the waiver during PY 11. It is noted that this waiver continues to be very much appreciated as it allows regions to move program funds where they are needed most.

Veterans' Priority

Under the *Jobs for Veterans Act*, DOL requires workforce development programs to establish priority of service goals in each region. Region 13 continues to do this by providing a process by which veterans are identified and then provided with the services and benefits to which they are entitled. Through assessment and case management, counselors are able to provide services that fit the individual needs of eligible veterans. Staff members at all levels of the integrated center have been educated on identifying veterans who come into the center and by making appropriate referrals to the veterans' representative in the center. The veterans' representative is able to conduct active outreach to employers, community and veterans' organizations and local social service agencies to make sure veterans are aware of services which they may be eligible for. Other co-located programs including Vocational Rehabilitation and WIA collaborate with the local veterans' representative in offering available job training opportunities and support services.

In addition to Veterans, Region 13 continues to target individuals who are most in need of services. When possible, PROMISE JOBS participants who receive TANF funds are able to receive services through both PROMISE JOBS and the WIA program.

Integration

Region 13 Workforce Center in Council Bluffs began providing services through an integrated service delivery model in December of 2009. This model has resulted in a

large increase in the number of WIA participants and consequently in the number of job seekers who receive services through the WIA Adult and Dislocated Worker programs. In program year 2011 a total of 5180 Adults and Dislocated Workers were served through the WIA program. The ability to collect data on individuals who come through the center assists staff in helping job seekers obtain the skills employers in Region 13 need. The team approach to serving customers through the integrated model allows job seekers to receive services through an enhanced workforce delivery system. The new system has resulted in a process that allows more information and services to be shared with all job seekers.

Youth Programming

The Workforce Partner Group in Region 13 continues to serve the role of the WIA Youth Advisory Council. Monthly partner meetings are held where providers are able to discuss the services and programs available in Region 13, as well as determine the needs of youth in our region. A representative of Promise Partners addressed the group in May and it's hopeful that this organization will become a regular member. It is hoped that youth participants can benefit when partners are able to offer a comprehensive list of services. WIA staff also partnered with schools and the I-JAG programs in the region in hopes of assisting at-risk youth. A meeting between WIA staff and the state I-Jag Coordinator was held in November to discuss how WIA and I-JAG could partner in providing services to eligible youth. Strategies to serving both current I-JAG students, as well as I-JAG graduates who desire to move into post-secondary training were developed.

Discretionary Funding

During Program Year 2011 the region received several additional sources of funding to serve special populations. Iowa was awarded a Department of Labor grant to stimulate hiring by local employers through On-the-Job Training (OJT). Region 13 received over \$50,000 and wrote contracts with 4 local businesses to train 6 employees through the grant.

Success story: An example of a successful outcome of this was "John," a dislocated worker who was placed at Green Plains Renewable Energy, Inc. Green Plains is North America's fourth largest producer of renewable energy, and recently ranked 8th on Fortune Magazine's "100 Fastest Growing Companies" list. Green Plains had an immediate opening for a PSM Administrator at the ethanol facility in Shenandoah. John had been unemployed since February of 2009. He had a Bachelor's Degree in Business Administration and was applying extensively for jobs in the Omaha/Council Bluffs area, as well as with employers closer to his home. When John applied at Green Plains he informed them of his eligibility for the On-the-Job Training program. John was interviewed and was selected for the position and is successfully learning his new job. He is becoming efficient with all health and safety regulations in accordance with OSHA. He investigates safety incidents, as well as audits and tracks progress on corrective actions. John trains all employees on company safety protocol and the plant manager has been very pleased with John's work and intends to retain him on a permanent basis.

Region 13 also received funding from a Department of Labor **National Emergency Disaster Grant** (NEG) to assist with clean-up of public property damaged by the Missouri River Flood of 2011. Projects included the clean-up of Wilson Island and The Narrows Park in Pottawattamie County and river levees which had sustained major damage in Fremont County. Eighteen long-term unemployed persons and dislocated workers were hired to remove debris, cut trees, clear culverts, and do a general clean-up of the affected areas. Although county officials were appreciative of the work completed on these projects, much of the land affected will take years to be restored to its original condition. The levee project in Fremont County was cut short when FEMA came in and assumed responsibility of the project which resulted in a shorter work period than first planned.

When the ConAgra popcorn facility in Hamburg announced that it would close and lay off 80 individuals, we applied for and received \$8000 of **Early Intervention Funds** to provide services to affected workers. Worker surveys revealed that the average age of the workers was 45, the median hourly wage was \$15.11 per hour and most had no education beyond high school. Fifty-four individuals attended worker information meetings to learn of available services. Twenty individuals received job search assistance and 5 individuals received short term training in order to prepare them for work in new occupational areas.

Business Strategies

During the past year a coalition of community stakeholders comprised of business (Ellison Technologies, HGM Associates), economic development (Pottawattamie County Growth Alliance, IWCC Economic Development), education (Council Bluffs Community Schools, Lewis Central Community Schools, the Council Bluffs Community Education Foundation, IWCC) and workforce development (Iowa Workforce Development), has convened to assess the challenges and opportunities of the workforce system in Pottawattamie County. This group has been meeting since the spring of 2011 and is committed to transforming the system to meet our vision of the future. The Workforce Alignment Collaborative will also work in partnership with the Regional Workforce Investment Board to ensure that priorities and activities are in sync. The committee submitted a grant application to the Iowa West Foundation to help kick start efforts in the strategic planning process.

Success Story: Understanding the challenges faced by businesses is a crucial first step to meeting their needs. An illustration of the importance of this would be the connection made when Greg Olenick of Ellison Technologies joined the Workforce Alignment Collaborative. Ellison designs and builds factory automation systems for large component robots used for welding, material handling, machine loading and packaging. A company expansion created a need for additional skilled workers that the company was unable to find locally. Most of their new hires came from other states and Greg expressed a desire to find local talent to fill job vacancies.

One immediate solution was to offer on-the-job training through the discretionary OJT grant. In the fall of 2011 “Mike,” a 47 year old dislocated worker, had been seeking employment for three months. He previously worked as a shipping supervisor for a company in Sioux City before being laid off. Prior to that Mike had worked as a Dock/Production Lead and as a Production Supervisor. Although his background had been in production, he had not worked in the technology field. He had applied with Ellison Technologies as a Mechanical Assembly Technician but did not have the skills they were looking for. When Mike started working at Ellison he was earning \$10.50 per hour and at the completion of the 6 month training period, the company retained him and he is now making \$14.00/hour.



At left is Greg Olenick, vice president and general manager at Ellison Technologies. Olenick helped Iowa Western Community College develop a robotics program in hopes of producing qualified, trained candidates who will want to work at Ellison Technologies upon completion of their training.

Through the relationship that was built, Ellison Technologies and Iowa Western Community College collaborated to develop a 2 year associate of applied sciences degree in robotics automated system technology which will begin in the fall of 2012. This program will help address the needs of Ellison and other local businesses. In addition to the IWCC program, Ellison has worked with the Council Bluffs Community School District to restructure some of the curriculum to allow students to earn credits needed for graduation from the IWCC robotics program. Greg Olenick stated, “We probably employ more robot technicians than any other metro area company. Because of the demand, we decided to “grow our own.” Both IWCC and the Council Bluffs schools have been open to help with training.”

Special Initiatives

One exciting partnership that developed this year came as a result of a Department of Labor Workforce Innovation Grant solicitation. Iowa Western Community College teamed up with Metro Community College in Omaha, NE, Southeast Community College in Lincoln, NE along with the WIA service providers in those areas to develop and submit a bi-state grant proposal. The proposal was to respond to identified unmet needs for a skilled and well-prepared workforce. The initiative would have expanded collaboration and capacity of workforce, education and training, industry and community systems, improving system-wide efficiency and effectiveness in order to maximize potential for the bi-state region. An Iowa-Nebraska Memorandum of Understanding was developed as

a part of this process. Although the proposal was not selected for funding, the conversations and relationships that were begun through this process laid the groundwork for future initiatives.

Training options in Southwest Iowa related to the green jobs initiative continue through the Weatherization training program at Iowa Western Community College. When Region 13 received funding from Iowa Workforce Development for the State Energy Sector Partnership, a coalition of organizations led by Iowa Western Community College assessed regional needs and developed a Weatherization training program. Weatherization skills are ‘green collar’ job skills, and the experience of the Weatherization workforce can become the base on which to build expertise for long-term career opportunities in the fast growing field of energy efficiency and Green Technology. During PY11 sixty-two students have completed the free training and applied the skills in construction related occupations. An additional grant was received to add a mobile training lab so that the training can be offered throughout the region.



Region 14 – Creston **IowaWORKS Southern Hills**

Adult & Dislocated Formula – Focus is on Services, NOT Program.

Our Vision: Be the Integrated One-Stop for both businesses and job-seekers where the exchange of labor happens.

Our Mission: We strive to aggressively facilitate the labor exchange by providing services to businesses so they can locate job-seekers who possess the skills they need to sustain/grow their business and by providing or recommending services to job-seekers that up-skill them into candidates for hire.

Service Strategies for WIA Adults and Dislocated Worker

Workers/Accomplishments:

WIA services continue to be delivered within the Integrated services One-Stop model which is a full-time partnership between Workforce Investment Act and Iowa Workforce

Development who collectively deliver services to job seekers and businesses. Anyone can walk through our doors and receive the full menu of Core services offered within our center: registration into our database so they can obtain job notifications, and WIA Staff Assisted Core services which include: help with applications, resumes and interview preparation, and much more within the WIA menu of activities. We teach the members of our One Stop to write resumes or complete applications that are focused on a particular job so the employer who reads the resume can immediately see how the member's skills fit the open position. We also refer and recommend training when job seekers need additional skills to gain employment that makes them more self-sufficient. The region 14 One-Stop is focused on services rather than programs. We use a customer service model that is focused on the delivery of services to businesses and job seekers.

Note from the WIA Director: The success of the One-Stop is a direct result of a great team of WIA and IWD workers who work together with a cohesive team spirit and with a great sense of customer service. They take on change and new initiatives with passion and a resolve to be the "best." They are willing to learn new things and take on difficult challenges and they make all we do here possible. Their sense of teamwork is an awesome thing to observe and it is a pleasure to work in their midst.

1. 91% of the customers who become members of the Creston One Stop indicate that they want to go to work right away during the initial assessment they receive at the time of enrollment. The majority of these customers are served in Staff-Assisted Core activities to get them into employment, with the remaining 9% requesting or we recommend training to reach their goals. This large percentage (91%) reflects the fact that many of the people who come into this office for assistance do not want training ahead of a job. They want to go to work.
2. 9% of customers indicate they are interested in training. WIA funds are used for those that are eligible and meet all other requirements and assessments.
3. Most of the region's major employers as well as small businesses began to demand workers to fill openings that spanned entry level to skilled/technical. Region 14 shows significant progress in coming out of the recession beginning in the first quarter of PY11. This is reflected in the unemployment rates and the level of activity between our One-Stop and the businesses who seek workers with our assistance.
4. A job reduces the need for other social programs and a job at wages of self-sufficiency eliminates the need for other programs.
5. Employers tell us that lack of soft skills has a negative effect on their businesses ability to sustain and grow

These five facts have created the need for proactive change in our One Stop.

Demand Driven Services

To meet the demands of the members who were seeking employment or training and to meet the demand of the region's businesses that needed workers to sustain or grow their businesses, region 14 has changed our program design to attend to these demands by:

- Enhancing our focus on business services while retaining our mission to up skill job seekers so they are ready to meet employers and land the job.
- We chose to change the labor exchange from a passive model to an aggressive model by becoming facilitators who actively and aggressively manage the labor exchange through our enhanced business services. This serves both the 91% of our participants who are seeking a job right away and the businesses who need workers.
- Develop pathways to better employment through training for the 9% who want training as well as those we can encourage to obtain additional skills for better employment opportunities.
- Added GED tutoring in our One-Stop to add access for GED students who could not attend the hours at the local college or who to those who needed another delivery method. Our tutor uses a “round table” format where she works with each student individually and collaborates with the college to ensure curriculum is covered.
- Created a Customer Service Workshop to address some of the “Soft Skills” issues that impact employers.

Expected Outcome from these changes:

1. Developed relationships with businesses so we can be their partner in filling positions.
2. More placements of WIA enrolled job seekers who seek our assistance in gaining employment
3. More WIA job seekers introduced to training that is linked to labor market demand (including Institutional Skills Training (IST), Secondary Education Certificates (SEC), Skills Upgrade (SUG) as well as in-house training in Pre-Employment Training (PET) for Soft Skills and NCRC for assessment of work readiness skills. WIA funds are used for those who are eligible and meet all other requirements and assessments.
4. Discussions with community college for more short term training options that meet demand of employers (see SESP)
5. Lower unemployment numbers, Less Unemployment Insurance paid out, less need for other social programs when citizens pay their own way.

Outcomes Received (see success stories that follow):

6. Successful WIA and One-Stop programming for job seekers who are not pursuing or interested in training has resulted in increased numbers of hires per employer which satisfies both employers and job seekers
 - a. Participants are served in WIA Staff Assisted Core level services through Pre-employment training, Job Search and Guidance and Counseling activities that are aligned with job fair events or provide soft skills training, etc.
7. Demand from employers continues to expand.

- a. Employers call requesting “targeted job fairs” so they have opportunities to talk to prospective hires and some hire “on the spot.”
- b. Employers demand skill sets that require training
- 8. More WIA referrals using Guidance and Counseling and Objective Assessment activities to recommend training options for training programs that produce workers with marketable skills.
 - a. Recommend training that is linked to area labor market(Nurses, CNA’s, welders, truck drivers, etc. are local “Hot Jobs”)
 - b. Recommend NCRC as an assessment of skills to communicate skill level to employers
- 9. Great feedback from employers who have attended the Customer Service Workshop
- 10. Unemployment rates are down in all counties in this region although not all improvements are directly a result of our services

Some Demographic Data for PY11

- 11. 1858 Adults enrolled, 395 Dislocated Workers enrolled in WIA
- 12. 13% of those enrolled lack a GED or H.S. Diploma and are 100% referred to GED classes
- 13. 14% of those enrolled are over age 55, where appropriate they are referred to Older Worker Program
- 14. 11% self-disclose that they have a disability, where appropriate they are referred to Vocational Rehabilitation Services or to Ticket to Work opportunities.

Impact on Performance:

- 15. During the last two years, Adult Entered Employment Rate has been slightly below 80% of the Negotiated Rate for Iowa, Region 14. Some comments regard this issue:
 - a. Region 14 enrolls all members into Staff-Assisted Core services which puts a large number of Adults into the pool (1858 in PY11). This includes TANF, RES and REA customers who are mandated into the One Stop for services. All of these customers receive an overview of the available services and we strive to inform them of the benefits they can receive from our services, including job referrals, interviews with employers, workshops that will teach them how to be successful job seekers, guidance on training that is related to job market and more. However, the nature of some of these mandated customers is that they will only take advantage of services on their own terms if/when they decide they can use them. Knowing the success that can be achieved with these services, we choose to continue to include these customers in our outreach because the market needs all available workers to be “active in the labor exchange.”

- b. Performance looks back to quarters that occurred prior to the recovery we've seen in PY11 when the labor market was struggling to open jobs
- c. Local Leadership participates in a work group that includes State level program staff to evaluate the effects our model has on performance. Continuous Improvement efforts are on-going to try and keep momentum going to improve the performance measures. Adult Entered Employment is still being worked on but the current report indicates we are making progress and are very near 80% of the negotiated rate for Iowa.
- d. UI extensions changed the way Adults look for work in that they had additional time to look for the "right job" which does not always fit into the WIA 90 day rule for continued services to avoid an exit.
- e. It is expected that all of the above will have less of an impact as we move past the recession, Unemployment Insurance extensions are exhausted and we continue to develop aggressive programming within the WIA and One-Stop that actively manages the labor exchange that gets job seekers into employment.
- f.

Challenges that remain

- 16. PY11 has presented a challenge in getting enough workers to fill the region 14 openings at our local employers
- 17. PY11 has presented a challenge in getting enough workers incentivized to pursue additional training that can help them land a job or get a better job
- 18. Not all "soft skill" issues are quickly resolved but we realize that acknowledgement of the issues, designing services that can impact this issue, recruiting to the services and getting businesses to refer people to the services is a beginning.

Our resolve: The above challenges will drive a large portion of our programming for PY12. We will use our partnerships with Businesses, other agencies, Education and Economic Development to work toward a solution that benefits all.

Success stories from our pro-active model:

Veteran Testimonial:

Received email from Veteran/Member who received Staff-Assisted Core services 1/4/12:

(VETERAN)Please share with your staff:

"I wanted to take time to share my success with you and your staff at Iowa Works. I met your staff in August after returning from the U.S. Virgin Islands. I had a career move that landed me in St. Thomas as an HVAC Manager but upon arriving I was encouraged that I will only be a Service Technician by the owner of the business. Knowing I had sold all my belongings prior to my move and having limited resources I worked it out for 3 months to save money to return home. I returned in August to search for any resource

related to my background. Your staff worked tirelessly on my Resume to engage many sectors of different industries. I had a Resume for HVACR Manager, service technician and sales. I also had a Resume for a police officer in Lamoni, Iowa. I did get a call for the Police Officer position but did diligently turn down the job process to pursue other opportunities. I had to work to make my obligations therefore I took a job with Hy-Vee in Chariton Iowa working in the Facilities department. I had placed many Resumes in the corporate world hoping I would get a call. September 15th I received a call from Casey's General Stores, Inc. I presented myself at my first interview on September 30th of 2011. The interview was a great feeling. I never felt more relaxed in my life. I engaged conversation about the position as my turn awaited. I was poised with a professional attitude as always and a professional appearance as I straightened my tie before the interview. On October 15th I presented myself to the director of support services at Casey's General Stores, Inc. for my second interview. Although he was a Chicago Bears fan I was able to concede to our laughter of being a Pittsburgh Steelers fan as we admired his family photos with NFL apparel on. I had now left the interview with a feeling of anxiety. That feeling you get when you know you sealed the deal. Finally! After 18 years of being a mechanic in the HVAC field my principal had not stopped. My Associates degree had finally paid off with the intense continuous education over all the years as a Pipefitter. I now currently hold 3 masters license in Plumbing, HVAC and Hydronics. My goal is to obtain Masters License in HVAC and Refrigeration in 11 states. I currently oversee 24 personnel and enjoy every day I go to work. I enjoy all my personnel and co-workers and enter the day with the biggest smile God could ever grant me. Thank you to Iowa works for your support, perseverance and willingness to be there for me. As I always say "nothing is difficult it just may be challenging." That is my secret to beliefs that I can do it! I am currently enrolling into college to finish my BS degree for engineering and should have it completed by 2014 with the assistance of my employer. That may be challenging! Thank you sincerely. It has strengthened my character, resound and professional attitude."

Iowa Works your staff does a **FABULOUS JOB!**

Scott M. Thomas

Received email from Member who received only Staff Assisted Core assistance dated 5/3/12:

Dear Barbara,

At age 51, I was recently on unemployment for the first time ever. A horrible feeling!

However; everyone in your office was helpful, patient, accommodating, and encouraging. Thank you all for your help. I've now found full-time employment and hope to never need unemployment again. Thanks again and keep up the great work!

**Serving Employers: Continuous Improvement in Business Relationships and Partnerships with Economic Development:
Why did we do this?**

Gather Business and Economic Development input to service design for a demand driven system:

New focus in PY11: Enhanced Business Services: An addition to our services this year came as a result of multiple local employers asking for our help in locating workers for them to consider for employment. Even with all of the national focus on the unemployment rate, our regions employers were pleading for our help in filling openings. These openings vary from unskilled positions to middle and high skill jobs. To better address this need, we moved some of the WIA staff labor into our Business Services team so we could better serve our business customers which in turn immediately helps our job seeking participants who are searching for employment opportunities.

Targeted Job Fairs: The biggest change that has resulted from our increased focus on business is our monthly “targeted Job Fairs.” A targeted job fair is done for specific employers who have asked for our help. They must have job openings, be willing to do screening interviews at the fair and follow up with us so we know if they found the workers they needed. We have had a variety of these events in the last year and they have all been successful with only overwhelming positive feedback from the businesses who participate. Our office does the organizing, planning, recruitment and staffing of these events. The employers can pay for any additional outreach or advertising if they choose.

Best Practices:

- Targeted Job Fairs—employers and job seekers bridge the technical divide that is caused by everything being “in the clouds.” These events put employers who need jobs filled in the same room as job seekers so they can talk to each other. Hires are made as a result!
- Outreach for these events include: Community Action Agencies, Vocational Rehabilitation, area colleges (targeting students and new graduates), National Guards Job Connection Program, County Veteran's representatives, Proteus, local libraries, adjacent regions workforce centers and business services in addition to our database of job seekers who have registered for our services. These agencies post the flyers and promote through their networks to reach as many candidates as possible.
- Cultivation of relationships with local Economic Development groups to develop support and participation for these events
- Customer Service Workshop that targets soft skills and is adaptable to individual Businesses unique needs

Success Stories as a results of increased focus on Business Services:

- **Targeted Job Fairs:** One local employer needed to hire 100 workers. We assessed over 100 job seekers and set them up for a “targeted job fair with this employer.” 65 were screened by the employer at that event and they are still being processed with some getting hired and some disqualified for health or other reasons.
- Another local staffing agency employer who provides workers at a local business has repeatedly asked for our help in filling jobs that need to be quickly turned around. He has requested more than a dozen of these events in the last year. He may call a day in advance or early in the same day to ask for

job-seekers to interview and hire for placement in a local business. The business has hired workers from every event. This employer had a chance to talk to Governor Branstad who was visiting our One-Stop to learn how we serve the job seeker. He expressed to the Governor that the business he was recruiting workers for was his largest account and without IowaWORKS as a resource to help him find workers, he would not have been able to fulfill his contract with the business and would have lost the account.

What difference does this make?

We have discovered that these “targeted job fairs” are the best way to get a number of our citizens into employment at one event. The whole job search environment has become very impersonal with on-line job postings, on-line applications, complicated web-sites, etc. For some of our unskilled job-seekers, this was a real barrier to employment. These “targeted job fairs” put businesses and job seekers in the same room where they can meet each other and discover a match for an opening which means a job for our job-seeker and a job filled for our businesses. The businesses served at these events range from entry level (typically \$9/hr) to businesses seeking skilled positions that pay up to \$20/hr or higher.

- During the year we’ve been facilitating these targeted job fairs we have learned that we must complete some significant outreach to potential job seekers in order to generate enough traffic to fulfill the needs of the attending businesses. Our marketing efforts include: creation of a flyer that is emailed out to a network of other agencies and entities who can promote into additional circles of job seekers, Facebook, job order call outs, posting of flyers in area towns near the event, outreach to contiguous regions, and electronic phone calls to our database of registered job seekers.

Success Story--Email from employer who requests targeted job fairs to fill job openings dated 4/30/12:

Employer testimonial:

Good afternoon Elizabeth,

“I have owed you guys an appreciation email for awhile now and I apologize for not getting it to you sooner. First and foremost your efforts put forth for the job fair on April 3rd once again resulted in a huge success. The dedication you and your team have to your jobs really makes a huge difference in how well I am able to do mine. Essentially, my job comes down to getting qualified people to work at Osceola Foods using various recruiting methods.

Having a recruiting resource to tap into around your area is very important, as we are no longer able to rely on people driving/carpooling from Des Moines due to the gas prices. Not to mention these people are coming to you wanting help to find work, so your office being able to streamline people into the hands of employers coming to you looking for employees just makes sense. The quality and number of people who showed up to the job fair, allowed us to fill the fourteen positions with Osceola Foods that we had available. Not only did we fill these positions, but we were able to bank up a few people for

future needs as well. I have listed all the people that we have hired on at Osceola Foods and their current status for your records. I believe all of them were hired on as of 4/10/12. Thank you again, and I will be in touch shortly. Have a great day.”

Shane Sorenson

Operation Manager, DES Employment Group

Optimization of training dollars to training that is related to labor market needs:

We strive to help as many participants in training as our funds will allow and require them to review labor market data so they know if there will likely be a job for them at the end of training. This data shows an ongoing need for registered nurses, so we continue to enroll a number of nursing students every year. Other “Hot Job” careers are also supported with WIA funds so we strive to expand our business connections to be able to have this conversation with job seekers so they can align their training choices with the labor market (examples: Welders and CNA’s). We rely on the Labor Market Information produced by the state as well as local Economic Developers and our own relationships with local businesses to guide us in making training decisions as we counsel participants who want or need training.

Received email from WIA /Adult funded training participant 1/21/12:

(Adult participant is enrolled in Health Information Technology (statewide average wage is \$16/hr and anticipate 18% growth between 2008 and 2018) “I am writing this email to say thank you to all the great people at the (Creston) workforce. I have been working with you guys for almost 3 years, and that is no easy project when I walked in there with a terrible attitude. I credit most of my success to you guys. You all have shown me what it means to be kind, respectful, and all around nice person. I will admit I wasn't the easiest client at first, but now I look forward to seeing you all when I walk in the door. People always say that the workforce does nothing for anybody, I say the complete opposite. I say without the workforce, I would still be unemployable, a major attitude, and still an angry person. The people that have touched me in my life are priceless, the money that you earn does not even account for all the things you do. Without the workforce I would not have earned my GED, nor would I be in my second semester of college. My mom would also like to say thank you to all of you for supporting me and showing me that I can do anything that I set my mind too. So this is my thank you for all you guys do, I will keep sending my praise and spreading the word that you guys are amazing!!!!!! Thanks, T”

Successful Participant who received training in Business Systems Networking under WIA DW funds (nationwide average starting wage \$13/hr with 18% projected growth):

Janie came into the office not sure what direction she was heading; she had been laid off from her factory job of 5 months and did not qualify for unemployment. The previous five years, she had been a stay at home mom. Janie had suffered a mild stroke and felt

that factory work was not a good fit for her, but lacked the skills for other employment opportunities. She felt this was her chance at an opportunity to gain the skills she needed to work in a career that would be a good fit for her.

She was interested in some type of office work or something to do with computers, and knew that was the general area she was interested in. She completed many assessments, and checked with the community college on the classes offered so she could make an informed decision on a successful career choice.

Her Compass scores were low, so she would need to take some basic classes in order to successfully complete the requirements of her chosen field. She knew the end goal was not going to come easy for her, but she was up to the challenge.

Janie is in her 40's, has three children still living at home, and decided to go back to school for the Business Systems Networking program. Not only a non-traditional student with young children at home, but choosing a career that not many women choose, would be a challenge. Janie was taking a path that would be bumpy at times, but she was determined to make this work.

We assisted Janie with financial support through WIA, but also the emotional support while she was juggling classes, homework, and family. Janie successfully completed the program and in order to make her dreams a reality, she knew there was a strong possibility the family would have to relocate. We discussed resumes and interviewing and local job opportunities and prepared her for the next step in her journey.

Janie and her husband traveled to southern Missouri, and the Nashville, Tennessee area checking out employment opportunities, schools for the children, and housing. She found a job at a hospital in Tennessee, but when it came down to moving, they decided that Nashville was not the right place for the family to relocate. Janie didn't give up and kept looking until she ultimately found a position in Davenport, Iowa. She went from a factory with a starting wage of \$12.00 an hour to having her office/computer job starting out at \$36,000 a year, working for a company that specializes in IT assistance for businesses. With the support of WIA, her family, and her desire to succeed, Janie truly is a success!

New this year--PROMISE JOBS (TANF) services are Integrated into our One-Stop Center services:

PROMISE JOBS participants (those receiving welfare cash grants) became fully integrated into the One-Stop center services this year. They receive separate orientation sessions to get their Family Investment Agreement written and they become "members" of our center and Adult WIA enrollments. From this point, they access the same Core and Staff Assisted Core services that any other member can obtain: workshops where they obtain application tips, resume assistance, interview practice, first impressions information, soft skills training and much more while they are being case managed by their PROMISE JOBS worker. We believe that this experience breaks down some of the

walls that previously existed when they attended separate workshops. Being able to interact with all customers lets them become aware that other people struggle with employment issues too, but our services help all citizens who make good use of the information.

Why did we do this? Since the Integrated model was launched in Region 14 in July of 2009, the entire staff has been involved in the start up, development and continuous improvement initiatives that exist today. We chose to not just launch and call that completed. We have continuously asked ourselves and coworkers—what can we do next? This drive to continuously improve, leads us to continuously seek new ways to serve more of the citizens (in this case TANF recipients) who seek our help, and to see how we can do better so more of our participants gain employment. What difference did it make? It is nearly impossible to discern which of our customers are PROMISE JOBS clients and which are not. All of our members come and go to receive our services. PJ clients see themselves being served the same as anyone else who accesses the center for the same sets of services.

Staff reported success story 2/7/12:

PROMISE JOBS: One of my clients returned to the PROMISE JOBS program in July 2010 after being off for two years. She was a single mother of three small children living on \$495 per month and would be starting the LPN program the very next week. She was going to need some supportive services (gas money and child care) to help her get through the training program successfully. At that time, she planned to continue on afterwards to get her RN. She was very determined and came across as not having the best attitude when I first started working with her. Over the next year though, I saw changes in her as we learned more about each other. When she learned that I work two jobs, she was amazing and stated she didn't want to be on assistance once she completed her LPN training. Her plan then changed to going out and finding a job as an LPN on the weekends and go to school during the week getting her RN degree. She completed her LPN degree in October 2011 and started her RN degree program in November 2011. She felt that having her LPN was going to help her family tremendously and she would not need to continue with the PROMISE JOBS program as soon as she found employment. I spoke to her a few weeks ago and she reported that she will be starting employment as an LPN making between \$14-16 an hour. She was very excited and will be exiting the program at the end of this month due to self-sufficiency!

Counselor /PROMISE JOBS participant success story from January 2012:

Participant came in January 2012. She had an attitude about the program and felt she was better than everyone else and that she knew how to get a job. I discussed with her that if she felt she had all knowledge to obtain employment then why was she still unemployed. She stumbled a little and couldn't come up with an answer. I discussed with her the way things have changed and the old way of getting a job was not good enough anymore. She began to listen attentively to what I was saying and decided by the end of our meeting that she did need some help. She was scheduled to begin the 6 step program on 1/30/12

and called me on 1/23/12 and was very interested in a job opening for a legal secretary but didn't really have the experience. She asked if I could assist her in some resume tips since she hadn't taken the classes yet. I gave her many pointers over the phone and she e-mailed me her resume to look at before she sent it in. I made a few suggestions to her and she corrected them and mailed it in with a cover letter. On 1/25/12 she called to let me know she had an interview for the position and was very out of practice in this area as well so I conducted a mock interview with her over the phone and gave her pointers along the way. She called me back on 1/26/12 after her interview and said she felt it went very well and they were going to let her know 1/27/12 either way. She called me on 1/27/12 and they offered her the job and are going to pay for her to take the needed classes to become a paralegal. She begins on 2/6/12 and will be working 40 hours a week making \$12.00 an hour and once she is a paralegal she will be making \$16.00 an hour. She said, "I am glad I listened to you and changed my attitude. I would still be unemployed and feeling like I knew everything but going nowhere. I am so excited about this career move and I just wanted to apologies for my bad attitude and also thank you for all your help"!

Veterans Services:

Region 14 serves veterans with the same services as the general population plus each Veteran that identifies them as veterans are referred to our IWD Veterans representative on staff. An American flag is affixed to their information folder and we thank them for their service. If WIA funds are limited, we use the Priority of Service protocol to serve them first if all other eligibility is met.

WIA Youth Services/Accomplishments:

This year, Region 14's WIA youth program continued to provide cutting-edge service to youth in our eight-county region. Innovations this year include:

- Increased use of OJTs, WEPs and LINs tied to youths' field of interest included a large employer buy-in and bridged the middle-skills gap.

Impact on performance: Youth in LINs and OJTs following training ensured a successful transition into the workforce, resulting in successful long-term employment.

- Leadership development. For the third consecutive year, WIA youth participated in a day-long course at the Adventure Learning Center in Des Moines. Participants learned valuable team-building, communication, problem-solving and goal-setting skills on the low- and high-ropes course. Region 14 staff partnered with local economic development and school districts to create the High Lakes Youth Leadership Initiative. This partnership provides comprehensive leadership development for youth, as well as a stream of referrals and community connections.

Impact on performance: Youth engaged with ongoing leadership development and adult mentoring are more likely to be engaged with education and employment.

At the time of this report, all youth performance measures were being met in region 14.

- Intensive tutoring for CNA, study skills/test anxiety

Impact on performance: Increased credential rate, increased basic skills goals. At the time of this report, all youth performance measures were being met in region 14.

- Serve youth most in need: Eligible youth served in this region are all low income or have some disability that qualifies them. Many of these youth gain additional barriers during the span of their enrollment with the youth program (become parents, lose their home, quit school, or sometimes gain multiple barriers). Our vision and mission is to provide services or refer to other agencies or services when needed to get them back on track so they can complete their goals. This can consume significant case management resources to keep them engaged, but it is the difference maker for many of the youth we serve.

Impact on performance: Performance remains at or above the negotiated range in this program year

Youth OJT Success Story:

Kevin entered the WIA program as a high school senior receiving special education services for learning disabilities. He wanted to be an auto mechanic, but needed additional help to manage college-level material. With the assistance of the WIA youth program, Kevin attended SWCC to earn his associate's degree in automotive repair technology. WIA assisted with support along the way to ensure his success, including connections with tutoring, accommodations, and funding for transportation to attend classes 50 miles away.

After graduation from college, Kevin struggled to find full-time employment based on his lack of experience. Through the WIA program, Kevin was connected with a local employer to explore On the Job Training, which would allow him to gain the necessary skills to maintain full-time employment in his field. Kevin's OJT with a local car dealership was successful, with Kevin working full-time and learning the skills needed for this industry. Although Kevin's work ethic was strong (he would arrive 20 minutes early every day and willingly work extra time to complete a task), he struggled to pass the industry-recognized certification tests. These tests were necessary for Kevin to work on vehicles with warranties and would mean a substantial raise in his hourly wage. With WIA assistance, and help from his employer, Kevin engaged in tutoring with a coworker who had already passed these certifications. After many long hours of preparation, Kevin passed both certifications and earned a \$2/hour raise.

Kevin has now been successfully employed at the car dealership for over a year, allowing him to be self-sufficient, providing for his 1-year-old daughter and wife.

Youth Success Story:

Bethany is a youth participant who recently came into the WIA program. She had been in special education during high school for a learning disability, and also has muscular dystrophy, which causes some physical difficulties. Bethany reported that she has hated taking tests for as long as she remembers, traditionally failing or earning Ds on every test.

During high school, she counteracted this strong test anxiety by doing very well in her day-to-day assignments, so that her overall grade would be passing.

As a freshman in college, Bethany had been doing well in all of her other classes at the local community college, but was struggling with her Principles of Business Management class, where she had earned a very low grade on her first test. Bethany had resigned herself to the fact that she had always done poorly on tests, and was not sure how she would fare with college-level curriculum, which oftentimes emphasizes test scores. WIA staff problem-solved some options with Bethany. After talking with the college, tutoring options weren't available for her at the satellite campus, where Bethany was a student. Staff identified that increasing her study skills and focusing on test-taking skills with a private tutor would be a good option for Bethany. WIA youth staff connected Bethany with the local WIA-contracted "miracle worker" tutor, Mrs. Gammell, a retired special education teacher. Bethany and her tutor met for several two hour-long sessions to focus on test preparation. Bethany used the tools that she and her tutor prepared to study for her Business Management test. Bethany emailed the following update: "I just finished my test and I am extremely happy. I got 93/100—an A! I think the biggest help was the flash cards and being able to see the wording like I did on the test and making sentences up for the 5-word memorization ones. Thank you very much!"

This is an example of how valuable it can be to connect participants with the best resources and supports available to ensure their success.

Youth success story:

The youth team originally met K last year as she attended the "Step Up Your Game" workshops. She was living with her boyfriend and his family in a small 2 bedroom mobile home. K has issues related to trauma she had sustained in the past. She is 20 yrs. old and entered high school in Iowa with 6 credits last year. We enrolled her into the year round program at the end of the school year as she has virtually no family support. I must say, we all knew K would be one of our "risky" clients given her attendance, age, and number of credits. I knew K would age out of high school eligibility before she could obtain her diploma. Given all her roadblocks....we enrolled her! Because of her troubles in school, I decided she probably had some underlying learning disabilities and referred her to Voc Rehab as well. Due to increasing tension in her living situation, we knew K needed a change. I mentioned Job Corps to her and she was very receptive. We worked ALL summer working through the application process and obtaining all the necessary verifications and paperwork they require. K's mother would not give her birth certificate, and she didn't have an ID. Needless to say, it was quite the process getting her original birth certificate from Nebraska without an ID! During the summer, we also tried setting up a WEP at a local business so K could gain some work experience. The

employer was very willing to work with us, and the employer even said she would interview our participant. However, once the employer heard who our participant was...they decided not to partner with us. (that is my feeling anyway!) At the end of September she was kicked out of high school for several reasons, and we were unsure if she would be accepted in to Job Corps either. But, less than a week later...we got word that she was accepted and would be starting at the beginning of November! K had several things she wished to work on when going to Job Corps including: her shyness, being more independent, making new friends, getting her driver's license, getting her HS diploma and learning her trade. Currently, K has completed testing with Voc Rehab and she does have more than one recognized disability so she is VR eligible and will finally be getting the help she needs with that (remember, she is 20!). She has been at Job Corps for 3 weeks and when I asked her what her favorite part of Job Corps is she said: "My favorite part or place, here at Job Corps, is either the Rec or my Dorm because that's where I mostly have fun with my friends. I've even getting through my high school stuff a lot faster! I LOVE THIS PLACE!!!!"K still has a long ways to go, but from where she started, this is a definite SUCCESS! Not to toot our own horn, but I honestly don't know where K would be without the youth program. Stay tuned on K's story!

On-the-Job Training NEG

Region 14 asked to be included in the OJT-NEG project in Iowa. Our goal was to use the money to serve some of the "hard to serve" population in our region. Many of the projects were in small businesses that got the benefit of 90% re-imbusement of the wages they paid to these participants.

OJT SUCCESS STORIES!

One of the participants is someone who had spent years in prison for a serious crime. He had been out of work for over a year and had a very defensive attitude. We contacted a local employer and offered the 90% reimbursement for an OJT. The employer jumped at this chance to cover his costs for training. The employer is a manufactured home sales and set up business so multiple skills are needed to do this work well. It has been 6 months since the OJT ended and he remains employed with this employer who describes him as a hard worker who is at work every day, learns quickly and is ready to learn new tasks or take on new responsibilities. Since this project worked so well, we used formula funds to fund another ex-felon who had spent 3 years in prison. He too is successfully employed with the employer. OJT funds made these successes possible. Without some incentive, the employer would have passed on them to hire workers with much less risk.

Another participant was a job seeker who we've assisted in a variety of programs including PROMISE JOBS, Emergency Public Jobs and Core services and although he would work in some seasonal or other short term jobs, he continued to struggle to find self-sufficient work. This participant has very low basic skills so the job needed to be something where he could be successful. We used the OJT-NEG to design a project to put this participant into a restaurant business. He started out learning how to wash and disinfect dishes and cookware and at the end of the project he was beginning to learn how

to cook. Although these are not “high skill” jobs, this was quite an accomplishment for this participant. The contract has ended and the participant remains employed. The manager states that he is a great employee and they are impressed with him as a worker.

Still a third participant was someone who had a significant journey through our programs. This participant first came to our office as a dislocated worker. He did not have his GED and thought he needed to complete that and consider post –secondary training to gain employment. WIA helped him with the costs of attaining his GED, which he completed in 2 months, and assisted him in choosing a training program through Core Services and Objective Assessment. He chose Business Systems Networking so he could further develop his passion for working with computers. He completed the 2 year program and sent resumes to over 180 employers with no offers of employment. He indicated that he had some background issues that he thought might be keeping him from gaining an offer. OJT funds were used to get him in the door with one employer who agreed that the reimbursement of wages was an enticing offer which reduced their risk. The job was only 25-20 hours/week, but it was a foot in a door and it was giving him some experience in the field. This participant completed the 1040 hours of the project and received glowing reviews from the employer, but they were unable to increase his hours to full-time. The contract for the OJT ended in April 2012. In July 2012, a full-time position came open in another local company and he was hired at a higher wage and will begin receiving full-time benefits.

Emergency Public Jobs NEG

When high waters once again plagued region 14 in 2010, an Emergency Public Jobs project was offered to all eight counties. All eight counties benefited from the EPJ-NEG that we received in 2008, but in this later project only Ringgold and Decatur counties sustained enough damages to warrant EPJ labor. Eight dislocated workers were put to work to clean up debris from roadsides bridges and culverts and restore them to useable condition.

Success Stories:

At the end of the work projects, two of the participants elected to continue with the program to learn new skills by attending Heavy Equipment Training in Wisconsin. They both completed the training and have been hired by a local employer where they are earning \$24/hour. **One of the participants was a veteran.** Both of the participants are very happy to have found a chance to increase their skills and find a skilled job with great wages.

Veteran Success from email:

“Start date Monday April 30, 2012
Full time position at \$23.65 an hour
Driving truck and ground worker....
Excited about the job and thrilled with the pay”

CDS-Global NEG & SEG

In June 2010, CDS-Global closed their factory in Red Oak which idled 209 workers. WIA staff worked in the facility before it closed to enroll as many of the workers as possible into Core services. These workers were offered access to classes on how to fill out applications, resume writing, interview preparation, the importance of first impressions and information on training. An NEG was applied for and received to assist these workers in the transition to re-employment.

134 of the affected workers enrolled into Core Services. Some of the workers found work with only core services and staff-assisted core services that were delivered in a series of workshops, by learning how to apply for jobs with good applications, resumes and interview skills. 14 of the workers indicated that while they used computers daily in the call center environment at CDS, they lacked the office computer skills necessary to work in other types of businesses. These workers were given additional computer skills under an SUG activity so they could learn the Microsoft Office skills that are generally used by business. A medical terminology class was added for those who wanted to apply for work in medical settings. 31 of the workers were guided through some investigation into post-secondary education. A majority of this group of workers decided that education in some sort of medical training would be beneficial. Some chose the nursing field and a few chose other medical related training. 12 of these students will continue their training into a third year with the help of some state funds. 10 of these are nursing students who need 3 years to complete the rigorous curriculum for this career. Nursing is one of the Hot Jobs in Region 14 as well as the state of Iowa.

In the last quarter of PY11, the NEG ran low on funds so a \$45,000 SEG from the state of Iowa was secured to see the students through the remainder of the program year. Another state grant has been approved for PY12 to assist the remaining workers through the end of their training in June 2013. These grants will continue to support these participants who needed additional time to complete their training program, receive a credential and become employed in in-demand jobs.

CDS-Global Success Stories:

My Success Story (participant received SUG and Pre-employment training)

In June 2010 Red Oak CDS Global closed their doors. I had been an employee for 8 years. During the final weeks before shutdown, I went to several workshops offered through Iowa Works (WIA program staff). There thru the help of one of their great employees, I started developing skills on how to prepare to look for another job. I was also able to enroll in a skills upgrade program where I was able to learn Word 2007, Excel 2007, & Medical Terminology.

Starting in 2011 I continued in the program offered by Iowa Works & also continued the workshops that were being offered. Rhonda Sperber was the instructor & she was great.

With the knowledge I gained from her, I was continuing my search for a job with more confidence than ever before.

In April of 2011, with the help of a good resume designed with Rhonda's help, I was called for an interview for an office assistance position. With Rhonda's words in my head on how to succeed & the skills I learned thru the workshops & the SUG, I went into the interview with confidence. As a result of all the hard work, I was offered the position which I happily accepted.

So as I am typing this, I am a happy employed woman. I would not have been able to do it without the help of the Iowa Works Staff in Red Oak/Creston offices. I thank all of you for your help & a special thanks to Rhonda, you are the best! Marcy Webb

SESP Grant for Wind Energy

Region 14 in Southwest Iowa entered into a partnership to apply for a Grant under the State Energy Sector Partnership. The partnership included: Heartland Energy Solutions (HES), a wind turbine startup company located in Mt. Ayr, Iowa; Southwestern Community College; Iowa Workforce Development; IowaWORKS-Southern Hills; MATURA Action Corporation; Clarke County Economic Development; Union County Veterans services; Union County Development Association and Midwest Iowa Partnership. The grant was awarded to train workers who needed a set of skills recommended by HES for entry level employment in their factory. While the project is not yet complete, some sustainability projections are already in place.

Effective Strategies and Activities Projected to be Sustained followed by Sustainability Planning and Institutionalization Activities and Projected Timeline for implementation

1. HES reports that the Wind Energy training program has prepared the workers with the basic skills needed for employment in their factory.
 - a. Therefore, HES plans to continue to use SWCC programs as a training ground for entry level workers to obtain a skill set that allows them entry into employment at HES where the skills can continue to be grown "on-the-job." Lessons learned from this project will be used to further refine the program for future students.
 - b. Benefits: workers with the package of skills are available in the region
2. Southwestern Community College reports that the Wind Energy training program will be continued on campus and eventually will become offered under a 1 year diploma program with a future plan to consider the addition of a 2 year Associates of Science degree program with advanced skills offered.
 - a. This SWCC training program has been marketed to other employers who need similar skill sets. The program can be modified to add/subtract curriculum components to fit different employer's needs for sets of skills important to their manufacturing models. At least two employers have recently been in discussions with SWCC regards this training program and

- the options needed to meet their individual needs. February 2012 the welding curriculum was used for customized training for other area employers. June 2012 the fiber-glassing curriculum will be used for an employer in Osceola and then in the fall of 2012 this training will be used in the Red Oak area.
- b. Timeline: One year diploma option will begin in the fall of 2013 with the two year Associates of Science degree to follow when demand dictates. Other offerings will be held when demand dictates.
 - c. Benefits: SWCC has flexible program to meet employers needs and can offer training to students who seek skills for local employment
3. The partnership recognized that the training program needed to be designed as a series of components that made up the curriculum. This enabled the students to gather multiple certifications that they could use to market themselves to other employers so they could also have the option to find employment opportunities outside of HES. Each component was researched against Labor Market data to determine that there was a need for these skills and therefore, jobs available to these students who gained these certifications.
- a. Therefore, as any one of the partners encounters employers who have specific training needs, the information gained in this project can be used as a model to discuss new training programs with SWCC.
 - b. Benefits: flexibility for students to find job opportunities at multiple employers
4. WIA staff recognized that there is value in internship opportunities so students can take skills gained in the classroom and refine them in real world work environments
- a. Therefore, WIA staff will continue to develop partnerships with local businesses where students can use their skills and be introduced to employers who need these skills so skills can be improved and potential job matches can be fostered.
 - b. Timeline: ongoing as needed by job seekers. WIA Adult/DW and Youth funds may be used for OJT or WEP activities as appropriate. Unpaid WEP activities are also options.
 - c. Benefits: have already realized the benefits of OJT activities for participants outside of this project. This includes “hard to serve” populations.
5. WIA staff value training programs that prepare job seekers for local employment opportunities since over 90% of the customers who seek our One Stop services indicate that they want to find employment in or near their own communities.
- a. Therefore, WIA staff who works with job seekers in the IowaWORKS-Southern Hills center will refer potential students into these new training programs, as they are developed, to give regional job seekers access to local employers who need skilled workers. Labor Market Data will remain a key component to the assessment process for job seekers so they have information to make informed decisions about training and employment opportunities.

- b. Timeline: ongoing as needed by job seekers. WIA Adult/DW and Youth funds may be used to fund these programs (once programs are in place and have been approved by the RWIB).
 - c. Benefits: New training programs designed for local employers benefit both the employer and the job seekers who want to have local employment options.
6. WIA staff has developed new strategies to assist employers in finding the workers they need to fill openings.
- a. Therefore, will continue to seek out partnerships with employers to develop placement and hiring strategies that result in the workers they need to grow and sustain their businesses. Examples: targeted job fairs where IowaWORKS uses the database of job seekers, local outreach (including partners in the SESP program) and social media to search out candidates who possess the skills needed for employment with local businesses. This activity is more aggressive and gives better results than the current labor exchange system.
 - b. Timeline: already underway
 - c. Benefits: more aggressive activities like the targeted job fairs result in “numbers of hires” from a single event rather than the more passive labor exchange matches that occur over time.

Success Story for SESP

While this project has not met its goal for the number of hires at HES due to manufacturing delays and factors outside of the control of this project, one of the trained workers has been put into an OJT at HES. The worker took the skills learned in the classroom and internship and has put them to use in full-time employment with HES. He continues to hone his welding, assembly and measurement skills while he works on components for the wind turbine. The employer has expressed that the worker continues to grow his skills on the job where he will eventually be a versatile worker who can go to any position in the factory to do tasks as they are needed. Their business model is to have a crew of multi-skilled workers who can be “repurposed” as needed to address bottle necks as they arise during the work day so their crew is as flexible as possible to meet market demand

Waivers

Region 14 works under Waiver 20 CFR 663.530 that provides a time limit on the period of initial eligibility for training providers. The ability to work under this waiver relieves the colleges from extensive paperwork to provide us with annual program effectiveness verification.

Region 15 – Ottumwa

IowaWORKS Southern Iowa

Introduction and Executive Summary

The Workforce Investment Act (WIA) service provider for Region 15 is Indian Hills Workforce Development. The Indian Hills Workforce Development office relocated to the Indian Hills Workforce North Campus on March 1, 2012, this was at the same time when the region made the transition to the integrated model. Region 15 provides services to the ten Southeast Iowa counties of Appanoose, Davis, Keokuk, Jefferson, Lucas, Mahaska, Monroe, Van Buren, Wapello, and Wayne.

Region 15 is largely rural, with the largest city being Ottumwa (population 24,800). This region historically, has significantly higher levels of unemployment and poverty than the state of Iowa as a whole, as well as a lower median income.

As previously mentioned, IowaWORKS Southern Iowa began the integrated model in March 2012. The new model resulted in the ability to offer more workshops and opportunities for employment to participants. In March, the team began facilitating the 6 Step workshops (six steps to learn effective job search strategies), the A Game, Colors, Interview Skills, financial budgeting, resume writing, basic computer classes and Customer Service Skills to name a few. The center also offers NCRC, Interview Stream, and OPAC testing. Since March 1st, we have hosted 10 hiring sessions at our new facility: RELCO, Railserve, Cargill Meat Solutions, and Performance Pipe to name just a few. Region 15 also hosted our annual Job Fair at Bridgeview Center. We had 46 employers and over 200 job seekers representing all ten counties and surrounding communities.

IowaWORKS Southern Iowa:



New One-Stop Location



Job Fair 2012

Our new One -Stop is located directly across the street from Ottumwa Job Corps. The two organizations have had the opportunity to collaborate on many initiatives, from staff training, WEP opportunities, to our summer youth program. Additionally, in June we had the opportunity to install our Virtual Access Program on 228 of Job Corps' computers. Students have been invited to attend all of the workshops that we offer. In addition to our regularly scheduled workshops, our workshop facilitator has had the opportunity to facilitate the A Game for Youth to 56 Job Corps students and Workin' It Out for Youth to 62 participants. We have also invited Job Corps to the facility for KeyTrain and NCRC. Eighty-one Job Corps youth have participated in KeyTrain and 38 have tested in NCRC.

Program Summary

Workforce Investment Act program performance for the region was again strong, serving 308 participants.

Adults and Dislocated Workers

The continuation of the recession has affected many of the small local businesses and employers in Region 15. Job sharing, layoffs and streamlining efficiencies have resulted in the loss of jobs for many long term employees with specific skill sets that were learned through their employment. They are in need of basic computer, interviewing, resume writing and updated vocational skills. The region's formula funds were used to retrain adults and dislocated workers and transition them into other jobs. Although there is always room for improvement, Region 15 is proud of their DLW Entered Employment rate of 75.8 and Employment rate of 97.2. Our Adult Entered Employment rate is at 60% and Employment Retention rate at 76.9. We continue to work on our strategies to engage our Adult participants. In addition to our regularly scheduled workshops, we have offered OSHA training, Developing a Positive Work Ethic, Becoming a Positive Team Player, and Managing Conflict in a Positive Way for our Adults and DLW workers. We have also incorporated social media training into our workshops. Many employers are looking at Facebook and other social media sources. It is crucial for job seekers to know how to

utilize social media not only for their personal use, but to understand how many companies utilize social media as a marketing tool. The following testimonials are a testament to the collaboration and support that the IowaWORKS staff provides to our jobseekers. As previously stated, our One-Stop just recently integrated and performance data is not available; however, the services that we now are able to provide to the job seekers of this Region are second to none.



Success Story:

Charles was referred to WIA services in May of 2010 by his vet rep. Charles had been permanently laid off from his job due an economic downturn in their business. Charles stated he did not want to move because his wife was the manager of the local US Cellular store and his two children love their school system in Davis County. Charles stated since his U.S. Navy days as a Hull Maintenance Technician he had always enjoyed working with his hands but when his vet rep explained some of the WIA services, he thought this would be a chance to follow a dream. He has always been interested in computer systems and repair. Charles visited with a WIA generalist in May 2010 and after eligibility requirements were met and assessments were complete, they both agreed the Computer Network Systems program at Indian Hills Community College was the right plan for him. Charles approached his training and college classes with enthusiasm. During his 21 months of training, he carried a 4.0 gpa and was on the President's List each term. Immediately upon graduation in May 2012, Charles started his job search and was approached by two businesses with job offers. He accepted the offer with River Hills Community Health Center to become Computer Network Administrator and start their IT department. River Hills had always contracted out their computer systems and repair work. Charles is elated with his new job and the challenges it will bring. Charles stated, "he was grateful for the all the WIA services he received, including the counseling, training, and support."

Hello, my name is Shirley. I am not the ordinary student. I have been out of school for many years, raised my family, and have three beautiful granddaughters that I cherish. I

worked at a college for several years to help make a living. My job ended in 2008 due to the financial burdens everyone was facing. I thought about what I was going to do. I began taking care of my best friend from the 8th grade who was dying of cancer. I was also a Hospice volunteer at the time, (not for her) when she said she had one request for me. It was to return to school and get my nursing license to become a hospice nurse. I made her this promise. She passed away in Feb. 3 years ago and I went to the local workforce to see if I could get any help with my schooling. Workforce sent me to see a WIA counselor with IowaWORKS She explained the program to me and had me start taking timed tests to see where the best suited job for me would be. The tests were quite nerve wracking. I had told her that I wanted to fulfill my promise to my friend and become a nurse. Well the test results were not for a nurse. The WIA counselor told me that I was better suited to be a baker (which I had done for 32 years) or to work outside doing something. She believed nursing would be a huge struggle for me. I was disappointed, but told her that was what I wanted to do it anyway. So she told me good luck and she would help as long as I could pull off good grades.

I had absolutely NO idea what lay ahead. I started school at IHCC in May. It was really hard to learn to study again and learn to use a computer since I had been out of school for so long and had never used a computer. Somehow things were going wonderful for me. I never failed a class and only a few tests (like in microbiology!!) That was very foreign to me, but I PASSED IT!! The day of my LPN graduation was so very exciting. None of my other 3 siblings had gone to college, so I was the first to get a degree and it felt wonderful. However, the day was not going to end so well. As we were walking in onto the gym floor, I tripped and fell over a covered rise in the floor. I knew I was hurt, but was so embarrassed and really wanted to walk across that stage that I got up and went forward. I was in a lot of pain. I told my husband that I needed a very large ice pack and ibuprofen fast. My pain increased and my leg continued to swell and turn dark. I went to the doctor and SURPRISE, I had cellulitis and ended up in an infusion center for the next several weeks. That took me out of the nursing program for the next 6 mo. I was so disappointed. I did some online classes and took my arts and sciences classes. I had also torn my meniscus so I had a lot of knee pain and needed surgery but decided to stay in school and do my best. I began my RN.

There had been many struggles in life since getting hurt, but I was doing the best I could. In October of 2011 as I was walking into the hospital for my clinicals, my knee popped really loud and I couldn't walk. A student and the instructor took me to the ER. They x-rayed it and told me it looked pretty bad and I needed to see an orthopedic doctor ASAP. I got into one the next day in Des Moines, had an MRI and found out I actually tore the root of the meniscus and had to have surgery. The pain was unbearable. I didn't know at the time that I had gotten two slipped disks in my low back when I wrecked my knee. I received cortisone shots in my knee to bring down swelling and help with pain, was put on oral pain meds and ended up in the pain clinic a couple days later for an epidural in my spine. My husband works out of state, and I was now in a wheelchair because the slipped discs took out both my legs. My parents in their late 70's came to take care of me. I couldn't miss many clinical days or I would be kicked out of the program again.

This time God was on my side and the term I happened to be in had a lot of sitting. My parents drove me to IHCC for my classes. Even at night. Dad got so involved in my art class that he left me in the car with my wheelchair in the trunk and went in to my class. LOL. I had surgery in Jan. and continued to stay in school. IowaWORKS was very important to me by helping with my bills at school and their encouragement. There were many problems that continued to rear their ugly head in my life. My daughter delivered prematurely due to complications. We about lost them both. We were called out of State for a family emergency, but I never let my dedication to my school work go completely. The struggles were always there. However if someone will give you a chance to become what you want to become, there is always a way. I accepted a nursing job right out of school. I need knee replacement surgery and live in constant pain but I am afraid of the surgery and it costs a lot of money. For now I am living my dream and my friend's dream of accomplishing my goal of becoming an RN. I made a phone call to my WIA counselor and left a message for her after I graduated. I simply let her know that when she said my tests didn't indicate that I was nurse material and she said maybe I should try something else, she only made me more determined to show her, ☺ where there's a will there is a way. Thank you so much IOWAWORKS. I am now pursuing my AA degree. Sincerely, Shirley

Amanda was referred to WIA services in February 2012 by her PROMISE JOBS worker. Amanda had set a goal for herself of becoming a registered nurse. She had almost completed her training program when she reached her limits of PJ support. She was one term away from graduation and was facing dropping out of the program. Amanda is a single mother of two young children and had only started working since getting her CNA license as a part of the nursing program. Amanda is very tenacious and was working part-time while trying to maintain the high grade requirements of the nursing program and run a household on her own. Amanda and her WIA counselor agreed that she was on the right career track and the Workforce Investment Act program agreed to give her the extra support that she needed to finish her RN program. She graduated from her program in May and immediately started a new job making \$14 an hour at the Center for Behavioral Health. This wage will increase as soon as her RN licensure is completed. Amanda feels that she really could not have completed her program without the help that she received from everyone!

Corey was referred to WIA services in July 2009 by his PROMISE JOBS counselor, Kristi Hayes. Kristi had started working with Corey at that time. Corey was a single father with a 14 year old son and had been out of work since March 2009. His work history had included driving truck and janitorial services. Corey had trouble securing steady work in these areas that would support his family. Corey stated, "He had always had an interest to help people by being a nurse." Corey was given a WIA application and explained the process but he did not return for WIA services until January 2010 when he exhausted his unemployment benefits. He stated he was a little overwhelmed in the fall of 2009 when he started school and juggling schedules that he did not understand what WIA services could do for him. Corey visited with Deb Moore, WIA generalist in January 2010 and after eligibility requirements & assessments were completed, Corey entered the WIA Adult program. He and Deb agreed the Advanced Degree Nursing program at

Indian Hills Community College was the right employment plan for him. WIA assisted Corey with tuition, books, and fees while PROMISE JOBS assisted with transportation to his clinicals. Corey graduated in May 2011 after struggling with daily classroom hours; difficult studying and tests; and long distance clinicals. He began his job search but he struggled with reaching what he considered his ultimate job opening. With WIA and PROMISE JOBS assistance Corey was given several tools to help with his job search. He received additional counseling in resume building, cover letter techniques, application processes, job search approach, interview techniques, Six Steps class, and a RES class. PROMISE JOBS helped with interview clothes and job search transportation. Corey's quest paid off a month ago with the recent acceptance of a RN position at Good Samaritan Center in Keosauqua at \$18.50 an hour. Corey stated "he had his moments of despair and depression when he was ready to give up but he is happy that the staff of Region 15 did not give up on him." He stated, "He is finally working in the profession he was meant for and is appreciative for all the WIA and PROMISE JOBS help."

Youth

Sixty-nine youth were served in the regular WIA youth program. High school diplomas, GEDs, college training and employment were the outcomes of the WIA youth programming. Coordination of youth services between partner agencies: school districts, Area Education Agencies, Vocational Rehabilitation, Indian Hills Community College Career Academies, and Ottumwa Job Corps continued to strengthen. This strategy provides the ability to assist youth with seamless services with the goal of barrier prevention.

Success Stories:

Gunner sought WIA services after high school. He was 19 year old, single, and had lived on his own for over a year. His father was in prison on drug related charges. Gunner had previously worked in landscaping and stated that he would enjoy doing that as a career. He visited with WIA about the pros and cons of Landscaping/Turf Management so he was aware of the good and the bad aspects of the career. His OBA indicated that he had the interests and abilities to do well as a landscaper. He was placed in IST at our local community college in Landscaping/Turf program. Over the next year and a half, our staff mentored Gunner to help him overcome issues which could have prevented him from completing his program. Each quarter brought new experiences and new hurdles to overcome.

Gunner has completed his program and is now employed with a landscaping business in Fairfield. He is very busy and loves his new job. Gunner has stated that WIA helped him in many ways. He stated that he appreciated our kind words of encouragement and how we helped him develop a positive outlook which is definitely evident in his new career.

IowaWORKS Southern Iowa collaborated with Indian Hills Community College, local Chambers of Commerce, community agencies and employers, Iowa National Guard, Highway Patrol, Hy-Vee, Job Corps, and our local YMCA to orchestrate a five week

summer youth program which was held from May 29th – June 29th. Forty-three youth enrolled in the program and 35 completed the program. The program offered a wide variety of activities. The first week was filled with courses: A Game for Youth, Workin' It Out, budgeting class, safety class, Colors, Fish, Highway Patrol class Driving While Impaired Awareness Course, LEAN training, and an Urban Orientation (compasses were borrowed from the National Guard armory) course. The youth were provided pedometers on the first day along with a class on fitness. They were asked to track their steps per day, per week, and a total at the end of the program. The youth then spent the next four weeks at WEP sites and every Wednesday was spent on a community project.



Community Clean Up Day in Ottumwa

Summer Youth participated in community projects in Wapello, Mahaska, Jefferson and Monroe Counties. In Wapello County, they cleaned up the Babe Ruth softball fields; in Mahaska County they assisted the Chamber of Commerce to beautify the city; and in Monroe County, they worked at the Community Center to clean up ball fields. In Jefferson County they assisted with sprucing up the Civic Center, the town square, and the Fairfield Beautification Committee projects in the parks.

Each Friday the youth participated in various team building events.



Iowa National Guard, Camp Dodge

One day was spent at Camp Dodge learning about military tactics. Members from the Iowa National Guard taught the participants team building, safety, and how to

communicate effectively. The youth had the opportunity to participate in the Leadership Reaction Course which included objectives that had to be carried out utilizing team building skills. The participants were provided with a situation and had to figure out how to solve the situation effectively and efficiently. Communication skills, planning, decision making and collaborations skills were all executed. Another Friday was spent at Victory Ranch. The youth learned communication skills, leadership, camaraderie, and team building skills while working with horses. The youth participated in archery, confidence courses, Pit of Turtles, fishing, horse riding, and crafts. Hy-Vee supplied lunch for the day which included a class on nutrition. The YMCA offered their assistance by mentoring the youth and offering their support and guidance to effectively execute all of the various activities. John Deere provided an overview about the company and the skills needed to work at the factory. After their day at the Ranch, one participant stated, "I have never been able to make friends easily, now I have some good ones."



Victory Ranch



Pit of Turtles



Team building at Victory Ranch

One Friday was spent on a tour of Fairfield. The youth visited several "green" companies. At Blue Fish, an organic clothing company, the owner shared her story on how she started her business at age 17 from the ground up. Her story inspired many of the youth. The youth also visited Noah's Ark, a "green" no-kill animal shelter; a new state-of-the-art Hy-Vee, where they ate organic pizza and had a nutrition class taught by the head cook and learned about his success story. They then toured Jefferson County Hospital where they learned what steps the hospital has implemented to go "green." They then learned

about the day-to-day activities of the nursing profession and participated in CPR and First Aid training. One youth exclaimed, “I got to learn CPR in an actual hospital room.” At the end of each outing, the youth were required to write a paper about what they had learned. One participant stated about Camp Dodge, “I realized that teamwork is the most important thing. You have to work with different types of personalities.” Another commented, “I have hope that I can be as successful as the bluefish lady.”

At the end of the program the participants were asked to complete surveys and write a paper about their overall experience. One participant wrote, “This program gave me a real feeling of what a real job is. It felt good after I was done.” Another commented, “You give first impressions at least once a day. You can’t get those back.” One youth wrote, “I also learned that hard work earns respect, and it pays good, not just currency but people treat you different when they see you’re not a troublemaker.”

Although we would have liked all 43 youth to have completed the program, we are very pleased with our successful outcome. This was a very collaborative summer youth program and provided participants with opportunities that they would not have been otherwise afforded.



Summer Youth at Blue Fish, Fairfield



Testimonial from Youth WEP site:

Iowa Works Summer program training at Iowa Kids University – June 2012

In the month of June 2012, Iowa Kids University hosted four Iowa Works summer program interns for a month packed with fun and learning. All of the young interns were given the opportunity to learn business skills from the inside out and gain the hands on experience of working in a 501c3 non-profit mentoring and enrichment program in an administrative capacity.

In their time with our program the girls took our online volunteer training (www.iowakidsu.org) and learned that a lot planning and preparation is needed when putting on events for children. For three weeks in a row the girls helped host 27 child participants at three free summer art workshops which included drawing and painting, collage, and creating art with recycled materials. Additionally, after the workshops, a special enrichment program was included in which the children and interns were taught dance by specialist Sherry Stanley.

Along with the fun of working with the children directly, the interns learned the importance of the concept of “Return on Investment” as a key success factor to consider in all types of business and professional situations. We discussed the statement that “A racehorse that runs just one second faster than another horse is worth millions of dollars more...” and talked about how being willing to work harder and go the extra mile is a key factor for success professionally and in life as a whole.

The girls experienced project management with planning and budgeting as they put on their own successful fundraising event, a car wash, to raise money for an IKU Family Fun Night later this year. They were responsible for every phase promoting and execution of the project and utilizing their friends as volunteers raised approximately 200 in one day.

The best part of working with the girls for a month was seeing their self-confidence grow with each new lesson. They learned about their strengths as an individual and also how working with others as a team could allow them to accomplish even more. We concluded our month by inviting their parents for a luncheon and power point presentation documenting their learning experience. Each girl received her own portfolio and letter of reference detailing the skills they acquired during the time they worked with our organization.



OJT – National Emergency Grant

In October 2011, the Region15 WIA program began implementation of the OJT NEG. The WIA office partnered closely with our local workforce center, RWIB, Community College, Rotary, economic developers, and chambers to market the program. We had a total of 10 participants and 5 employers. The OJT/NEG grant provided an excellent opportunity for both the participants and the employers. For this Region, the program also provided an opportunity for our Recruitment & Placement team to work with five new employers.

Success Stories:

David, a DLW, was laid off from his previous employer due to the declining economy. David requested assistance through WIA to assist him with his next career. David's interests showed strong interest in arts and creativity. He worked with a WIA generalist to discover his transferrable skills, compose a resume and cover letter, and assist him with his job search. The generalist was able to match him with an employer through the OJT/NEG grant. This was an amazing opportunity for David and the employer. The employer qualified for 90% reimbursement to train David on the job as a textile printer. After the OJT opportunity, David was offered a fulltime position as a textile printer working with organic materials. He is thrilled to have the opportunity to work at a "green" company in a small town in the Midwest!

Elledie had worked in the food service industry since 2003, most recently as a 2nd shift manager in a factory cafeteria. She had been unemployed for nearly a year and was to the point of receiving FIP and Food Stamps. Elledie was also working with PROMISE JOBS and IWD staff to find employment. PJ was assisting with job referrals, transportation, and providing some administrative tasks.

When Elledie completed her WIA application she wanted to break from the restaurant jobs she had held in the past! Elledie was placed on a WEP that was clerical and immediately showed natural organizational skills. This success boosted her confidence and she realized that she was on the right path. As Elledie was in the office daily, both PJ and WIA were able to provide daily job openings and encouragement.

Elledie was able to secure several interested employers who liked her, but felt she did not have all the skills they were looking for in an employee. Crystal, from G.T. was one of these employers. A WIA Generalist contacted G.T. to discuss the WIA program and how the company would benefit from this NEG-OJT.

WIA was able to secure an OJT using the NEG-OJT for Elledie to be trained as a dispatcher. In addition, WIA helped Elledie with some auto repairs so she could get back and forth from work. WIA also assisted Elledie with a Quickbooks class that enhanced her employability with G.T.

The OJT ended in November, and Elledie is a valued employee at G.T. and is continuing to learn new things daily.

Many folks came together to make this NEG-OJT as success, but most of all it was Elledie! Through the staff involved, she gained confidence in herself and her abilities.....thus proving once again that self-esteem is a powerful force for anyone. Elledie was a great example of collaboration with WIA, PJ ,and IWD!

Additional Information

The Waiver of 20 CFR 667.140(a) allows us to be immediately responsive to the service needs of the customers through the funds transfer waiver. Region 15's RWIB approved a 20% transfer of funds from DLW to Adult. The transfer of funds allowed us to serve an additional 7 adult participants.

The Waiver of 20 CFR 663.530 that prescribes a time limit on the period of initial eligibility for training providers. This waiver has allowed Region 15 to continue to use proven training programs without burdening the training institutions with annual program effectiveness verification.

Training is paramount in any organization. Staff and management of Region 15 participated in Integration training in February and again in March. Training has continued with various team building exercises as well as professional staff development. Team members had the opportunity to attend Job Development training; Case Management training, train the trainer for A Game and Workin' it Out, Customer Service training provided by William Penn University, LEAN training provided by Indian Hills Community College, LMI training, Social Media training, and Cassandra Halls provided training on how to effectively work with employers and tips on interviewing skills and resumes. Ongoing training has been provided by State staff to ensure that we are in compliance with all programs provided to the participants of Region 15.

Veterans

Veterans receive Priority of Service for all training programs, initiatives, and strategies in Region 15. When a customer registers for membership and discloses that he or she is a Veteran, he/she is provided with additional information about Veteran's benefits, Veteran training opportunities, and receives Priority of Services for all workshops offered as well as for training opportunities. Veterans are also made aware of the services that the DVOP provides and he is fully aware of all training opportunities and initiatives that are available for Veterans.

Success Stories:

A Veteran who had been recently fired from a local company and denied UI benefits visited the One-Stop on May31st. After receiving core services, the Veteran was referred to the Operations Director, since the DVOP was unavailable. She referred him to the

Monroe County VA Director for financial assistance. She then assisted the Veteran with the application process for the Veterans Retraining Assistance Program (VRAP). The Veteran has been accepted for training and will start the welding program at IHCC in August 2012.

Jen, an Operation Iraqi Freedom Veteran of the Iowa National Guard, received WIA services after being laid off from the State of Iowa. Jen was interested in further training to enhance her employability. WIA staff assisted Jen reach her goals through short term training and job search and placement. Following training, we assisted Jen with her interviewing skills, tweaked her resume and cover letter, and attended re-employment classes offered at the One-Stop. Jen is now an employee of Indian Hills Community College where she now has the opportunity to assist job seekers with training opportunities so that they may obtain their goals.

Jennifer, also an Operation Iraqi Freedom Veteran, currently serving in the Iowa National Guard was also a DLW. Jennifer was placed in vocational exploration while she researched different career fields and employers to find one that was the right fit for her. She had a lot of workforce experience from working for the State of Iowa and knew where to look for jobs but needed assistance in finding the right type of job for her. She was able to find employment with John Deere as a Material Coordinator. She needed steel toed boots for the position so we were able to get those for her so she could begin her new career at John Deere Ottumwa. She is enjoying her new job!

Best Practices

As previously stated, since relocating to our new facility in March 2012, IowaWORKS Southern Iowa has hosted 10 hiring sessions for individual employers. Most recently, we held a hiring session for West Liberty Foods. We had 16 job seekers attend the hiring session with eight pending job offers. West Liberty Foods was so impressed with one job seeker that they offered him a supervisor position! They stated that they were impressed with the “quality” of job seekers that attended the hiring session. Region 15 held our annual Job Fair on April 26th with 46 employers present. Additionally, we have held two ECI events. The ECI event in May covered NCRC and the benefits of the A Game from an employer standpoint and what an applicant who has completed the training brings to the workplace. The other event was conducted by an Administrative Law Judge on the facts about UI benefits and employer responsibilities. As an integrated Onestop, we value our employers and want to ensure that we are not only providing them with the best qualified applicants, but that we are also keeping them informed of new initiatives and updates in all workforce programs.

IowaWORKS Southern Iowa started a Facebook page on March 6, 2012. We have found that social media is an excellent tool to market our workshops, hiring sessions, and our services to job seekers and employers. Currently, our Facebook page has been viewed by over 31,000 people.

One of our best practices is to invite employers into our workshops while they are in our office for a hiring session. Recently, Command Center held a hiring session, seeking candidates for a local project. The employer went into one of our workshops and discussed the company's positions and had those that were interested fill out applications. He was extremely pleased with the outcome of the hiring session (he interviewed 30) and related he would have all of his positions filled. This best practice is a win-win situation for the job seekers and the employer. Oftentimes, the employers relay the importance of properly completing employment applications and they discuss interviewing skills when they visit our workshops. This reinforces the messages that our facilitators convey. This is also a testament to the value of our workshops and our message to job seekers was reinforced, "always be prepared for an interview, you never know who you will meet when you visit our office."

On that same day, an employer stopped in to the office and stated that she felt that she was not receiving enough applications. She had 6 positions she needed to fill asap. The Recruitment and Placement team offered her the opportunity to talk to job seekers in a workshop. She went into the "job seeking" class and explained the positions and what she needed. The class participants asked questions and she had 12 applications filled out by the end of the day. She was offered a room in our office if she wanted to conduct interviews since all of the applicants would be here in class. She took us up on the offer and spent 2 days at our center and interviewed all 12 job seekers. She was very appreciative and related that she was going to have all six positions filled from the job seekers from the workshop. She related she went back to the business she works for (there are several contracting companies) and was discussing what took place here and how successful it was for her. She returned and gave us the name of another business that would like to come in and talk to a workshop of job seekers and a new job order for that business!

Region 15's Regional Director and Operations Director are members of Indian Hills Community College's Regional Economic Advancement team. The team's mission is "To improve the economic conditions of the Indian Hills' Region through continuous learning, innovation, entrepreneurship, collaboration and visionary leadership." The team meets on a monthly basis and discusses topics relating to the region's economy; all new initiatives in training opportunities that are taking place; new businesses; business expansions; employer needs; and any other issues that impact our region's economy and growth. Our team hosts quarterly meeting with the economic developers from all ten counties to discuss initiatives and their issues and concerns. Our team also visited all ten counties last fall to present our mission and visit with local employers, community members and economic developers. This is a new initiative and we do not have performance outcomes available at this time.

The integrated service delivery system has affected this Region in a positive, collaborative manner. Our teams work together in a cohesive manner to offer the best services to job seekers and employers. Our job seekers are not aware of "programs." WIA staff work together with PROMISE JOBS staff and IWD advisors on the Skills floor to ensure that all job seekers receive quality services. Many testimonials have already been

mentioned throughout this report. Collaboration amongst team members increases opportunities for co-enrollment and has increased our performance. These additional testimonials attest to the collaboration in our One-Stop:

Success Stories:

Ruth Bollinger, Employment and Training Coordinator sent the following:

I wanted to share for outcomes from the 55+ membership report that Bettina was referred to Experience Works for the SCSEP after she completed membership on 3-19-12. I just received a phone call from Bettina reporting that she got a job based on information she received and utilized during the membership process. Bettina was over income for SCSEP and while we worked on her eligibility determination we completed two job coaching sessions focusing on transferable and hard skills, how to not focus on age during an interview but to focus on experience. Bettina obtained a position as the morning "coffee lady" at the new Hampton Inn in Ottumwa. She is working 20 hours a week and reports earning over \$8.00 an hour. While not a sustainable wage in and of itself; combined with her other resources, she is now at a self-sustaining income level. Bettina said to tell everyone at IA Works thank you and I assured her that I would pass that on. She located the job posting while at the Ottumwa IA Works. Thank your team for the referral a very positive outcome.

This is a letter that was received from a job seeker. Her last name was removed:

June 20, 2012

Dear Iowa Works

I was laid-off in March, 2012; I come in to see about taking classes Susan in membership. She put me O*NET to take an assessment test, to see what jobs I would be good at. Then looked to see what skills I would need in order to get the jobs that I was interested in. Then LaDonna told me that there were some free classes that I could take right here In the Iowa Workforce building. So I started to take them in the first week. I started out on the basic computers, typing, keyboarding. Then I started on writing my resume, cover letters and a thank you note. Then Mary, had me start going some online classes on GCFLearnFree.org, I did Microsoft Word, Microsoft Excel and Microsoft PowerPoint. Whenever I had troubles taking the classes Mary Weaver was a lot of help. Whenever she had different classes that I could participate in I had to go to the Skills Computers. When I needed help, Teresa, Brenda, Melissa, Susie and Jennifer was always there to help when I needed it. I liked taking the classes with Mary the Instructor she was great. They all was there whenever I needed help with the Iowa workforce site looking for jobs, filling out applications and even doing Mock Interviews. I am happy now that I found a job at Ottumwa Regional Health Center, working as a cook. I couldn't believe it was true until I got the badge. I even came in that day to tell everybody about the job.

Thank You

Tina

Region 16 - Burlington

IowaWORKS Southeast Iowa

IowaWORKS, Southeast Iowa, working with partners, uses an array of resources to meet the challenges presented by business staff reductions, business closures, unemployment and underemployment. Region 16 Workforce Investment Act programs assist to prepare the local workforce to meet the needs of area businesses. Comprehensive services provided include access to employment, training and education, employer assistance and guidance. The workforce partnerships in the region focus on streamlined services, customer choices, universal access, and increased accountability. The Workforce Development System of Region 16 provides services to Des Moines, Henry, Lee and Louisa Counties.

Located along the Mississippi River in the southeast corner of the state, Region 16 is largely rural, with the largest city being Burlington (population 26,839). This region historically, has significantly higher levels of unemployment and poverty than the state of Iowa as a whole. The state's poverty rate is 5.1%. In the four-county region it ranges from 5.2% to 7.3%. The region has a higher percentage of single-parent households than in the rest of the state. Many area schools also have a higher than average drop-out rate,.

As of 2010, Region 16's largest private industry was manufacturing, representing 22.8% of the region's total covered employment. The region's total employment decreased by 1.8% since 2009.

Program Summary Performance

The integrated service delivery model was instituted in November 2010. One-Stop Center staff, regardless of their funding source, is organized in three functional work units to enroll job seekers as members of the Center, provide skills development services, and transition customers to recruitment and placement. Members work with center staff to establish a service plan with structured activities based upon the cohort they are placed into. The plans include activities such as registering with IowaJobs, updating resume, reviewing job history, completing interest and work values profiles, completing workshops, researching labor market information and much more. They are encouraged to work on these activities in the center utilizing the IowaWORKS staff to assist as needed.

Workshops are available on resume writing, interviewing, financial management, career development, computer literacy, soft skill development and job retention. Assessments including the National Career Readiness Certificate (NCRC), typing assessments and office proficiency are also provided in-house to meet the needs of customers looking to enhance their skills for future employment opportunities.

The new integrated model better identifies the needs of job seekers coming into the IowaWORKS office and collects data on those we are serving to help us better understand

the needs of the population within Region 16 and develop training and other resources. The implementation of this model has yielded many positive results in terms of the quantity and quality of services provided.

Customers of the center have embraced this change and have responded enthusiastically:

“The Center has very good resources and staff here in Burlington. I learned how to better utilize the services offered at the center. Thank you “

“I am so very impressed with the professionalism and services available to your center. From the moment I entered the door, I was greeted with a smile and a handshake. It was very welcoming.”

“IowaWORKS is a great place to come if you’re looking for a job. I would recommend anyone who needs help in these trying times come to the office and use the resources available.”

Although the new service delivery model provides greater services to many more job seekers, it is a very intensive approach. With budget cuts and staff reductions, our challenge is to find a balance between providing these services while still offering WIA intensive and training services to those participants who require the next level of services to become gainfully employed.

Integration data for the center helps us identify areas to focus on to better up- skill members to meet the needs of local employers and fill the skill gaps within Region 16.

Youth Programming

The Youth program maintained its focus on serving the hardest to serve, out-of-school youth. Marketing and recruitment efforts resulted in 180 cumulative youth participants during PY11. Target enrollments for the in-school program come from the partnership with Iowa Jobs for America’s Graduates (I-JAG). A Summer Youth Employment (SUM) program was implemented serving 27 area youth utilizing 23 private businesses to support the work experience component of the program.

OJT NEG

Region 16 National Emergency Grant (OJT) ended with 11 participants trained with funding from this grant totaling \$78,000. Four key employers in the region participated in the program: Pinnacle Foods, Iowa Army Ammunition Plant, Case New-Holland and Bagcraft. Although grant funds have been expended, OJT has gained momentum in this region.

IowaWORKS continues to serve those customers dual enrolled in WIA from the Trade Adjustment Act to provide local case management and to expand services available to individuals, enhancing chances for success.

Special Programs/Best Programs

The Workforce Investment Act Programs focused on the creation of innovative programs and services during PY 2011 to effectively serve the increased participants and enrollment numbers experienced as a result of the economic recession. The following activities were undertaken:

Computer Literacy Training

Computer literacy is a skill gap for a large number of members coming to the Center. Data collected through membership, indicates that 73% of the members registered self-attest at a 3 or below in computer skills, which equate to little or no computer skills. The WIA program worked with IWD to develop and deliver a no-cost basic computer class offered at the Workforce Center in Burlington. "Computers for Beginners" was developed to introduce underserved individuals to the world of personal computers, with specific focus on those skills necessary for employment. The program is designed to be slower paced and more instructor intensive. Classes are offered four days a week, totaling 10 hours. Keyboarding classes are offered daily for those customers who need to increase typing speed and accuracy. It is recommended that customers complete at least 15 hours of keyboarding as part of their service plan. These classes run concurrently throughout the month to allow all customers the opportunity to enhance their computer skills. For those customers who want to advance their skills, a Microsoft WORD class is offered bi-weekly totaling 10 hours of instruction.

Job Readiness/ Job Placement

The WIA program in partnership with IWD continues to offer a series of workshops for dislocated and unemployed adults impacted by the regional recession. Over 600 workshops were provided throughout the year focusing on career options, job search, interview techniques, resume writing, financial management, soft skills, communication, customer service and web-based applications. Tracking data indicate that 5,792 seats were filled in these workshops.

In response to employer concerns about problems with performance, morale and retention issues due to a lack of "soft skills" by employees, Region 16 hosted a statewide instructor certification course for the soft skills work readiness program "Workin' It Out." The three-day training provided materials, insights and skills to facilitate this self-change curriculum. The curriculum is designed to help non-traditional and entry level employees, especially from diverse backgrounds, develop the self-awareness and interpersonal soft skills needed to succeed in the world of work. The job search/work readiness program at IowaWORKS offers 30 hours of instruction/training for job seekers needing to compete in this tough economy.

Short-Term Training/ Credentials



In response to the federal emphasis on stackable credentials/ short-term occupational training for WIA participants, Region 16 worked in partnership with Southeastern Community College, one-stop partners and business/industry to identify and develop short-term training programs in targeted career pathways with high-growth. As a result, five programs have been developed that result in skill attainment and credentials aligned with

current and future talent and skill needs of the region's employers:

- MSSC Certified Production Worker
- Pharmacy Tech
- Retail Operations
- Hospitality
- ParaEducator

Students in the pharmacy Tech class take an online practice test.

A blended learning approach is used where both instructor-led and computer-based instruction are leveraged to expand knowledge. An 8-week internship is arranged by WIA specialists to give the participant the hands-on experience to ensure application of classroom training. Programs range from 90-180 hours of instruction, meeting at least 4 hours per day, with an average completion of 8 weeks. Each program is nationally recognized by industry. Upon successful completion of the training, participants work with WIA specialists for job placement.

PROMISE JOBS (TANF) Integration

Region 16 has created and implemented a program for TANF recipients utilizing the integration service delivery model for the PROMISE JOBS program in March 2011. In this model, TANF recipients become "members" of the center and are expected to complete workforce training incorporating all services provided at the center including computer literacy, keyboarding, basic skills training and workplace readiness. All participants who do not have a GED or score below a ninth grade math and/or reading level are required to attend GED/ Adult Basic Literacy classes 8 hours a week in addition to training workshops totaling at least 30 hours per week. This project has proven to be very successful, and is being implemented throughout the state. Of the 16 regions, 13 have sent staff for training on this model to our region. In addition to the training on the integrated model, we have also collaborated to customize the delivery of the program to meet individual needs and budgets of the other regions.

Some of the most notable results are as follows:

- 271 participants have been enrolled in the pilot
- 56% have gained employment vs. the norm of 37% placement without the pilot
- 40% had countable participation for the 4 week program

Overall number of cases for Des Moines County is down 23% from the beginning of the pilot, due to faster turn-around in the implementation of financial sanctions for lack of participation.

“Workforce Solutions” Re-engagement Center

In November of 2011, a Regional team of 10 members, comprised of WIA leadership, board members, community partners, SCC adult literacy, business and economic development traveled to Des Moines for the “Education Works” Summit. This conference brought attention to the issue of adult literacy and the growing numbers of Iowans who are lacking a high school diploma or GED and/or who are basic skills deficient in math and reading. The data presented at this summit was enough to motivate this group to convene to discuss the opportunity to improve our adult education and skills training in order to meet the needs of employers, to increase the number of families who are financially stable, and to grow our economy.



As a result, a plan was developed to create a “Re-engagement Center” in Burlington and Keokuk. Re-engagement encompasses strategies for connecting individuals who have dropped out of school and the education system. The center provides a “one-stop” entry point for youth and adults to be assessed (transcripts, credits, needs for social services and/or mental health referrals) and subsequently referred to the appropriate outlet that will support them to re-engage in an educational career pathway. The Centers provide all-day, everyday GED programming, computer literacy, workplace readiness and individual one-on-one tutoring. Modeled after the Bridge program, participants develop a career plan and participate in career-based activities to increase academic skill levels and prepare for GED testing. WIA staff is housed in each of the centers to work with the ABE/GED instructor and participants to develop individualized plans to meet career goals.

Association of Iowa Workforce Partners (AIWP) Legislative Reception

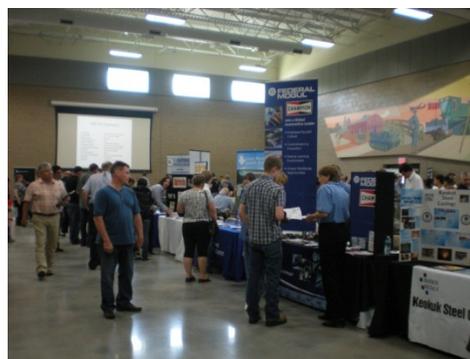
Region 16 staff, current participants, RWIB members and community partners attended the Legislative Reception in Des Moines to speak with officials about workforce programs and the difference they make in our local communities. Participants who attended the event had the opportunity to meet with local legislators, the Governor, Lt. Governor and Workforce leadership to share customer success stories, workforce innovations and concerns about current workforce issues.



Left: Deb Dowell meets with Representative Dennis Cohoon during the annual AIWP legislative session. Center: Governor Terry Branstad, along with Lt. Governor Kim Reynolds discusses workforce innovations. Right: Region 16 staff and participant John Romeo pose with Representative Cohoon after sharing John’s success in the WIA program.

Southeast Iowa Regional Job Fair

Hundreds of people flooded into the Iowa National Guard Armed Forces Reserve Center for the Southeast Iowa Regional Job Fair held on April 26, 2012. The first hour of the Job Fair was exclusive to military veterans and their spouses, who often have a hard time finding employment after coming back home. The “Hire Our Heroes” campaign/ video was introduced to local employers prior to doors opening. The event was co-sponsored by IowaWORKS, the Iowa National Guard, local media, and local chambers of commerce. Forty-two employers showcased their businesses and accepted applications for a wide range of both current and future positions. Workshops were available to job seekers, including interviewing tips, resume writing and skills identification. Human resource professionals were available to critique job seekers resumes.



Job seekers had one thing in common: they were looking for good paying jobs. The above pictures highlight the activity during the day with job seekers visiting employer booths, collecting information and completing applications onsite.

The **business response** was very positive:

“Today’s job fair was outstanding. Turnout was beyond expectations. Hospitality from the Workforce staff was great. I would recommend it to my HR and company president.”
Chris Hampton, District Manager, Weststar Foods

“IowaWORKS provided an excellent opportunity for the Burlington area veterans and citizens. We were able to have applications completed by several job fair participants. IowaWORKS is a positive force for improving employment opportunities for Southeast Iowa.” James Brockway, Senior VP, Brockway Mechanical and Roofing

“I have had a great experience at the job fair. There have been a large number of applicants; a number qualified and willing to adjust to job demands. I have received applications from all over Southeast Iowa...great turnout!” Brooklyn Holcomb, HR Associate, Iowa State Bank

“Alaniz Metro Group is excited about the great applicants that stopped by our booth during the Job Fair. We look forward to interviewing and placing many of them. Teri Bockting, HR Manager, Alaniz Metro Group

Summer Youth Academy

Region 16 offered a summer youth employment program to provide current participants; age 16-21, with summer employment activities that are directly linked to academic and occupational learning. The program operated from June 4 through August 10, 2012. Participants started the program with a three-week, 90-hour “career academy” located at Southeastern Community College, where they were engaged in college-level classes tailored to their career area of interest. The classes (listed below) lead to attainment of an industry-recognized credential:

- MSSC Certified Production Technician- Students received skill certificates in 2 of the 4 key skill area modules in production, applicable to all manufacturing sectors: Safety Awareness and Manufacturing Process & Production.
- Retail Operations – A training program offered through the National Federation of Retailers, this curriculum provided training/ certification in customer service, marketing, store operations and sales.
- Microsoft Word Certification – Students learned how to navigate Microsoft Word with this certification course. This course allowed students to gain hands-on experience creating computer documents that can be used in a wide variety of career paths.
- Medical Terminology – This course offered students instruction in medical terminology so that they can become better prepared to enter the healthcare or pharmaceutical industry. Students were introduced to a mixture of anatomy and physiology, word building principles and phonetic pronunciations. The course is a pre-requisite for the Certified Nurse Aide training and other health occupations training.

Participants were placed into jobs in public, private and community-based worksites focused in their identified career area of interest. The program served 23 area youth, 9 who obtained unsubsidized employment with the remainder placed in 14 worksites within the region. Throughout this experience, participants were assessed via a rubric measurement by the worksite supervisor on semi-monthly timesheets.

YouthBuild

Southeastern Community College is in the last year of a three-year DOL YouthBuild grant. Des Moines County youth, ages 16-24 participated in the program consisting of academic education, construction programming, leadership, work readiness training, and career education. All YouthBuild participants are dual-enrolled in WIA and pursue a high school diploma or GED and a pre-apprenticeship certificate in construction. To date, 41 participants have been enrolled in the program, working to “build lives and community.” This program has been recognized by local, state and federal leaders.

Funding for program implementation ended on June 30, 2011, however, WIA, with support of the RWIB, continued to provide a construction program modeled after YouthBuild. All partners involved in the project came together to create a plan for

sustainability. Partners include: Home Builders Institute, Southeast Iowa Regional Planning, the City of Burlington, Department of Corrections and local businesses.

The City of Burlington awarded a bid to the program to renovate a home, owned by the city, as part of a neighborhood revitalization project. The house, which was originally built in 1897, gave program participants a hands-on worksite that allowed opportunities to learn all aspects of the construction trade: roofing, drywall, siding, flooring, painting and ductwork. Local contractors worked closely with the students in the skilled trades areas of plumbing, wiring, heating and air conditioning. Each student created a blueprint for the new layout of the house, enhancing their skills in blueprint reading, math and problem solving. To develop leadership skills, students served as a “foreman” to one room, supervising the workers in the room and making sure to stay in budget.

The house, which was originally targeted for demolition, was gutted to the studs... new wiring, plumbing, a new furnace, new ductwork and energy-efficient windows were installed. Students removed the damaged hardwood flooring, repaired the subfloor and installed new carpeting.



The entire home was stripped down to the lath boards.

Note the “closed-in” feel of the living and dining room in this “before” shot.

The kitchen needed an “extreme makeover.”.cabinets, flooring,etc.

Students built a new entrance after removing lead-based French doors.

The house was completed in seven months. The original façade of the house remained, although new siding, paint, shutters and roof made a significant change to the outside appearance. Students hosted an open house, inviting community leaders, business partners, educators and legislators. The City Council recognized the hard work and dedication of the students by presenting a proclamation to students at a City Council meeting.



The “after” shot of the exterior with new paint, shutters, windows and roof. An inside look from the living room through to the kitchen. The “after” kitchen with new cabinets,appliances, lighting and tile flooring. Students wait to greet attendees at the open house standing near the renovated fireplace.

Staff Development

The Region 16 leadership team believes that staff development is vital to program success. Staff development activities in PY2011 focused on customer service, job development certification, the “Workin It Out” soft-skills instructor certification, and case management certification.

Staff has participated in additional training opportunities: the NAWDP Annual conference, the National Youth Development Conference, AIWP annual conference and NAJA. These efforts have brought new ideas/ best practices from other states to our region for replication.

WIA staff continues to log training hours required to re-apply as a Certified Workforce Development Professional through the National Association of Workforce Development Professionals (NAWDP). All WIA case managers in Region 16 are required to obtain this certification.

Partnerships/ Collaborations

The Workforce Investment Act Programs have focused on increasing internal and external partnerships. Staff conducted business tours, employer panels, partnered in career fairs and participated in a legislative forum. These efforts resulted in more referrals to the One-Stop System and more placement opportunities for participants.

Region 16 continues its strong partnership with corrections officials. The partnership provides a method of enhancing customer potential for success through strong linkages in the community. Region 16 leadership worked with the 8th Judicial District, Dept. of Corrections to create /pilot the “New Beginnings” program. Offenders looking for work participate in an orientation by their parole/probation officer highlighting a 2 -week work readiness training program at the One -Stop. Upon successful completion of the program, offenders are referred to the Skills team for enrollment into WIA intensive and/or training services. Short term work experiences, skill certifications or On-the-Job Training assists in job placement for this population. Corrections uses its program elements to assist WIA in enforcing the steps participants must take to be successful in achieving and keeping jobs.

Success Stories

Meet Karen



Karen had worked for a large retail store for several years when she suddenly found herself unemployed. Although she had a good work history, this single mother lived for approximately one year without a job before she came to the IowaWORKS of Southeast Iowa office to meet with a WIA advisor. Upon meeting with an advisor, Karen stated that she had an unfortunate legal situation that may cause a barrier in gaining employment. Together Karen and her WIA advisor discussed her skills and desire to obtain employment in retail management, hospitality, or human resources. The WIA advisor felt that if Karen was placed on a

Limited Internship where she was given a chance to prove herself to the employer, she would likely be offered permanent employment.

Eventually, Karen was referred to the Howard Johnson hotel in Burlington, Iowa. After a formal meeting with the supervisor of the hotel, Karen was offered an internship position as the hotel's event planner. Karen completed Customer Service and Safety training at the IowaWORKS center and promptly started her internship at the hotel.

Karen's internship at Howard Johnson was a great experience! Some of Karen's duties included reserving room accommodations for long-term customers, booking events and receptions at the hotel, providing Customer Service training to the front desk staff and other additional responsibilities.

Upon completion of her internship, Karen was offered a permanent full time position at the hotel, earning \$9.50 an hour. Karen is still happily employed at the Howard Johnson hotel in Burlington.

Meet Stacy



Stacy was enrolled in WIA integrated membership services on January 17, 2012. Stacy completed the Career 6 Steps as well as other multiple workshops at the IowaWORKS center. She successfully completed her 4 week program through PROMISE JOBS and was referred to WIA services for additional assistance with her employment goals.

Upon being referred to WIA for further services, Stacy conveyed to the WIA staff that she had a goal of becoming a receptionist. Observations of her participation in classes and workshops indicated that Stacy would be an excellent candidate for a limited internship as she proved to be skilled with computer technology and keyboarding. Stacy interviewed with Iowa Home Based Services, and was placed on a limited internship as a receptionist. Stacy successfully completed her training and was hired as full-time office staff earning \$8.50 hr.

Meet Paula



Paula is a 42 year old individual who came to the Workforce Center on a regular basis seeking work. She had been unemployed for almost 2 years and was getting frustrated that she couldn't find a job. She learned about the Case New Holland (CNH) job fair while working on the "skills floor" and attended the job fair in March. She had a short interview and completed a WIA On -the- Job (OJT) Training eligibility form. CNH agreed to hire Paula on an OJT. At this time she had no income or transportation and was living on food stamps & some financial assistance from her boyfriend.

Paula was enrolled in WIA and began working at CNH in April as a team assembler and currently earns \$14.65 per hour with full benefits. She didn't have transportation so WIA provided supportive services for the first week until she received her paycheck. Paula has been with the company for 3 months and has completed her probationary period. Her

supervisor reported she has one of the more difficult jobs in the plant and is doing very well. She works well with others, has good ideas to improve the assembly process and is a quick learner. Paula states she loves the job and the people she works with and is very grateful to be a productive wage earner again.

Meet Nicole



At 28 years old, Nicole was a single mother when she enrolled in the WIA program and the PROMISE JOBS program. A college nursing student and a mom with no income, the WIA program provided college tuition assistance for Nicole's summer term and also provided her with various support assistance.

The day of her pinning ceremony, Nicole received a call about a job interview at the Spine Clinic in Burlington, Iowa. Nicole made a great impression during her first interview, and was called in for a second. The WIA program assisted in the purchase of clothing for her interview along with practice sessions on interview techniques. Today, Nicole is successfully employed as a full time medical assistant at the Spine Clinic, earning \$11.26 per hour. Nicole's case worker attributes her success to her desire to utilize the pre-employment training and job retention tools acquired through the WIA Adult program and PROMISE JOBS. Nicole loves her job, and is very grateful to the WIA program's support and financial assistance during her job search.

Meet Cindy



Cindy worked for Great River Medical Center's Kline Center for 11 years and loved her job, but due to restructuring at the Kline Center this past year, Cindy was permanently laid off. Cindy began her involvement with IowaWORKS shortly after leaving her employer by participating in one of the many workshops offered at the One-Stop.

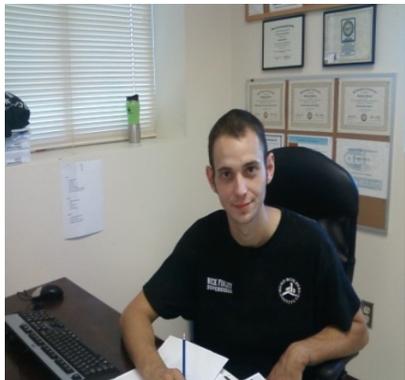
While taking classes at the IowaWORKS center, Cindy decided that it was time to obtain her GED. After dropping out of high school years before, Cindy knew that having a GED would help her tremendously on the road to employment. She attended daily GED classes offered at the center and obtained her GED only 5 months after she started.

After her success in GED classes, Cindy was excited about continuing her education. Her career assessments indicated her interest, values and skills were related to health occupations. She worked with her WIA specialist to enroll in a Certified Nurse Aide class. Cindy took advantage of the computer literacy/ keyboarding classes at the center, knowing that additional skills would increase her chances of employment. Cindy earned

her CNA license May 2012, and continued to work with WIA and IowaWORKS as she searched for employment opportunities in the medical field.

Cindy has recently been hired by Blair House where she works as a CNA, earning \$10.35 hour. She appreciates the help and support that she has received from WIA and IowaWORKS by assisting her with skill upgrading, and certification as a CNA to achieve her employment goals.

Meet Ralph



Ralph was referred to IowaWORKS after the company he had worked for, moved out of the state. Soon after coming into the Center, Ralph was referred to the WIA program and matched with a WIA case worker. After enrolling in the program, Ralph started an Industrial Maintenance course at Southeastern Community College in Keokuk, Iowa. His knowledge and enthusiasm in the program impressed the instructor and Ralph was offered a position as an adjunct instructor for the Intech Program. He taught that course for three semesters.

After graduating from Southeastern Community College, Ralph was successful in gaining full-time employment with Roquette Frères in Keokuk, Iowa. Ralph worked as a maintenance mechanic for approximately five months, and then gained a promotion as a Vibration Analysis Specialist. Ralph currently holds this position, and makes \$56,000 a year. It is Ralph's belief that he could not have gained such a job had he not had the help, encouragement and support of the WIA program and the staff at IowaWORKS of Southeast Iowa. He is very happy with his new job, and feels that it has greatly helped him and his family.

Meet Nick

Nick is a 24 year old adult ex-offender who, 9 months ago, came to the center seeking assistance in finding meaningful employment in an industry that could get him to a point of self-sufficiency. In his own words he stated, "I felt I was the least employable person I know." He started doing drugs at the age of 14 and dropped out of high school. By the age of 24, he was a 4 time convicted felon who had been to prison twice. He is barred from driving until 2014, has only had 3 months of work experience, and felt that he was an outcast in his community.

He filled out the application for WIA and met with an Employment Training Specialist. Together they determined he had the interest and capability to participate in the construction program offered with our agency (formerly YouthBuild). He started with a week long process we call "Mental Toughness," which combines some pre-employment training, skills assessments, safety training and leadership/teambuilding training, in preparation for the 3 month long construction training program. He completed the

program receiving several industry related certifications (Home Builders Institute Pre-Apprenticeship Certificate of Training, Lead Safe Renovator, American Concrete Institution Certification, Builders Performance Institute Installer and Air Sealing Certification and Analyst Certification, SESP Leed GA Training) and hands-on training.

Nick participated to the fullest and went on to complete an internship with a construction program as an assistant to the instructor. He was then hired by the Home Builders Institute as the Assistant Instructor for this program where he is teaching and mentoring young people that have similar barriers. He is also now out of the Half Way House, in an apartment of his own, opened up his first bank account, and is working toward paying off fines with the goal of obtaining a work permit driver's license within 6 months.

Here is what Nick himself says about the WIA program: "This program and programs like it change lives. There is no excuse for not trying to better yourself through learning. If you want to talk about barriers to employment, I could write the book. But through this WIA program, I was taught and learned the skills needed to get the job I wanted. My caseworker worked closely with me to help keep me on track. This is the only program I have been involved in that truly works. It changed me and I felt that I was unchangeable!"

Meet Bobbi Jo



Bobbi Jo is a 35 year old female, and is recently married with four children. She was referred to IowaWORKS by the 8th Judicial District Drug Court program. Bobbi Jo had several barriers to overcome including four felony charges, substance abuse and mental health issues. She has worked entry-level jobs, earning only minimum wage.

After coming to IowaWORKS, Bobbi Jo was able to create a "New Beginnings" employment plan. She worked with her case worker to assess and translate her work experience and talents into a list of skills that were in demand in a workplace setting. Together, Bobbi Jo and her case worker were able to identify roadblocks to finding and keeping a job. She also attended several workshops that were held at IowaWORKS.

After completing a career assessment, Bobbi Jo discovered that she had an interest in the automotive field. To get some experience in that field, she was placed in an internship through Workforce Investment Act as a Service Adviser at CARS (Christian Automotive Repair Service). Upon successful completion of that internship, Bobbi Jo was hired as a full time employee making \$8.50 hr.

Meet Michelle

Michelle is a 27 year old single mother with a one year old son. She re-located to Burlington from Chicago, hoping to find employment. Upon moving to Burlington, she had no work history and no financial support in place. In addition, Michelle had no child

care, driver's license, and no reliable form of transportation. She had graduated high school, but struggled with reading comprehension and math aptitude.

Michelle began working with PROMISE JOBS in May, and got right to work on Job Readiness classes at the IowaWORKS office. She was so excited at the prospect of classes that would teach her how to successfully find employment that she chose to begin the classes a week before she was scheduled. Michelle worked hard, successfully completed the Job Readiness curriculum, and upon completion continued to come back to the center daily to practice the skills she had learned.

During this time, Michelle had three interviews at local businesses in Burlington, and was able to secure a job through Team Staffing working at Winegard. Michelle started this job on June 11, and is now working full time. Currently, Michelle makes \$8.95 per hour. She feels IowaWORKS of Southeast Iowa has been a very positive role model, and has helped to show her that if you put forth the effort and utilize available services, it is possible to reach your goals.

Meet Kelah

Kelah came to the WIA Youth program as an 18 year old, single mother attending the Alternative High School. From the beginning, despite the obstacles she would have to overcome, she showed a strong desire to enter the music industry. Kelah realized she would first need to accomplish certain things and start taking steps to work towards this goal. She started on the path to her goals by completing a variety of pre-employment training, career exploration and personality assessments. By analyzing her assessments, discussing the results in more detail, and listening to Kelah's plan, it was clear that music was not just a hobby, but a passion that would fuel a career.

During Kelah's enrollment with WIA, she has been a model participant. Her outgoing, friendly personality and willingness to be a spokesperson have inspired others to join the program and start their journey to success. Kelah has never hesitated to attend new classes and training.



It is Kelah's hope to gain as many certifications, and as much knowledge as possible that would contribute to her success. It was because of these attributes and the speed in which she completed her GED that she was selected as a Keynote Speaker at the 2012 GED Graduation. Her speech was heart-felt and spoke to others about what you can do if you put your mind to it, regardless of the challenges.

After Kelah completed her GED, she was successful in gaining not one, but two jobs on her own so that she could support herself and her child, as well as start saving money for college. She has maintained this employment, and also worked hard to research different colleges that not only provided an excellent music program, but also one that would meet her financial and housing needs for her and her daughter. Kelah has selected a college in Minnesota and will start classes in the fall.

Meet Maria



Maria joined the WIA program in the fall of 2010. Before coming into the program, Maria had worked as a waitress, and was barely making ends meet. To add to an already tough situation, Maria had recently been diagnosed with a physical disability that changed her life and threatened her future. Also in this time, funding for school had run dry and Maria had little hope of completing the respiratory therapy program. Maria was introduced to the WIA program and enrolled based on her barriers to employment and need for assistance to complete a training program. The WIA program gave Maria hope again, and helped keep her on track to completing her career goal of becoming a Respiratory Therapist. This spring, Maria graduated Southeastern Community College with a degree in Respiratory Therapy! She is now licensed, and works for Ottumwa Regional Health Center as a Respiratory Therapist, earning \$21.64 per hour.

Meet Michelle



In January of this year, Burlington native, Michelle, received some sad and shocking news. After working at Benton Healthcare in Burlington, better known as Blair House, since July 1982, Michelle's supervisor told her that she was being let go. "I was devastated," admitted Michelle. "After working at the same place for 29 years, I didn't know what I was gonna do."

Michelle had been a supervisor in the dietary department at Blair House. From cooking to washing dishes, developing close friendships with the residents and training new workers in the dietary department- Michelle did it all happily and with a smile.

Now without a job, Michelle had to figure out how she would support herself. With no clue how to begin a job search, Michelle came to IowaWORKS for help. After signing up for unemployment, meeting with a WIA Specialist, and attending pre-employment workshops, Michelle began pursuing her employment goals with the assistance of a WIA Specialist.

Due to the fact that she hadn't had to search for a job in so long, Michelle knew hunting for employment would be tough. "I didn't know all the rules for getting a job," Michelle explained. "Once I started taking classes, I learned information about job searching that I didn't even know existed." With a little help from her case manager, Michelle's job-searching jitters were soon gone. Michelle went through the Six-Steps to a Successful Job Search Program, took the NCRC test and enrolled in the Workforce Investment.

To give Michelle an easier transition into the workplace, the WIA program helped to set up an interview and developed a Limited Internship at Great River Medical Center in the Environmental Services/Emergency Department. WIA provided support services with uniforms, background check and various tests needed to start her job. Michelle will complete her internship this month and will be hired on at the hospital, earning \$10.84 per hour. “I am very thankful for the help and support by the WIA program.” Michelle said. Now at her new job, Michelle is very happy. “I love my new job,” affirms Michelle. “The doctors and nurses that work at Great River treat me like their equal. My boss is so nice and grateful, and everyone I work with is so willing to help me. I’m just so happy!”

Meet Melva



Melva completed the Career 6 Step courses at the IowaWORKS center in Burlington. While attending the classes at the IowaWORKS center, Melva was always positive, courteous, attentive, and reliable. Despite his friendly and respectful disposition, the staff at the IowaWORKS center suspected that Melva was going to have difficulty obtaining employment. Melva had been released to the Burlington Halfway House, and had a background that could be a significant barrier to achieving his employment goals. For additional services, Melva was referred to and enrolled in

Workforce Investment Act.

After being enrolled in the WIA program, he completed the Forklift Certification class and was referred to Manpower Temporary Services. After Manpower interviewed Melva and reviewed his accomplishments, they hired him. Melva has been working at COBO since March 2012. He has recently stated that he has received a bonus after making 97% of rate, and works 40 hours a week at \$8.50 per hour.



Meet John

John had been incarcerated for over 21 years, after being convicted at age 18 for poor life choices. He was released to the Burlington Residential Correctional Facility in the summer of 2011. Even though John took advantage of many training opportunities while in prison, his counselors were concerned that his prolonged incarceration from such a young age would lead to a very difficult transition to life on the outside.

Due to the strong partnership between the Department of Corrections and Region 16 IowaWORKS, John’s counselor felt confident that the services offered by our local one-stop could assist John in his transition. The Center Leadership Team met with Corrections to create a roadmap for John to follow in his re-entry process. He was enrolled in Membership, attended several Pre-Employment, Life Skills,

and Computer Literacy workshops at the center, and was subsequently enrolled in the WIA Adult program.

One of the most important elements in John's training while incarcerated was learning to read and write Braille. He has taken this talent to a level of proficiency that enables him to transcribe math and science textbooks into Braille. He is one of a few people in the country who is also able to transcribe pictures into Braille. It was John's dream to create his own Braille transcription business, but his skills and abilities alone were not enough to get him to that point. He had no equipment, no supplies, and no place from which to operate. The partnership between WIA, IWD, and Corrections was leveraged to its fullest in order to help John reach his goal. He was allowed to set up a small office area in a vacant corner at the Workforce Center. WIA funds were used to purchase the software needed for his work, computer access, and also provided a wide range of supportive services (counseling, clothing, glasses, etc.). His WIA Specialist provided assistance with the business start-up process (getting incorporated, creating a business plan, opening a business bank account, etc.).

John's role has not been limited to that of a customer receiving services; he approached the leadership team to offer his talents and skills gained in prison to assist us in serving other customers. While he was incarcerated, John learned the skills that allowed him to be able to lead a counseling group, and served as a GED tutor. Since his enrollment in WIA, he has been instrumental in assisting our YouthBuild clients (many of whom are ex-offenders) reach math competency levels for their pre-apprenticeship certification. John has demonstrated such a high level of skill in teaching, that the WIA program has hired him as a part-time GED instructor in our Re-engagement Center. He has become a well-respected and trusted member of our team, so much so that he has been given a key to the Re-engagement Center.

John's Braille transcription business (called "Full Cell Braille, Inc.") has taken off, to say the least. He has contracts with agencies from five states transcribe textbooks. John's workload has increased to the point where he was recently able to hire two employees. One individual is a special needs person who has been studying Braille transcription and needed an opportunity to gain relevant work experience.

John has been out of prison for less than a year now, but has shown an amazing capacity and willingness to take advantage of every opportunity offered him. He has also demonstrated a strong desire to give back and assist others who face substantial barriers



to employment. John has acknowledged that the collaborative efforts of the partnership involved in his re-entry plan were the key to his success. We are very excited for John, and look for many great things from him and Full Cell Braille, Inc. in the years to come.

Meet James

James first learned about the Des Moines County YouthBuild when he was living at the men's residential facility in Burlington because

of felony convictions. He was 20 years old and had dropped out of high school after his sophomore year. He did not have a driver's license and needed to pay fines before he was able to earn it back. James was interested in learning the construction trade but did not have much work experience except for short term jobs, mostly in fast food. He didn't feel comfortable in filling out an application or writing a resume because he didn't realize the skills he had to relay to an employer.

Through the YouthBuild program, James was able to raise his math skills to the 12th grade level and received his GED within two months of beginning classes. He paid off his fines and was able to get his license back. Within four months, he was able to leave the residential facility and was so dedicated to completing the program that he had 95% attendance, even though he lived 25 miles away.

James found a job in a nearby town with a starting wage of \$10/hr. He has worked there for over a year and loves his job. He has been trained in multiple areas of the company and is proving himself to be a worthy employee. James received a raise and is due for another one soon. James is also very excited that he recently started a 401k through his employer and is looking forward to his future.

Use of the State's Discretionary (5% percent) Funds

The State's discretionary funds have been used to provide the 10 statewide required activities of the Workforce Investment Act by supporting State staff. This includes providing Rapid Response activities, assisting with the design and implementation of Iowa's Integrated Service Delivery Model in the One Stop system, operating the fiscal and management accountability information systems, and providing technical assistance, oversight and evaluation and monitoring of the WIA service delivery system.

In addition, discretionary funds have been used to support State staff in submitting the required reports to the U.S. Department of Labor and disseminating information identifying eligible On-the-Job and Customized Training providers and maintaining the list of eligible training providers in Iowa. Information is disseminated regarding performance and cost information to WIA Service Providers and the Chief Elected Official and Regional Workforce Investment Boards on a monthly, quarterly and annual basis.

State staff also provides assistance to each of the WIA Youth Service Providers, the Youth Advisory Councils and is available to provide additional assistance to the areas of the state that have a high concentration of eligible youth. In addition, State staff maintains and disseminates the state's list of eligible youth service providers. Incentive grants have been provided in Iowa, however; because Iowa does not have a large formula allocation, a five-percent set-aside does not allow the funds necessary for special projects around the State.

Rapid Response

Program Year 2011 Highlights / Results

During PY 11, there were 23 WARN notices received by the State Dislocated Worker Unit, as compared to 34 received the previous Program Year (33% reduction). This involved 1,531 affected individuals, as compared to 2,610 affected the previous Program Year (45% reduction). The State conducted 9 Rapid Response meetings throughout PY 011. The discrepancy in the number of WARN notices received and the number of Rapid Response meetings is due to the issuance of WARN notices which were amendments to previous WARNs and layoffs/ or closings affecting less than 200 individuals were organized and facilitated locally. In some instances the layoffs were determined to be temporary and Rapid Response was not initiated. There are also situations where a WARN is issued but all employees are retained by a new owner, or where an employer will issue an amendment not requiring additional Rapid Response activities. Of the events 8 were closure events and 9 were mass layoff events.

The last Program Year has seen an emphasis on Employee Surveys to include an evaluation of current skills, commuting patterns, desired employment, and skills upgrading needs. The State Rapid Response Team, local Service Providers, and Iowa Workforce Development's Labor Market and Workforce Information Division continue to collaborate with Department of Labor Region 5 staff and other Regional partners to develop and implement a standardized Employee Survey. The current survey has been implemented statewide with success. Data developed from the survey has been shared with State and Local Economic Development staff and IowaWORKS staff to assist with business recruitment and retention, and immediate placement / job matching opportunities for the affected employees. Over the next few months, Iowa Workforce Development plans on utilizing a scannable version of the survey to further enhance the timeliness of data distribution to our Regional Staff and Partners.

National Emergency Grants

During this program year Iowa had ten (10) National Emergency grants. All of them expired on June 30, 2012 with the exception of two grants that were modified to extend them an additional year.

The following are the NEGs that were active during the program year that ended on 6/30/2012. Two of the grants were extended for an additional year; Skyjack-Freudenberg, NOK and Rockwell Automation-DECO. Both are Trade Dual Enrollment grants.

WIA Region	Business(s) Affected	Numbers Served	24 Month Amount
WIA Region 1	Atwood Mobile/Dura	113	335,853
WIA Region 1	Thermo-Fisher	182	573,416
WIA Region 1	Featherlite	107	639,363
WIA Region 3/4	Skyjack-Freudenberg, NOK	117	612,098
WIA Region 3/4	RR Donnelly	73	654,261
WIA Regions 1,7 & 9	Rockwell Automation-DECO	204	775,351
WIA Region 5	Electrolux	10	1,800,973
WIA Region 12	John Morrell & Co	800	4,519,421
WIA Region 14	CDS Global.	134	437,084
State	OJT NEG	40	990,347
State	Severe Storms Disaster	11	*84,561

*Actual expenditures

Waivers

Iowa currently has two waivers and is requesting an additional waiver to move to Common Measures for performance reporting. Below are the two currently approved measures.

1. Waiver of provision at 20 CFR 663.530 that prescribes a time limit on the period of initial eligibility for training providers. As can be related in the regional reports this waiver continues to simplify the process for the use of the many programs available through the various training providers. Many would take themselves off the list if required to provide the supplemental data due to the cumbersome nature of the process.
2. Waiver of 20 CFR 667.140(a) transfer of Adult and Dislocated Worker Funds with the transfer authority limited to 50%. This flexibility is critical in these times of high layoffs and closures. This allows the regional staff the ability to meet the needs of the potential applicant pool at any given point in time.

In order to effectively use the flexibility afforded by the waiver process, and to further enhance the efficiency of program operations in the state, Iowa requests the following waivers:

1. Policy and Procedures for Continuing Eligibility of Workforce Investment Act Training Providers: Iowa is requesting an extension to the existing waiver to extend the period of "Initial Eligibility of Training Providers" through the end of this two-year planning cycle, thereby postponing the "Subsequent Eligibility of Training Providers" determination period. This request is a waiver from the Workforce Investment Act Section 122 (c) (5)

and 20CFR 663.530. The extension is needed to maintain the broadest range of eligible providers to enable individuals to make informed choices relating to their training goals.

Iowa is committed to the philosophy of maximizing customer choice and assuring that all significant population groups are served. This waiver, if approved, will provide us with the increased flexibility to meet the standards required by the Workforce Investment Act and ensure state and local accountability for the results of our system.

2. Transfer of Funds Between Adult and Dislocated Worker Programs: In order to be afforded maximum flexibility to respond to the needs of workers and job seekers, Iowa requests a waiver to allow the transfer of 50% of funds between the Adult and Dislocated Worker funding streams. Such a waiver will allow regional boards to respond to specific needs in their areas that may be created by significant numbers of worker dislocations, changes in the local economic environment, intent to increase services to specific populations, or similar issues. This request is a waiver from the Workforce Investment Act Section 133(b)(4), and 20CFR667.140.

Iowa is committed to customer service, and this waiver will provide the flexibility to meet customer needs as they arise. The waiver will support both federal and state goals to support the local direction for resource use, will continue to emphasize the training element of the WIA program, and will provide the flexibility of merged funding streams while maintaining core service delivery in the One-Stop Centers supported by Wagner-Peyser funding streams.

Regional Workforce Investment Boards must initiate any requests for the transfer of funds. State policies will be established to ensure that such transfers will not negatively impact performance achievement or the potential to acquire additional program resources, such as National Emergency Grants. In such cases, the state will have the authority to deny transfer requests.

3. Move to the Common Measures for Reporting Performance. Iowa Workforce Development (IWD) requests a waiver under the authority of the Secretary of Labor to waive performance reporting requirements of the Workforce Investment Act (WIA), Title I, Subtitles B and E. Section 136(b) of WIA provides that State performance measures for WIA shall consist of seventeen (17) specific core indicators of performance and customer satisfaction. Iowa is requesting a waiver to reporting the 17 measures required under WIA 136(b), and the performance measures applicable to Employment Services (ES), veterans services and Trade services. IWD, as the State of Iowa's administrator for the Workforce Investment Act is requesting to eliminate the required seventeen (17) (15 core and two customer satisfaction) performance measures and replaces them with the common measures delineated in TEGL 28-04. For Program Year 2012, the state of Iowa would be operating under nine measures: Adult/Dislocated Worker Entered Employment, Adult/Dislocated Worker Retention, Adult/Dislocated Worker Earnings Change, Youth Placement in Employment or Education, Youth Attainment of a Degree or Certificate, and Youth Literacy and Numeracy Gains.

The waiver will allow Iowa to align with the common measures developed by the United States Department of Labor (USDOL) and begin implementation of these measures by July 1, 2012. Through this waiver, the State is hoping to mitigate the potential confusion of the current reporting system by discontinuing the use of the 17 measures and reducing them to the six common performance criteria called for under Adult and Youth common measures.

Iowa has embarked on a service delivery model process that will ensure services are integrated at the front line level and unified at the management level. Granting this waiver would complement our efforts through the provision of common workforce system performance measures and make Iowa's workforce system more efficient and effective. By refocusing the local regions' performance assessment from individual program performance measures to universal outcome measures, service integration can be enhanced.

The common measures will also be easier to manage and more clearly understood by Regional Workforce Investment Boards (RWIB), businesses, and workforce investment system partners. The narrative protocol for the waivers will be included in the State Plan.

Veterans' Priority of Service

All employment and training programs across the State of Iowa allow a priority of service for veterans across the State. Below is the State Plan for the Veterans' Program and their priority of service. Individual WIA regions have addressed this priority of service in the regional reports.

Iowa State Veterans' Program Plan
Iowa Workforce Development FFY2010 – 2014 (FY 2013 Update)

I. Program Narrative

A. The projected employment outlook for veterans.

1. The top 10 industries expected to create the most new and replacement jobs during the 2006-2016 time period are primarily in the service sector. The 10 industries shown will create 114,315 of the 195,690 jobs Iowa's economy is expected to generate over the period.

Administrative & Support Services	16065
Educational Services	14830
Nursing & Residential Care Facilities	12455
Food Services & Drinking Places	11825
Ambulatory Health Care Services	11510
Professional, Scientific & Technical Services	10610
Social Assistance	9870
Self Employed	9830
Insurance Carriers	8690
Hospitals	8630

Between 2006 and 2016, Iowa's economy is expected to generate 58,400 job openings annually which represent a projected growth rate of 1.1 percent. 20,455 of these openings will be new jobs. Health care and the service industries are expected to be the leaders in job creation. Many industries, such as educational services and health care, will also replace workers due to retirement or other reasons that may cause workers to permanently leave the workforce. Federal Government positions in Iowa are projected to decrease by 3.8% while State Governments positions show a projected increase of 1.8% and Local Government 11.7%.

A key strategy will be to continue to identify and work with Federal contractors and subcontractors as a source of job openings for Veterans. It is our expectation that Iowa's partnership with JobCentral and VetCentral will assist in this effort. We are uploading and downloading to JobCentral daily. In addition, the following web sites have been shared with DVOP staff:

<http://www.ccr.gov/>
<http://www.govexec.com/>

2. Iowa has an effective business services program across the state. There are Business Services Representatives (BSRs) located in each of the Regions who coordinate efforts with DVOP staff to contact Federal contractors and subcontractors. This effort should continue to create a significant number of appropriate job openings for Veteran job seekers in the coming year.

One of the business services offered by BSRs is job retention strategy. National studies and cost savings data have been compiled. The BSRs will work with DVOP

staff in disseminating this information to employers emphasizing the importance and value of hiring and retaining Veterans.

In addition, partners in the One-Stops are utilized to train Veterans in identifying job skills as well as the “soft skills” related to job seeking and job retention. Assessment services are used to identify the skills, knowledge, abilities and preferences of Veterans so that the best possible job match can be made initially. Career exploration services are offered so that Veterans have a good knowledge of available jobs and specific information about occupations. Veterans are offered assistance in understanding the skills needed to function in the work place, and help in understanding how job and career advancement can be accomplished with an employer.

3. Iowa’s 9002B report for the period January 1, 2009, through March 31, 2009, showed 17304 registered veteran job seekers. On March 31, 2008, the report showed 14,139 or an increase of 22% for the most recent quarter available. The Veterans 200A report showed 3,586 veterans being served by the DVOP staff. This is an increase from last year’s number of 3,521.
4. Iowa continues to have approximately 2000 Iowa Army National Guard, Iowa Air National Guard, and Army Reserve members deployed around the world. In 2010 Iowa began the largest deployment of National Guard soldiers since WWII. This deployment will consist of over 3500 soldiers. As these service members return to Iowa, the veteran population will become younger on average and have less job experience. Iowa anticipates training and retraining will be required for this changing population.

B. Targeting Services to Veterans Most in Need

1. The state of Iowa has expanded integration of services with the development of the One-Stop Center and partnering with other agencies.

In One-Stop Centers, veterans will be identified at each point of contact including Internet applications and self-declaration. Wagner-Peyser staff will assist the veteran with core services and referrals as needed. Those individuals who qualify under Public Law 107-288 of the U.S.C. and request a meeting with a Local Veteran Employment Representative (LVER) or Disabled Veteran Outreach Program (DVOP), will be referred to those staff if available.

All IWD personnel are charged with providing services to Veterans, and are trained that Veterans can be served by everyone, not just the Vet Rep. However, if the Veteran insists, they are referred to the DVOP for services. All application materials are forwarded to the DVOP for that region for review for intensive services or need for case management. This should not imply that IWD Veteran staff solely provides services to Veterans - all staff is utilized to assess the need for intensive services. IWD veteran staff has

requested this information from their peers as informational only so they are aware of Veterans accessing the centers. IWD employs 14.5 DVOP and 1.5 LVER FTE positions. The 1.0 LVER is the state program coordinator; the .5 is assigned to a local office for business services.

Those needing intensive services will be served by a DVOP. Those veterans who will be specifically targeted for intensive services are:

- Veterans enrolled in, or who have completed training or education in the Dept. of Veterans Affairs Vocational Rehabilitation and Employment (VR&E) program;
- Returning wounded or injured service members; and
- REALifelines participants.

Iowa has DVOP staff out-stationed at the VR&E Regional office who monitors all Veterans going through the employment process with VR&E. DVOP staff will maintain the strong working and referral relationship with the Iowa National Guard that provides real-time referrals of returning service members.

If a veteran needs case management services, that veteran will be assigned to a DVOP. We elected to focus staff resources on the utilization of DVOPs, believing it a better investment of funds to ensure case management is offered, and we expect our BSRs to promote veterans to our business customers. Iowa has only one ½ time LVER, who is focused on business outreach services, and promoting Veteran hires. However, if none of the DVOPs are available, the LVER is expected to meet with any Veteran who requests service.

The LVER and DVOP staff will serve the role of educators to the One- stop operators, their partners and the Regional Workforce Investment Board members. The LVER and DVOP staff will train and educate on:

- The identification of veteran under Title 38 of the U.S.C;
- Criteria for the identification of needs for referral for intensive services;
- Veterans' preference requirements and methodologies; and
- Veterans' integration policy once finalized by Agency leadership.

Partners such as WIA, PROMISE JOBS, PROMISE JOBS (Welfare Reform), Trade Act, and Iowa Vocational Rehabilitation Services will also identify veteran customers at their points of contact, which may or may not be collocated with IWD Veteran staff at the one-stop. Those veteran customers identified as being in need of intensive services, or who specifically request a meeting with a Vet Rep will be referred to the DVOP for assessment and all application materials will be forwarded on to the DVOP for review. In some cases, Veterans will be co-enrolled with PROMISE JOBS if they are receiving

Family Investment Program (TANF) assistance, WIA, or Trade Act if they are a dislocated worker.

The state will ensure adherence to the legislative requirements for veteran's staff. This includes, but is not limited to, employing only veterans to fill the LVER and DVOP positions with a preference towards hiring disabled veterans. Each of these staff is trained in their new roles and responsibilities under the Jobs for Veterans Act of 2002. The LVER, DVOP, and local Wagner-Peyser management work closely with all partners to ensure the mandatory WIA partners provide veteran's preference.

2. Business Service Representative (BSR) provide a capacity to network with other service providers and advocate for veterans' employment and training:
 - A. BSR will promote veterans as job seekers with highly marketable skills and experience by advocating for employment and training opportunities with business, industry, and community based organizations. Activities will include planning and participation in job fairs, work with unions, apprenticeship programs and the business community, and promote credentialing and training opportunities for veterans with training providers and credentialing bodies.
 - B. The state will, through partnerships and agreements with other service providers, such as Iowa Vocational Rehabilitation Services, VA Vocational Rehabilitation, Veterans Administration, and State Veterans Affairs, develop Memorandum of Understanding delineating roles and responsibilities of both parties to ensure services are readily available to all veterans.
 - C. BSRs will establish, maintain and/or facilitate regular contact with employers including federal contractors to develop employment and training opportunities for veterans. The DVOP will coordinate employer contacts with Iowa Workforce Development Business Service Representatives to facilitate and promote opportunities for job seeking veterans.
 - D. DVOP will conduct outreach activities to market veterans to employers and:
 - Build a referral network of community services for helping veterans resolve barriers to employment.
 - Market the services of the partnership organizations.
 - Develop training and job development contacts of small to medium employers for job leads.
 - Maintain community awareness of veteran issues.

The following are just some of the agencies and events at which the DVOP will conduct outreach activities:

- Iowa Vocational Rehabilitation Services

- Department of Veterans' Affairs hospitals (Des Moines, Iowa City, Omaha, Sioux Falls) and outpatient clinics (Spirit Lake, Bettendorf, Dubuque, Fort Dodge, Mason City, Sioux City, Waterloo)
- Vet Centers (Sioux City, Cedar Rapids, Des Moines, Quad-Cities)
- Soldiers Home in Marshalltown
- Homeless Veteran Reintegration Project (HVRP)
- National Guard installations where soldiers have returned from active duty deployment.
- County Commissions of Veteran Affairs
- WIA partners
- Placement/staffing agencies
- State and Regional Workforce Investment Boards
- Small Business Administration
- Community Action Agencies
- Department of Human Services county offices
- Homeless shelters
- Food pantries & clothing closets
- Goodwill Industries
- Civic and veteran service organizations such as the Salvation Army, AMVETS, American Legion, VFW and VVA within local communities and community veteran related events.

The Veteran Program Coordinator (VPC) and the Division Administrator will monitor the success of the above activities through the comparison of historical data, monitoring events and visits to partner agencies.

C. Planned Deployment of Grant Funded Staff

1. Iowa has elected to focus staff resources on the utilization of DVOP Specialists, rather than LVERs. We believe it is a better investment of funds to ensure case management is offered, and we expect our BSRs to promote veterans to our business customers.
2. IWD will 20 DVOP and 2.5 LVER FTE positions on the VETS 501 (Staffing Chart) to provide a statewide focus on direct customer service to disabled veterans. Staff is located in 15 regional offices. Those offices include Burlington, Carroll, Cedar Rapids, Council Bluffs, Creston, Davenport, Des Moines, Dubuque, Fort Dodge, Marshalltown, Mason City, Ottumwa, Sioux City, Spencer and Waterloo. ~~Six~~ Ten of these positions are half-time. The ones located in Creston, one in Cedar Rapids, Davenport, and Des Moines will be half time DVOP Specialist, half-time Wagner-Peyser/UI or TANF. The staff located in Burlington, Carroll, one in Des Moines, Ft Dodge, Marshalltown and Spencer will be half-time DVOP Specialists only and each will work a total of 20 hours per week. Any extra cost associated with these positions will be covered by vacancies throughout the year, also, if needed; IWD has agreed to cover any shortfall in funding for these positions, as funding is available. The LVER positions will be the full time Veteran

Program Coordinator, one fulltime and a one half-time LVER, half-time Wagner- Peyser/UI position in Des Moines.

We have 2 DVOP Specialists out stationed on a limited basis. One at the VA Hospital in Iowa City and one at the VR&E Regional Office in Des Moines.

3. As vacancies occur, they are tracked by the Veteran Program Coordinator (VPC) on a log and contact is made with the appropriate manager to insure the expeditious filling of the vacancy.

All positions will first be posted for internal transfer of qualified employees within Iowa Workforce Development (IWD). A special selective will be placed on each DVOP vacancy, requiring that any qualified applicant must be a service-connected disabled veteran. Non-disabled veterans will only be considered if no qualified disabled veterans can be identified after due diligence is exercised as determined by the Division Administrator. Non-veterans will not be considered for these vacancies, as it is the position of the IWD administration that, an adequate pool of qualified veterans exists either within or outside state government.

In accordance with Iowa's collective bargaining agreement with the American Federation of State, County, and Municipal Employees (AFSCME), the first preference must be given to current IWD employees holding the same classification of a DVOP and meeting the required selective of being a service connected disabled veteran. The position is awarded to the most senior service connected disabled veteran requesting a transfer. If no service connected disabled veteran employee requests a transfer, the position will be opened for promotion to all eligible Iowa Workforce Development employees followed by the state's recall list (with the required selective).

If the transfer, promotion, and recall lists are exhausted, IWD will actively recruit qualified applicants with the required selective. Recruitment efforts include but are not limited to:

- Iowa DVOP and LVER specialists;
- Iowa Department of Administrative Services job site;
- IWD Iowa Jobs/JobCentral/VetCentral web sites;
- Veteran service organizations;
- One-stop partners;
- Veteran Vocational Rehabilitation;
- Universities, private and community colleges;
- Local newspapers and radio as budgets allow.

Each application is screened for the minimum skills, knowledge, and abilities as well as proof of service connected disability and separation status from the military (DD-214), and transcripts.

Additionally, when vacancies occur, local office management has been directed to identify existing veterans on staff who can provide temporary “backup” or interim services to veteran customers during the recruitment and hiring process. These individuals could be officially designated as a DVOP, and paid through the state grant, but would need to meet all of the necessary criteria for the position. If funds permit, hours of halftime DVOP and LVER staff will be temporarily increased from halftime to fulltime to assist with the provision of services in areas with vacancies. If no such staff currently exist in the office/region, then local qualified management could fill the role or they will seek assistance from other regions to ensure continuity of service to veterans. Non-vet staff will only be utilized if no other options exist.

4. IWD will seek a waiver from agency temporary hire policy that currently requires all temporary positions to be employees of private staffing agencies. If approved by IWD leadership, temporary DVOP and/or LVER staff will be hired by IWD for a maximum of ~~750~~ 700 hours.

D. DVOP Specialists

The primary duties of the DVOP are strictly in accordance with VPL 07-10.

1. DVOP specialists facilitate intensive services to veterans with special employment and training needs. In order to qualify as intensive services, DVOP specialists may include any combination of the following services, but at a minimum the first two are required.
 - Conduct an assessment (minimum requirement)
 - Develop a plan of action that is documented (minimum requirement).
 - Provide career guidance
 - Coordinate supportive services
 - Make job development contacts
 - Provide referrals to training
 - Make referrals to job openings
2. DVOP specialists target services to Special Disabled veterans, disabled veterans, economically or educationally disadvantaged veterans, and veterans with other barriers to employment especially, homeless veterans. In order to maximize services to those veterans, DVOP specialists conduct outreach activities at a variety of sites including, but not limited to:
 - Vocational Rehabilitation and Employment programs
 - Homeless Veterans Reintegration Project grantees
 - Department of Veterans Affairs medical centers and Vet Centers
 - Homeless shelters
 - Civic and Service Organizations
 - Community Stand Downs
3. All veterans will be identified for qualification under Title 38 U.S.C. at each point of entry into the labor exchange. Each applicant will complete either a paper or on-line application for services.

Core service staff will screen for details such as major duties, applied skills used, work history, past work search efforts, work search resources used, ability to search for work, and any known barriers to employment will lead to identification of special employment and training needs that may need intensive services.

Once identified either by self-assessment, core service staff, or partner staff, that the individual is a veteran that could benefit from intensive services, that staff would refer the veteran job seeker to the DVOP with all application materials. In offices without a full time DVOP, local management will be responsible for ensuring there is an efficient means of referral that ensures no veteran requiring intensives services goes without the appropriate service.

After the veteran's employment and training needs are identified, the DVOP would then carry out the facilitation of intensive services to veterans with special employment and training needs. These services may include any combination of the following services:

- supportive service(s),
- career guidance,
- job development contact(s),
- referral to job(s),
- referral to training,
- assessment and development of a documented plan of action.

All services are to be documented including, assessment, career guidance, referral and coordination with supportive services, referrals to jobs and training, provision of job development contacts, and case management.

The DVOP will facilitate intensive services by working with the veteran to develop a written action plan to resolve barriers to employment. (i.e. DVOP will refer for appointment with local county veteran affairs to resolve financial issues and vet will follow through by making appointment and going to receive services).

Following each meeting with the veteran, the DVOP will document;

1. Progress made on the action plan;
2. Level of compliance with the terms of the action plan;
3. Any modifications made to the action plan and new assignments.
4. Need for follow-up; and
5. Next meeting time and date (if applicable).

E. LVER Staff

The primary duties of the LVER are in strict accordance with VPL 07-10. LVER staff will work hand-in-hand with, and provide technical guidance to, Iowa's Business Services Representatives (BSR) to efficiently:

- Work with other service providers to promote veterans as job seekers.
- Advocate for veterans for employment and training opportunities with business, industry and community-based organizations.
- Establish, facilitate and/or maintain regular contact with employers to include federal contractors.
- Provide and facilitate a full range of employment, training and placement services to meet the needs of veterans, with priority given to targeted categories.

F. Program Integration and Leveraging Resources

Iowa has instituted an Integrated System of service that includes all of the partners in the Workforce Center. The system consists of a Membership Team, Skills Development Team and Recruitment and Placement Team. All DVOP Specialists will be assigned to the Skills Development Team, as this complies with their roles and responsibilities under VPL 07-10. As a member of the Skills Development Team, they will be referred any veteran that the Membership or Skills Development Team feels has a barrier to employment and needs intensive services. Again, DVOP Specialists will not be seeing all veteran walk-ins, as that is a core function. They will see only those veterans with barriers to employment and will continue to work as case managers for veterans with barriers to employment. DVOP Specialists will not be assisting non-veterans.

The LVER will be assigned to the Recruitment and Placement Team as their job will be to primarily work with employers and complies with the LVER's roles and responsibilities under VPL 07-10.

The DVOP will work with LVER staff and the One-stop Business Service Representative(s) (BSR) to increase employer awareness of the employability of disabled veterans and help employers make reasonable accommodations for veterans with disabilities.

The DVOP will locate, build and maintain good working relationships with Federal agencies (VA), state agencies (Health & Welfare, Education), community based organizations, veterans and others that may be able to provide services to disabled veterans.

The DVOP/LVER staff have built and maintain a good working relationship with many Federal, State and community based organizations and agencies and with veterans and others that may be able to provide services to veterans.

The DVOP staff in Iowa has maintained an excellent working relationship with their local V.A. VR & E staff. The procedure followed in serving Chapter 31 Vets is in accordance with VA/DOL Technical Assistance Guide (TAG) dated December 2008.

- Iowa has established the position of Intensive Services Coordinator (ISC) who is out stationed on a part-time basis at the VR&E Regional office. The position is filled by a DVOP specialist.
- DVOP's receive referrals from the VR&E counselor through the ISC and are at that time informed of the veteran's employment goal, barriers to employment and any other significant information.
- Upon referral, the DVOP immediately conducts an interview to further assess the veteran's situation. The DVOP will develop a mutually agreed upon, individualized case management plan to assist the veteran while in receipt of employment services.
- The DVOP will provide resume assistance, interviewing techniques, job leads and establish job development referrals with employers. The DVOP will also make referrals to assist with any special needs the veteran may have. The DVOP maintains a minimum of weekly contact with the Chapter 31 veteran and each month submits the results of the month's activities to the VR&E counselor, the ISC and the VPC.
- DVOP's also receive referrals from ES staff of veterans experiencing difficulties in obtaining employment or with apparent employment barriers.

Iowa Workforce Development has partnered with the state DOL/ETA Office of Apprenticeship and hosts the following web site:
<http://www.iowaworkforce.org/apprenticeship/>.

This web site has been recognized as the premier Apprenticeship web portal in the nation. DVOP staff routinely use this site to place veterans in training.

The Iowa Department of Education works closely with the VPC and DVOP Specialists to disseminate information on Chapter 31 GI Bill programs, the Troops to Teacher program and various other educational programs to provide educational opportunities for our veterans.

DVOP staff work closely with TANF – Employment and Training program (Referred to in Iowa as PROMISE JOBS) to provide job placement and referral assistance to veterans who are TANF cash recipients. (Referred to in Iowa as the Family Investment Program)

Though Iowa has no active duty military installations or medical facilities in the state, DVOP/LVER staff maintain a close working relationship with the Iowa National Guard and their Job Connection Program. This provides a strong linkage and referral system between all returning National Guard veterans and the DVOP.

Outreach by the DVOP consists of utilizing public information systems and educating other service providers and organizations to inform veterans and encourage their participation in services available through the One-stop center. It also involves locating disabled veterans by contacting community based

organizations, education facilities and other places for the purpose of developing job opportunities, and training programs outside the One-stop.

Iowa Workforce Development has also created a Veterans Benefits and Services book that list Federal State and Local veteran benefits and services. Several agencies have partnered in contributing to this book, to include DOL Office of Apprenticeship, Iowa Department of Education, both state and county Department of Veteran Affairs and others. This book has been very well received and serves to both inform veterans and to provide them with the knowledge to access veteran services provided IWD. This book is distributed to partners, agencies and civic organizations across the state by the DVOPs, LVERs, Veterans Program Coordinator, Division Administrator and DOL VETS staff. Costs will not be charged to the JVSG, but will be absorbed by IWD and partner agencies,

The DVOP/LVER staff will work in concert with local management in establishing goals, assignments (including outreach schedules and locations), and expected results

G. Priority of Service

Iowa Workforce Development will provide all qualified veterans with priority service.

1. In order to maximize and provide priority of services to veterans, veterans will be able to register at all Iowa Workforce Development Center locations regardless of the availability of DVOP staff. Registration is also available on-line 24/7 through www.iowaworkforce.org, or any of the regional websites. Iowa complies with final regulations which state recipients of USDOL funds for qualified job training programs are subject to the priority of service regulations, and are required by law to provide priority of service to Veterans and eligible spouses. If the veteran's needs cannot be met at the point of intake (as determined by core service staff) or if the veterans request, they will be referred to the DVOP or appropriate service provider for assistance.

The Iowa Director for Veterans Employment and Training (DVET), his designee (ADVET), or the state Veterans Program Coordinator has a standing invitation to address local management at their monthly meeting to describe expectations of the Jobs for Veterans Act of 2002, and to review program performance. The state has followed-up by requiring that each SWA describe in their local customer service plan how they will ensure priority of service is provided in their programs. DVOP/LVER staff will consult with local partners on how to implement priority of service, and will be monitoring compliance with the established procedure.

Each region submits their plan for providing priority of service to veterans. Each plan is reviewed by the state liaisons to the local Workforce Investment Board (WIB). The state liaisons work with the DVET to develop expectations

that can be enforced locally. The state Veteran Program Coordinator monitors progress through annual monitoring visits and reports those findings to the DVET.

Priority of service is monitored in the following manner:

- The state coordinator randomly samples job orders and service applications as well as conduct on-site reviews;
- Local DVOP staff audit job orders and other services;
- Local management, with the assistance of DVOP staff, takes corrective action on veteran customer complaints; and
- DVOP staff conducts a random review of initial veteran applications for proper qualification, quality of service provided, and to ensure that the appropriate service was provided.

Corrective action, in the form of continuing education and positive feedback is provided by the DVOP. If problems persist, local management, the Veteran Program Coordinator, Division Administrator and the DVET will be consulted.

Veterans will be made aware of their priority of service entitlement and about the services provided by DVOP staff, not only through outreach activities as described previously, but through an information and self-assessment pamphlet. The pamphlet will describe for the veteran the various services they may receive, their priority of service, and will provide a simple mechanism for the veteran (and staff) to determine if intensive services are needed. It is expected that this method will help avoid oversight of veterans in need of special services. Local staff and DVOP staff will also employ:

- Community outreach to where veterans may be located and contact materials may be left.
- Contact signs placed in local offices, partners and at outreach locations.
- Identification of veterans and other eligible persons at all points of entry by local offices, partners and at outreach locations.
- DVOP staff will participate as part of a rapid response team for business closings/downsizings.

To ensure that local staff is aware of their responsibilities to provide priority of service, DVOP/LVER staff will train local non-vet staff and service delivery partners to enhance their knowledge of veterans' employment and training needs. As well, the state has, and will continue to issue, field information memos to clarify these responsibilities. All such memos have been reviewed by the DVET.

Priority for referrals to job listings will be assured by searching the files of active job seekers and allowing all eligible veterans an opportunity to apply before non-veterans. A similar process will be employed when considering referrals to workshops and other activities covered under the Wagner-Peyser Act.

2. At the minimum, the services that will be available to the veteran within the one-stop center and through other service providers will include:
 - Registration as a job seeker for job matching;
 - Referral to jobs and job development;
 - Career and skills assessment;
 - Case management;
 - Referral and follow-up with VSO's and CBO's;
 - Referral to training and apprenticeship opportunities
 - Job seeking skills workshops;
 - Resume and cover letter building software;
 - Referral and consultation with a Disability Navigator;
 - Services through Veterans Voc. Rehab;
 - Services through the Veterans Administration including OJT and work incentive programs;
 - Support services for homeless veterans.

3. The process employed by the state to monitor and assess the success of the state plan includes:
 - a) Quarterly review of Vets 200 and 9002 reports. These reports will be reviewed in person with the Veteran Program Coordinator, DVET, and Division Administrator to identify strengths and weaknesses. Mathematica has yet to resolve the problem of sorting data by region and office, and Iowa is still working to identify a solution to provide local management with localized information through Business Objects.
 - b) The Veteran Program Coordinator will conduct on-site monitoring of each office housing a DVOP staff person and report those outcomes to the Division Administrator and DVET.
 - c) The Division Administrator and DVET developed new performance measures in addition to the Veterans 200 reports in response to our philosophy of ensuring the DVOP is working with veterans whose goal is employment:
 - Fulltime DVOPs are expected to case manage a minimum of 50 veterans monthly; part-time staff has a goal of at least 25. The Division Administrator may grant exceptions on an individual basis. Progress towards these goals is monitored monthly, and shared with regional management. Staff who are not meeting expectations are coached, counseled, provided additional training as appropriate, and if necessary, given a work directive with specific timelines for required improvement. If none of those actions provide the desired results, discipline can result.
 - A case management analysis tool numerically evaluates the quality of the case management. All DVOP staff is trained on the use of this tool to better assess the quality of case management, and to provide consistency of services statewide. This tool also provides management a guide to measure staff progress towards established

goals. All field managers will also be trained on the use of this tool to better understand the role of their staff, and to monitor performance and reporting.

- Evaluate the percentage of veterans being case managed that enter employment.

H. Performance Incentive Awards

1. The Performance Incentive Award Program will be in accordance with VPL 02-07. The total amount of the funds that will be available for performance awards and incentives will be one percent of the total award for Veterans programs.

The Performance Awards and Incentives program will recognize those offices that excel in providing services to veterans. Offices selected for awards will have demonstrated their excellence of service to veterans or in support of veterans programs, and funds received will be used for office projects or activities that benefit the veteran customer. Awards will not be granted to individuals, nor will any awards be distributed in cash. Possible uses of office awards could include:

- Tickets to performing arts, sports or other events
- Gift certificates to restaurants or stores
- Membership dues
- Subscriptions
- Merchandise (office supplies, furniture, computer equipment, etc. not available through normal funding sources/budget)
- Catered meal/lunch for office staff
- Donation to local charity/homeless shelter/food pantry/etc.
- Health club memberships for office staff

The value of the awards will be significant enough to encourage offices to develop better approaches to delivering services to veterans. The focus of the awards will be on improving the services to veterans and strategies for the delivery of services, but not to the exclusion of non-veterans.

The presentation of the awards will be in a venue that will highlight services to veterans. The Director of Iowa Workforce Development has made a commitment to present the awards at the annual Veterans Conference during the third quarter of each year. Making the presentations in this manner will again emphasize Iowa's effort to improve services and highlight the contribution staff makes to improve the lives of veterans across Iowa.

2. Selection Criteria

Nomination Process

The performance awards and incentive program will recognize offices that have provided outstanding services to veterans in the Iowa Workforce Center

System. Offices that have made the extra effort to help veterans achieve their employment or career goals will be considered for awards. Focusing on office performance will bring greater emphasis on providing improved services to veterans. Management will have an incentive to spend more time on developing new ways to improve services to veterans encouraging staff to improve services, coordinating services between programs and becoming more concerned with positive outcomes for veterans.

The nomination review committee will consist of an equal number of members from management and staff. The committee will announce the request for nominations and send applications to the field by February 15th. Staff or managers in the Workforce Centers will nominate offices for award selection. Sixty days will be allowed for the completion of the application. The application will be in a specified format. The committee will convene no later than 30 days prior to the award presentation to select the winners. The committee will then send their recommendations to the IWD Director for final selection. After final approval, the Director will present the awards at our Annual Training Conference held during third quarter. If no conference is held, awards will be presented on the first available date in June. Funds for this program will be obligated by September 30 of each year and dispersed to the award winners no later than December 31 of that year.

Criteria

The purpose of the incentive awards is to encourage offices to focus on:

- Federal Performance Measures
- Employment through Intensive and Case Management Services
- Improvement or modernization of employment services to veterans.

An office that is nominated will demonstrate service to veterans, above and beyond their normal duties, that is recognized as outstanding. Nominations will be developed using both objective and subjective criteria. In the nomination process, objective criteria will be applied before subjective criteria are considered. If office performance does not meet the objective criteria for outstanding performance, the office will not be considered further for nomination.

When nominating offices, all or some of the following criteria will be used:

Objective Criteria

- Increase in the number of veterans served, with special emphasis on disabled veterans
- Number of veterans securing employment following case management
- Percentage increase in veterans referred to employment and secured employment versus non-veterans.
- Veterans placed in training

- The number of disabled veterans served as a percentage of disabled veterans in the community
- Other statistical data that shows exceptional service to veterans

Subjective Criteria

- Outstanding Case Management/success stories
- Outstanding promotional campaign resulting in recruitment or employment of veterans
- Outreach efforts to veterans
- Team participation for services to veterans
- Types and quality of services to veterans
- Creation of new programs, grants, educational opportunities, or services that improve service to veterans or enlighten business of the advantages to “Hire the Vet.”
- Membership and participation in veteran service organizations or community based organizations
- Types and quality of services to veterans with barriers to employment including homeless veterans
- Other efforts resulting in positive outcomes for veterans

3. Awards

Iowa Workforce Development will administer the award program. There will be at most four (4) office awards which will be accessed via each applicable regional fiscal agent. In the event there are not enough nominations, cash awards will be adjusted to ensure all of the performance incentive funds are expended.

I. Transitional Assistance Program

There are no active duty military installations in Iowa; however the Iowa National Guard has seen numerous deployments since 2001. Local DVOP and LVER staff, upon request from the National Guard, team with VETS and ESGR to provide services and information for returning National Guard soldiers. The DVET and VPC are working with the National Guard to establish a TAP program for returning soldiers.

J. Narrative Budget Information

1. Assigned costs

Costs are assigned to the following time accounting codes:

- DVOP – WADV at admin level. __DV at office level. (i.e. 28DV = Spencer).
- LVER – WALV at admin level. __LV at office level. (i.e. 60LV = Des Moines)
- Veterans Program Coordinator – FNCP
- Iowa has no active duty military insulations, so we have no TAP program or accounting code.

- Incentive Awards are charged to the LVER fund, but differentiated by the local office where it is awarded. Such as 69LV etc.
2. Half-time veteran staff, who is also funded half-time by another program, are expected to devote 20 hours of their 40 hour work week to serving veterans. We do not assign a specific number of hours each day, due to the constant flow of traffic in the Workforce Centers. Iowa feels that set hours for DVOP Specialists could result in veterans who have been identified as being in need of intensive services not receiving priority of service from the DVOP Specialist if the veteran comes in when the DVOP Specialist is not available. The DVOP Specialist must have the flexibility in their schedule to see veterans as needed and the ability to adjust that schedule to the needs of the veteran.

Six of our DVOP Specialists are assigned to half-time DVOP positions only and are not funded by another program. They work 20 hours per week and only in the DVOP capacity. They will have set hours which will be published and displayed prominently.

Work hours are monitored by local management, the Veteran Program Coordinator, senior IWD management and the DVET. If it is discovered that the DVOP is showing indicators of not working the required 20 hours, such as, not keeping up with case management responsibilities, not managing the minimum caseload or complaints are received from veterans or the DVOP Specialist, action is taken by senior IWD management to investigate and correct the issue.

3. Iowa will budget \$5,000 for an annual conference each year. This cost includes \$1600.00 for sleeping rooms, \$2675.00 for mileage/per diem and \$725.00 for the meeting room.

8/15/2012

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WIA Customer Satisfaction Performance Levels - PY2011

DRAFT DRAFT DRAFT--DOL has yet to release ACSI tables for PY11; PY10 ACSI table was used in interim to calculate Cust.Satis. Annual (DRAFT)

Region	Employer Satisfaction				Participant Satisfaction				Region
	Actual	Negotiated	90% of Neg	80% of Neg	Actual	Negotiated	90% of Neg	80% of Neg	
1	69.7%	77.5%	69.8%	62.0%	80.8%	78.5%	70.7%	62.8%	1
2	75.3%	77.5%	69.8%	62.0%	78.1%	78.5%	70.7%	62.8%	2
3&4	76.7%	77.5%	69.8%	62.0%	79.6%	78.5%	70.7%	62.8%	3&4
5	71.6%	77.5%	69.8%	62.0%	77.6%	78.5%	70.7%	62.8%	5
6	76.6%	77.5%	69.8%	62.0%	86.5%	78.5%	70.7%	62.8%	6
7	80.4%	77.5%	69.8%	62.0%	81.1%	78.5%	70.7%	62.8%	7
8	77.3%	77.5%	69.8%	62.0%	77.1%	78.5%	70.7%	62.8%	8
9	75.1%	77.5%	69.8%	62.0%	82.6%	78.5%	70.7%	62.8%	9
10	71.2%	77.5%	69.8%	62.0%	81.7%	78.5%	70.7%	62.8%	10
11	66.3%	77.5%	69.8%	62.0%	71.8%	78.5%	70.7%	62.8%	11
12	76.1%	77.5%	69.8%	62.0%	81.5%	78.5%	70.7%	62.8%	12
13	74.5%	77.5%	69.8%	62.0%	81.2%	78.5%	70.7%	62.8%	13
14	66.4%	77.5%	69.8%	62.0%	88.1%	78.5%	70.7%	62.8%	14
15	65.6%	77.5%	69.8%	62.0%	82.5%	78.5%	70.7%	62.8%	15
16	77.9%	77.5%	69.8%	62.0%	79.6%	78.5%	70.7%	62.8%	16
State	73.4%	77.5%	69.8%	62.0%	79.8%	78.5%	70.7%	62.8%	State

8/15/2012

DRAFT

WIA Adult Performance levels -- PY2011
Annual (DRAFT)

Region	Entered Employment Rate				Employment Retention Rate				Average Earnings 6 Mos.				Employment & Credential Rate				Region
	Actual	Negotiated	90% of Neg (Incentive)	80% of Neg	Actual	Negotiated	90% of Neg (Incentive)	80% of Neg	Actual	Negotiated	90% of Neg (Incentive)	80% of Neg	Actual	Negotiated	90% of Neg	80% of Neg	
1	60.4%	65%	58.5%	52.0%	86.5%	80%	72.0%	64.0%	\$10,736	\$11,500	\$10,350	\$9,200	39.6%	67%	60.3%	53.6%	1
2	66.5%	65%	58.5%	52.0%	77.8%	80%	72.0%	64.0%	\$11,590	\$11,500	\$10,350	\$9,200	65.0%	67%	60.3%	53.6%	2
3 & 4	87.5%	65%	58.5%	52.0%	100.0%	80%	72.0%	64.0%	\$9,831	\$11,500	\$10,350	\$9,200	66.7%	67%	60.3%	53.6%	3
5	57.3%	65%	58.5%	52.0%	83.8%	80%	72.0%	64.0%	\$11,384	\$11,500	\$10,350	\$9,200	32.6%	67%	60.3%	53.6%	5
6	77.8%	65%	58.5%	52.0%	100.0%	80%	72.0%	64.0%	\$7,517	\$11,500	\$10,350	\$9,200	50.0%	67%	60.3%	53.6%	6
7	58.9%	65%	58.5%	52.0%	80.0%	80%	72.0%	64.0%	\$10,904	\$11,500	\$10,350	\$9,200	84.2%	67%	60.3%	53.6%	7
8	75.0%	65%	58.5%	52.0%	86.7%	80%	72.0%	64.0%	\$12,237	\$11,500	\$10,350	\$9,200	57.1%	67%	60.3%	53.6%	8
9	74.5%	65%	58.5%	52.0%	84.3%	80%	72.0%	64.0%	\$7,994	\$11,500	\$10,350	\$9,200	48.2%	67%	60.3%	53.6%	9
10	60.1%	65%	58.5%	52.0%	79.9%	80%	72.0%	64.0%	\$11,422	\$11,500	\$10,350	\$9,200	43.5%	67%	60.3%	53.6%	10
11	57.6%	65%	58.5%	52.0%	78.3%	80%	72.0%	64.0%	\$11,452	\$11,500	\$10,350	\$9,200	59.4%	67%	60.3%	53.6%	11
12	56.8%	65%	58.5%	52.0%	89.5%	80%	72.0%	64.0%	\$15,008	\$11,500	\$10,350	\$9,200	55.6%	67%	60.3%	53.6%	12
13	63.3%	65%	58.5%	52.0%	82.2%	80%	72.0%	64.0%	\$11,746	\$11,500	\$10,350	\$9,200	50.0%	67%	60.3%	53.6%	13
14	55.2%	65%	58.5%	52.0%	82.9%	80%	72.0%	64.0%	\$10,861	\$11,500	\$10,350	\$9,200	60.6%	67%	60.3%	53.6%	14
15	62.2%	65%	58.5%	52.0%	80.0%	80%	72.0%	64.0%	\$10,751	\$11,500	\$10,350	\$9,200	48.6%	67%	60.3%	53.6%	15
16	64.4%	65%	58.5%	52.0%	79.2%	80%	72.0%	64.0%	\$10,098	\$11,500	\$10,350	\$9,200	50.8%	67%	60.3%	53.6%	16
State	59.6%	65%	58.5%	52.0%	80.6%	80%	72.0%	64.0%	\$11,276	\$11,500	\$10,350	\$9,200	50.8%	67%	60.3%	53.6%	State

Incentive/Sanction Performance Measures: WIA Adult/DW: Entered Employment, Employment Retention & Avg Earnings

8/15/2012

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WIA Dislocated Worker Performance Levels -- PY2011

Annual (DRAFT)

Region	Entered Employment Rate				Employment Retention Rate				Average Earnings 6 Mos.				Employment & Credential Rate				Region
	Actual	Negotiated	90% of Neg (Incentive)	80% of Neg	Actual	Negotiated	90% of Neg (Incentive)	80% of Neg	Actual	Negotiated	90% of Neg (Incentive)	80% of Neg	Actual	Negotiated	90% of Neg	80% of Neg	
1	86.6%	65.0%	58.5%	52.0%	93.9%	89.0%	80.1%	71.2%	\$16,272	\$ 13,300	\$11,970	\$10,640	44.7%	74.0%	66.6%	59.2%	1
2	88.9%	65.0%	58.5%	52.0%	95.2%	89.0%	80.1%	71.2%	\$13,644	\$ 13,300	\$11,970	\$10,640	62.4%	74.0%	66.6%	59.2%	2
3 & 4	96.4%	65.0%	58.5%	52.0%	97.3%	89.0%	80.1%	71.2%	\$17,785	\$ 13,300	\$11,970	\$10,640	58.1%	74.0%	66.6%	59.2%	3
5	77.0%	65.0%	58.5%	52.0%	90.5%	89.0%	80.1%	71.2%	\$20,279	\$ 13,300	\$11,970	\$10,640	34.0%	74.0%	66.6%	59.2%	5
6	78.3%	65.0%	58.5%	52.0%	92.5%	89.0%	80.1%	71.2%	\$14,956	\$ 13,300	\$11,970	\$10,640	49.2%	74.0%	66.6%	59.2%	6
7	85.6%	65.0%	58.5%	52.0%	92.5%	89.0%	80.1%	71.2%	\$16,665	\$ 13,300	\$11,970	\$10,640	75.7%	74.0%	66.6%	59.2%	7
8	75.7%	65.0%	58.5%	52.0%	81.0%	89.0%	80.1%	71.2%	\$12,605	\$ 13,300	\$11,970	\$10,640	76.5%	74.0%	66.6%	59.2%	8
9	73.7%	65.0%	58.5%	52.0%	96.1%	89.0%	80.1%	71.2%	\$20,557	\$ 13,300	\$11,970	\$10,640	51.2%	74.0%	66.6%	59.2%	9
10	89.5%	65.0%	58.5%	52.0%	95.0%	89.0%	80.1%	71.2%	\$13,899	\$ 13,300	\$11,970	\$10,640	78.9%	74.0%	66.6%	59.2%	10
11	71.6%	65.0%	58.5%	52.0%	97.5%	89.0%	80.1%	71.2%	\$13,612	\$ 13,300	\$11,970	\$10,640	58.1%	74.0%	66.6%	59.2%	11
12	81.3%	65.0%	58.5%	52.0%	100.0%	89.0%	80.1%	71.2%	\$14,023	\$ 13,300	\$11,970	\$10,640	71.4%	74.0%	66.6%	59.2%	12
13	96.3%	65.0%	58.5%	52.0%	93.8%	89.0%	80.1%	71.2%	\$16,770	\$ 13,300	\$11,970	\$10,640	66.7%	74.0%	66.6%	59.2%	13
14	86.0%	65.0%	58.5%	52.0%	92.7%	89.0%	80.1%	71.2%	\$11,340	\$ 13,300	\$11,970	\$10,640	57.1%	74.0%	66.6%	59.2%	14
15	79.1%	65.0%	58.5%	52.0%	89.6%	89.0%	80.1%	71.2%	\$13,013	\$ 13,300	\$11,970	\$10,640	56.2%	74.0%	66.6%	59.2%	15
16	81.3%	65.0%	58.5%	52.0%	97.3%	89.0%	80.1%	71.2%	\$15,960	\$ 13,300	\$11,970	\$10,640	62.7%	74.0%	66.6%	59.2%	16
State	83.4%	65.0%	58.5%	52.0%	94.7%	89.0%	80.1%	71.2%	\$15,791	\$ 13,300	\$11,970	\$10,640	57.9%	74.0%	66.6%	59.2%	State

Incentive/Sanction Performance Measures: WIA Adult/DW: Entered Employment, Employment Retention & Avg Earnings

8/15/2012

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WIA Younger Youth Performance Levels -- PY2011

Annual (DRAFT)

Region	Skill Attainment Rate				HS Diploma/GED Attainment Rate				Retention Rate				Region
	Actual	Negotiated	90% of Neg	80% of Neg	Actual	Negotiated	90% of Neg (Incentive)	80% of Neg	Actual	Negotiated	90% of Neg (Incentive)	80% of Neg	
1	82.5%	76%	68.4%	60.8%	86.7%	76%	68.4%	60.8%	71.4%	77.0%	69.3%	61.6%	1
2	45.2%	76%	68.4%	60.8%	80.0%	76%	68.4%	60.8%	66.7%	77.0%	69.3%	61.6%	2
3&4	85.3%	76%	68.4%	60.8%	85.7%	76%	68.4%	60.8%	84.6%	77.0%	69.3%	61.6%	3&4
5	38.1%	76%	68.4%	60.8%	75.0%	76%	68.4%	60.8%	83.3%	77.0%	69.3%	61.6%	5
6	11.1%	76%	68.4%	60.8%	25.0%	76%	68.4%	60.8%	50.0%	77.0%	69.3%	61.6%	6
7	54.1%	76%	68.4%	60.8%	90.9%	76%	68.4%	60.8%	65.4%	77.0%	69.3%	61.6%	7
8	n/a	76%	68.4%	60.8%	n/a	76%	68.4%	60.8%	n/a	77.0%	69.3%	61.6%	8
9	38.6%	76%	68.4%	60.8%	76.9%	76%	68.4%	60.8%	69.6%	77.0%	69.3%	61.6%	9
10	60.0%	76%	68.4%	60.8%	92.9%	76%	68.4%	60.8%	60.0%	77.0%	69.3%	61.6%	10
11	85.3%	76%	68.4%	60.8%	75.0%	76%	68.4%	60.8%	75.0%	77.0%	69.3%	61.6%	11
12	81.0%	76%	68.4%	60.8%	66.7%	76%	68.4%	60.8%	83.3%	77.0%	69.3%	61.6%	12
13	71.4%	76%	68.4%	60.8%	57.1%	76%	68.4%	60.8%	100.0%	77.0%	69.3%	61.6%	13
14	63.2%	76%	68.4%	60.8%	100.0%	76%	68.4%	60.8%	100.0%	77.0%	69.3%	61.6%	14
15	56.0%	76%	68.4%	60.8%	77.8%	76%	68.4%	60.8%	41.2%	77.0%	69.3%	61.6%	15
16	74.0%	76%	68.4%	60.8%	85.7%	76%	68.4%	60.8%	69.2%	77.0%	69.3%	61.6%	16
State	66.3%	76%	68.4%	60.8%	81.2%	76%	68.4%	60.8%	65.9%	77.0%	69.3%	61.6%	

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Incentive/Sanction Performance Measures: WIA Younger Youth: Diploma & Equivalent, Retention