



# Mississippi Valley Workforce Development Board

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## **Business Committee Meeting Agenda**

Thursday, February 9, 2023, at 4:00 p.m.

### **Join Zoom Meeting**

<https://us02web.zoom.us/j/85839772032?pwd=b0hLUm1VNndCRnAvckhaMGZSWkVCz09>

Meeting ID: 858 3977 2032 Passcode: 589366

One tap mobile: 13017158592,,85839772032#

Called to Order	Mandy Parchert
Roll Call	Mandy Tripp
*Excused Absences	Mandy Parchert
*Approval of Previous Meeting Minutes	Mandy Parchert
*Approval of Agenda	Mandy Parchert
Business Services Plan (page 5)	Andrea Taylor
Grant Grading Rubric (page 17)	Andrea Taylor
Asset Mapping (page 20)	Andrea Taylor
Business Satisfaction Survey	Andrea Taylor
Review BST Brochure (page 29)	Andrea Taylor
Other Business	Mandy Parchert
Public Comment	Mandy Parchert
*Adjourn	Mandy Parchert

\*Items Requiring a Vote \*\* Items Requiring a Roll Call vote

### **Accommodations**

Accommodations are available upon request for individuals with disabilities.

If you need accommodations, please contact Andrea Taylor. [associate@mississippivalleyworkforce.org](mailto:associate@mississippivalleyworkforce.org)  
or by calling 1-844-967-5365 ext 2



# Mississippi Valley Workforce Development Board

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## **Business Committee Meeting Minutes**

Thursday, January 12, 2023, at 4:00 p.m., via Zoom

**Members Present:** Chris Caves, Dennis Fraise, Kelley Brown, Hannah Howard, Mandy Parchert, and Tracey Lamm

**Members Absent:** Brad Quigley

**Staff Present:** Miranda Swafford, Executive Director, Andrea Taylor, Associate Director, and Mandy Tripp, Executive Assistant

### **CALLED TO ORDER**

Taylor called the meeting to order at 4:02 p.m.

### **QUORUM**

There was a quorum to conduct business.

### **EXCUSED ABSENCES**

There were no excused absences. Brad Quigley had an unexcused absence.

### **APPROVAL OF AGENDA**

Brown made a motion to accept the agenda, seconded by Parchert, and the motion carried.

### **ROLES & RESPONSIBILITIES**

Taylor gave an overview of the Roles and Responsibilities of being a member of the Business Committee, including evaluating business customer satisfaction, and overseeing the Retrain and Retain Grant program. Taylor also went over committee membership and term limits.

### **\*ELECTION OF CHAIR/VICE-CHAIR**

Taylor advised the Chairman of the committee needs to be a current board member, which gives two options of Parchert and Quigley. Fraise made a motion to elect Parchert as the Chairman and Quigley as the vice chair, seconded by Lamm, and the motion carried.

### **\*NAME OF COMMITTEE**

Howard made a motion to table this item until the committee has a better understanding of the way the committee will contribute to the local workforce area; the motion was seconded by Lamm, and the motion carried.

### **\*BUSINESS SATISFACTION SURVEY**

Taylor presented the business satisfaction survey that has been presented to the business services team. It would be electronically distributed monthly to businesses. Parchert gave some feedback on the wording and how the survey is written. Caves asked for confirmation that this survey will be sent to

employers that used Iowa*WORKS* for participated in hiring events, recruitment activities, or the system to post jobs, Swafford confirmed that question. It will be a standing agenda item to review data monthly. The metric being used will be the Likert scale of 1-4. This will be the main method of data collection from employers to reduce employer fatigue in filling out surveys. Fraise made a motion to move questions 6&8 up to position 3&4, seconded by Parchert and the motion carried.

### **R&R APPLICATION PROCESS OVERVIEW**

Taylor provided a brief overview of the application process. Parchert asked a clarifying question if a company applies for the grant that a committee member works for, that committee member will abstain from scoring that application.

### **\*MODIFY RETRAIN & RETAIN**

Taylor presented the option to modify the eligibility to include not-for-profit, knowing they have unlimited funding sources. The Cost Sharing Match requirement would need to stipulate their cost-sharing cannot be from federal funds. Caves advised she would like to see it small business focused. DOL does not allow for it to be used for retail or food service. Parchert made a motion to keep it as it is for this year, seconded by Lamm and the motion carried.

### **\*PY22 MEETING SCHEDULE**

Taylor presented the schedule for the rest of the year, the 2<sup>nd</sup> Thursday at 4 p.m. each month via Zoom. Lamm made a motion to accept the schedule as presented, it was seconded by Parchert and the motion carried.

### **OTHER BUSINESS**

There was no other business.

### **PUBLIC COMMENT**

There was no public comment.

### **ADJOURN**

Parchert made a motion to adjourn, seconded by Fraise and the motion carried. Parchert adjourned the meeting at 4:54 p.m.

# Business Service Plan



# Mississippi Valley Workforce Development Board

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## **BUSINESS SERVICES PLAN**

**APPROVED:** October 11, 2022

**EFFECTIVE DATE:** October 11, 2022

### **PURPOSE**

The Mississippi Valley Workforce Development Board (MVWDB) provides this plan as guidance for the provision of Business Engagement and Business Services in the Mississippi Valley Workforce Area (MVWA). The purpose of this plan is to outline the strategic vision of business service provision in the MVWA and American Job Centers (AJC) (also called Iowa *WORKS* Centers), which includes all mandated WIOA partners in providing services to business customers.

### **BACKGROUND**

The Workforce Innovation and Opportunity Act (WIOA) is to align employment, education, and training programs to strengthen the United States labor market. In order to accomplish this objective WIOA mandates six program components which need to be consistently offered by AJCs: Youth Workforce Investment Activities, Adult and Dislocated Worker Employment and Training Activities, Adult Education and Literacy, Employment Services, and Vocational Rehabilitation. As defined in WIOA Section 3(13), the core program provision is derived from the following legislation:

- WIOA Title I Subtitle B Chapters 2 and 3 (relating to Youth, Adult, and Dislocated Worker employment and training activities)
- WIOA Title II (relating to Adult Education and Literacy activities)
- WIOA Title III Wagner-Peyser Act Sections 1 through 13 (relating to employment services)
- WIOA Title IV Rehabilitation Act of 1973 Title I (relating to Vocational Rehabilitation services)

### **PURPOSE OF BUSINESS SERVICES**

According to WIOA Section 108(b)(4)(B) business services are intended to promote, market, connect, and provide access to initiatives such as:

- Work Opportunity Tax Credit
- Worker Adjustment Retraining Notice (WARN)
- Rapid Response
- Federal Bonding
- Incumbent worker training programs
- On-the-job training programs
- Customized training programs
- Industry and sector strategies
- Career pathways initiatives
- Utilization of effective business intermediaries
- Registered Apprenticeships
- Recruiting employers to AJCs
- Connecting job seekers and employers by facilitating relationships

## **PLAN**

Through the Iowa*WORKS* Centers the core partners and other co-located entities must develop, offer, and deliver quality business services that assist businesses and industry sectors in overcoming the challenges of recruiting, retaining, and developing talent for the regional economy. To support area employers and industry sectors most effectively, staff (including designated partner program staff) must:

- Have a clear understanding of industry skill needs
- Identify appropriate strategies for assisting employers and coordinate business services activities across Iowa*WORKS* partner programs and local economic development agencies, as appropriate
- Incorporate an integrated and aligned business services strategy among Iowa*WORKS* partners to present a unified voice for the American Job Center in its communications with employers.

## **WIOA LOCAL PLAN REQUIREMENT**

WIOA mandates local areas to establish and develop relationships and networks with employers and their intermediaries; convene or implement industry or sector partnerships; and may also provide other business services and strategies that meet the workforce development needs of their area employers in accordance with partner programs' statutory requirements. All of these strategies must be reflected in the Local Workforce Development Area WIOA Local Plan. MVWDB's local plan must include a description of the strategies and services used in the local area to:

- Facilitate engagement of employers in workforce development programs, including small employers and employers in in-demand industry sectors and occupations
- Support a local workforce development system that meets the needs of businesses in the local area
- Better coordinate workforce development programs and economic development
- Strengthen linkages between the one-stop delivery system and unemployment insurance programs
- Describe strategies and services that will be used in the local area to implement initiatives such as incumbent worker training, on-the-job training programs, customized training programs, industry and sector strategies, career pathway initiatives, utilization of effective business intermediaries.

## **MVWDB GOALS**

The goals of business engagement are to:

- Increase awareness of services and resources provided through the workforce system
- Increase the likelihood of employers hiring job seekers through the workforce system
- Create and strengthen career pathways aligned to business and industry demand
- Provide business intelligence to employers, intermediaries, and partners to ensure the workforce is relevant and useful
- Ensure strong talent pipelines for high demand occupations that allow business to grow and be successful
- Establish Mississippi Valley Iowa*WORKS* as an integral partner that adds value to regional economic development efforts by making connections to workforce strategies, solutions, and cutting-edge labor market research and data.

To help achieve these goals MVWDB will increase business engagement by delivering value to our business customers by:

- Using data to effectively identify, engage and serve our businesses through integrated service delivery
- Reducing duplication of services
- Forming sector-based partnerships to address the needs of regional industries
- Investing in technology and professional development.

## **BUSINESS COMMITTEE**

The MVWDB will establish a Business Committee to provide guidance and support to the WIOA partners in ensuring implementation of this plan. To ensure a strategic and focused approach to providing coordinated and consistent services to businesses the Business Committee will consist of cross-agency, cross county and industry members. This committee will convene regularly to provide a strategic direction, evaluate results, provide technical assistance, and recommend changes to program design to enhance service delivery. Roles of the Business Committee include but are not limited to:

- Evaluate, identify, and establish appropriate information technology solutions to assist in effective delivery of business services
- Encourage local workforce agencies to participate on the Business Services Teams.
- Convene sector partnerships
- Oversee and manage the Incumbent Worker Training Grant Program and other work-based learning options in MVWA under WIOA.
- Evaluate promising practices in business services delivery across Iowa and the United States and communicate those practices to local business services teams.
- Analyze and address barriers to collaboration between state, regional, and local business services teams.
- Map business solution assets and provide training to business services staff on standardizing outreach and marketing materials and how to mobilize these resources including peer to peer learning opportunities.
- Develop a tool and process for evaluating business customer satisfaction.
- Seek additional funding opportunities to support Business Service delivery.

## **ROLE OF WIOA PARTNERS**

Interagency collaboration, forming partnerships, and leveraging resources will be a vital aspect of Iowa's success in meeting business' workforce development needs. WIOA partners will continue to support a continued focus on branding the one-stop system, delivering a universal message to identify the one-stop system, and establishing standardized services.

## **INTEGRATION**

Full integration of business services is critical to achieving a high performing workforce development system. MVWDB is committed to the principles of Customer-Centered Design and innovation in its service delivery strategy, including virtual products and services. The responsive integration of these service delivery methods creates better outcomes for the dual customers of workforce development, the jobseeker and business community.

An integrated approach to business services will lead to improved skills, credentials and employment attainment in areas driven by business demand. In total, this effort in conjunction with efforts by economic development activities are expected to enhance and grow Iowa's economic advantage in both recruiting and retaining businesses.

The Integrated Business Services Self-Assessment, provided as Attachment B to this plan, is a self-assessment to be completed by the local Business Service Teams annually by the start of each program year. This tool was created to help the local area teams drill down into how integrated and effective the business services are currently, and to determine where enhancements can be made. The assessment tool will assist the MVWDB as part of their strategic planning process. The tool is designed to be used as a framework to focus the conversation between workforce partners on how they will address the challenge of becoming more responsive to businesses as a collective unit and will help local areas determine what a "high-performing" integrated business services team looks like.

## **BUSINESS SERVICES TEAM STRUCTURE AND FUNCTION**

MVWDB is required to have a unified business services team as described in the local Memorandum of Understanding (MOU). The local Business Services Teams (BST) at minimum should include all partners who identified as providing business services in the local MOU. Including but not limited to WIOA core partners, including Wagner-Peyser, Title I Adult/DW, Adult Education and Literacy, Vocational Rehabilitation, and other workforce partners. The core partners in MVWA will each designate at least one staff member that will serve on the BST. The goal of business services staff is to assist businesses in developing the long-term strength of their workforce. This is generally accomplished by considering the specific needs of the business, as expressed by the employer. Coordinated efforts should be focused on creating a streamlined business process and preventing duplicative services and contacts to businesses. When meeting with employers it is best for business service staff to carefully consider the specific needs of a company rather than rely on simply listing services.

## **SINGLE POINT OF CONTACT APPROACH**

Per the One Stop Certification Standards: “the Center’s integrated business services team shares information across partners to better serve business customers, streamlines outreach to and communications with businesses, and utilizes a single point of contact approach with business customers to represent the integrated business services team.” The single point of contact is not intended to be “one individual” responsible for all relationships in the MVWA through which all businesses must go to access workforce services. All members of the business services teams are expected to create these relationships with businesses in the community in a coordinated and targeted manner.

A "single point of contact protocol" means that there is no wrong door through which a business customer enters. Any team member that initiates or receives the initial contact either directly works to meet the need or makes a referral on behalf of the customer and ensures that follow up has occurred. Development of a referral form and shared spreadsheet or tracking system is necessary. A team lead should be identified to include in outreach materials and website.

## **ASSET MAPPING**

Asset mapping identifies resources and provides MVWDB with an inventory of key resources within the local service delivery area.

***Business Services*** – Attachment A provides an asset mapping tool to determine what business services are provided by each partner in the MVWA. This tool includes required Business Services outlined under WIOA, in the Code of Federal Regulations (CFR), outlined in the local MOU, promising HR recommendations from the Office of Personnel Management (OPM) and additional businesses services the MVWDB has identified. This tool will be completed annually and will identify where gaps in services exist, additional workforce partners that are needed to complete our service delivery and areas where further collaboration and coordination can occur across partner programs.

***Community Partners***: An asset mapping list includes entities with which the business service staff already has relationships, such as: local governments; chambers of commerce; local, regional, or state economic development entities; financial institutions; and community-based organizations. The MVWDB can use these resources to form a strategy to promote the economy within the local area; this coordination will rely heavily on the expertise provided by the business service staff.

## **WIOA PERFORMANCE MEASURES**

The State of Iowa has selected the following two benchmarks which will be reported to the U.S. Department of



Labor and State Workforce Development Board. A successful business service team is the driving force behind a One-Stop center meeting, and exceeding, these goals. These measurements include:

1. Repeat business customer rate measures the percentage of employers who receive core services more than once in the last three recording periods.  
This measure is intended to demonstrate that a business is satisfied with the services they received. By continually seeking out the assistance of business service staff, a company has indicated that the consultation carried out a recruitment strategy that was beneficial to their staffing needs.
2. Employer penetration rate measures the percentage of employers using services in the State.  
The percentage of employers seeking out the services of business services teams is a method to analyze how effective the services offered by American Job Centers are when compared to other comparable job recruitment services. This illustrates how successful business service staff is in maintaining good relationships with employers and whether or not this reputation is felt across industries within a respective area.

## REPORTING

The One Stop Operator or designee will complete a monthly report to provide to the Business Committee and this report should track the following activities:

- Number of businesses served - Tracked by establishment
- Number of new business contacts
- Type of services provided
- Number of business referrals
- Business Service Team meeting activities and events
- Updates on the below listed activities.

In addition, annually at the beginning of each program year the MVWDB will confirm the local BSTs have the following in place and are committed to:

- A shared vision and strategy for business services and aligned with the current LWDB WIOA Plan
- Committed and planned team professional development opportunities
- A single point of contact and referral protocol documented
- A Written Communication Plan that includes:
  - A unified approach that is focused on the workforce system instead of a program specific approach
  - An outreach plan based on sector strategies identified in the LWDB WIOA plan
  - Identification of locally available resources, including channels for outreach, and how they will be used
  - The role of each partner in performing outreach activities
  - A method for determining effectiveness of local outreach efforts
- A description of additional partnerships the MVWDB should pursue to assist in communications and outreach to businesses including business roundtables, business advisory councils, or existing business programs through economic development entities
- Standardized timeframes to respond to business inquiries and subsequent contact, in order to deliver specialized and collaborative solutions to meet business customer needs
- A documented process to ensure partner staff within the AJC are aware of the protocol for business services referrals
- A Business Satisfaction Survey as developed by the One Stop Operator and the Business Committee
- MVWDB business service partners must have clear, convenient, and easily accessible content and outreach materials (including web-based content) for business customers that provides:
  - A list of all business products and services; and
  - Contact information for a business to contact through the identified “single point of contact” protocol

Note: The above activities will be incorporated into the next MOU development process.

## ATTACHMENT A - IOWAWORKS BUSINESS SERVICES ASSET MAPPING TOOL

This list of business services was derived from CFR § 361.435, CFR § 652.2, the local MOU, and OPM HR recommendations. This tool is to be used by all partners that identified as providing business services in the MOU in Mississippi Valley Workforce Area. This data will be used to identify gaps in service delivery, create areas for further collaboration and coordination and used to assist the board in its strategic planning process.

### INSTRUCTIONS

For all business services that have been provided through your program in the last year place a black "X" in the cell, for those services that your program has provided in the past but has not provided in the last year place a red "X" in the cell.

Business Services Offered		Bd	T1	T2	T3	T4	IDB
1	Job Posting						
2	Staff assisted job postings						
3	Basic Recruitment and applicant pre-screening assistance						
4	Customized screening and referral of qualified participants in training services to employers						
5	Conduct interviews and create interview questions for employers						
6	Local applicant pools search for clients that meet the employers' minimum qualifications						
7	Do employers use IowaWORKS Centers for recruiting and interviewing job applicants						
8	Provide basic LMI data						
9	Provide customized labor market information for specific employers, sectors, industries or clusters						
10	Assistance with Registered Apprenticeships						
11	Create Standards for Registered Apprenticeship						
12	Development of Career Pathways (not placing participant in pathway)						
13	Assist with Job Fairs						
14	Customized recruitment events for individual businesses						
15	Promote IowaWORKS events						
16	Marketing of IowaWORKS business services to appropriate area employers						
17	Perform Outreach to Chambers and Economic Development						
18	Serve on a Chamber board or committee						
19	Serve on an Economic Dev. Board or committee						
20	Provide workshops for businesses						
21	Incumbent Worker Training						
22	Customized Training						
23	On the Job Training						
24	Work Experiences						

25	Internships						
26	Develop, convene, or implement sector partnerships						
27	Attend sector or partnership board meetings						
28	Host business networking meetings						
29	Host roundtable events						
30	Provide Layoff Aversion Activities						
31	Provide Feasibility studies to assess the needs of and options for at-risk firms						
32	Create business needs assessments						
33	Analyze business needs assessments						
34	Provide Rapid Response Activities						
35	HR consultation with Writing/reviewing job descriptions and employee handbooks						
36	Developing performance evaluation and personnel policies						
37	Creating orientation sessions for new workers						
38	Honing employer job interview techniques for efficiency and compliance						
39	Analyzing employee turnover and barriers to the hiring process						
40	Assistance in identifying family friendly benefits						
41	Provide information regarding assistive technology and communication accommodations						
42	Create job accommodations using assistive technology						
43	Explain labor and employment laws to help employers comply with discrimination, wage/hour, and safety/health regulations						
44	Provide information and assistance to employers to access WOTC						
45	Provide information and assistance to employers to access Federal Bonding						
46	Provide information on business loans						
47	Referrals to other community organizations						
48	Evaluate diversity, equity, inclusion, and accessibility in workforce plans and devise plans to further goals						
49	Conduct dives into organization's climate and culture to identify organizational strengths and opportunities for improvements.						
50	Devise recruitment and branding strategies to more effectively attract diverse highly qualified candidate pools.						
51	Use social media to promote program specific business services						
52	Have program specific business services outreach materials						
53	Have IowaWORKS business services outreach materials						
54	Have individual and team goals for current program year						
55	Have local business staff strategic plan						
56	Member of ECI						
57	Participate in ECI events						

## ATTACHMENT B – INTEGRATED BUSINESS SERVICES SELF-ASSESSMENT TOOL

A self-assessment helps local workforce systems drill down into how integrated and effective their business services are currently and where enhancements can be made. This tool should be completed annually to show progress toward the system goals and performance.

### INTRODUCTION

Most communities understand the importance of providing a more coordinated set of talent development solutions for their business. Yet so many still struggle with effectively integrating business services across workforce, education, and economic development. As a result, we are still approaching businesses and their talent needs in silos and only reaching a small share of them. This tool challenges our local area to ask themselves: Can we be more responsive to businesses as a collective unit and how can we change what we do to make it happen? The self-assessment is made up of a number of indicators that together begin to demonstrate what a “high-performing” integrated business services system may look like. This tool is designed as a framework to focus the conversation that our local area should be having as we address this challenge.

### DIRECTIONS

1. Work as a team to complete the self-assessment. For each of the factors in the sections that follow, select a rating from 1 - 5 that reflects your/your team’s perspective on where the local area stands. Each team member may choose to complete the assessment individually and then convene to compare answers. Or you may decide to complete it together as a team.
2. Leave plenty of time to engage in an honest discussion about each indicator and to provide thoughtful ideas for addressing potential strategies for strengthening each indicators score.
3. For each indicator identify a score of 1-5 how integrated the workforce system is. 1 = isolation, 2 = communication, 3 = coordination, 4 = collaboration, 5 = integration.
4. For each score identify specific strategies that can be taken by the system to move toward full integration. These should be tangible steps to show progress toward achievement of the long-term goals.
5. A total score possible of 125

### VISION

Criteria	Score	How could this be strengthened?
1. local vision exists for coordinated and aligned business engagement/services.		
2. The vision is inclusive of all partners that play a role in the local talent pipeline from economic development, education, and workforce development. This includes core and key system partners from vocational rehabilitation and adult education to veteran’s services etc.		
3. The notion of shared business client ownership and accountability is institutionalized across agencies/programs. Key to this: partners buy into the notion that working collectively expands the breadth of services offered to business which is a positive for all.		

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## DEMAND PLANNING

Criteria	Score	How could this be strengthened?
1. We have access to quality regionalized labor market information (LMI) and review the data regularly.		
2. All of our key business reps have a clear understanding of the region’s overall business and economic climate, including key industries, business lifecycles, workforce trends and needs.		
3. Partners use shared LMI data as they approach and work with business—there is consensus among partners on key target industries, critical occupations, etc.		
4. Business intelligence—or tracking business engagement activity—is managed across key partners through a Customer Relationship Management (or related) system. Partners have access to this information and know how to use it		
5. Business outreach representatives (across partners) share intelligence and coordinate and strategize follow- up. with ability to connect businesses to a full range of partner services.		

## ENGAGING WITH BUSINESSES AND DELIVERING SOLUTIONS

Criteria	Score	How could this be strengthened?
1. Roles and responsibilities, as it relates to business engagement and follow up, are understood and embraced by all partners. Coordination planning across partners occurs regularly outside of business services team meetings.		
2. Our business outreach reps have the skills in building meaningful partnerships with businesses, both individually and in the context of multi-business industry partnerships. Includes ability to work with businesses to effectively validate and dig deep on talent needs		
3. Outreach representatives are adept at collecting key business needs/information when meeting with business, maximizing their contact and providing partners with referrals for the sake of all-encompassing solutions, this minimizes touchpoints with business limiting their “visit fatigue”		

4. We have an understanding, from working with key businesses, the natural progression/mobility of workers in all targeted industries/occupations (i.e., career ladders/lattices)		
5. We have trust with businesses and key target industries— and an understanding of how to leverage resources—to build innovative business-focused programs/services including: work-based learning, apprenticeships, and other recruitment, hiring, training, and transition services.		
6. Our coordinated business services represent “the whole” when in front of business. Follow up regularly includes bringing in the partner/resources to address the solution.		
7. Common forms and business needs assessments have been created and are used across partners.		
8. A referral process has been developed and implemented across programs.		
9. a “single point of contact” approach has been developed and implemented.		
10. Standardized timeframes to respond to business inquiries and subsequent contact, in order to deliver specialized and collaborative solutions to meet business customer needs has been developed.		
11. A documented process to ensure partner staff within the AJC are aware of the protocol for business services referrals		

## OUTREACH AND COMMUNICATION

Criteria	Score	How could this be strengthened?
1. There is an adopted shared message for communicating to the business community the vision and strengths of the local integrated business services system.		
2. Services being presented to businesses—from across partners—are not siloed or menu-driven but focus on delivering solutions to expressed business needs.		
3. Messaging centers around concepts important to businesses including how these services will impact profitability and productivity.		
4. There is a consolidated brand, and it is embraced by all partners serving businesses.		

5. There is IowaWORKS business services outreach materials and not merely individual program materials that are distributed to businesses.		
6. A Written Communication Plan has been developed and is being followed.		

## SUSTAINABILITY AND CONTINUOUS IMPROVEMENT

Criteria	Score	How could this be strengthened?
1. Coordinated cross-partnership measures (i.e., quantifiable goals that likely go beyond WIOA measures) have been developed around engaging and serving businesses		
2. A local structure is in place (e.g., cross-partner committees, dedicated teams) to guide, implement and sustain this work.		
3. An effective staffing structure exists to support both industry sector partnerships (i.e., local industry-wide business engagement) and the day-to-day business outreach operations. For some this may mean the use of outside partners to support the industry wide work.		
4. Cross-agency training is in place to ensure all partners are aware of the solutions inherent in this type of approach.		
5. Leadership buy-in exists across partnerships for demand-driven, coordinated services and shared performance goals & outcomes.		

**Total Score** \_\_\_\_\_

### Where does your team fall on the continuum?

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0-25	50	75	100	125
Isolation	Communication	Coordination	Collaboration	Integration

# Scoring Rubric





## Mississippi Valley Workforce Development Board

### Retain and Retrain Grant Scoring Rubric

*(To be completed by the Business Committee)*

A. APPLICATION SUMMARY
<b>Name of business:</b>
<b>County:</b>
<b>Amount of request:</b>
<b>Date application submitted:</b>
<b>Date to start training:</b>
<b>Years in existence:</b>
<b>Total number of employees:</b>
<b>Total number of employees to be trained:</b>
<b>Reason for funding:</b>
<b>Employer cost share:</b>
<b>Number of training hours:</b>
<b>Length of training:</b>
<b>Training provider:</b>
<b>Course description and objectives:</b>
<b>Upon completion trainee will receive:</b>
<b>Date reviewed by board staff:</b>

B. TRAINING PLAN		
	VALUE	SCORE
1. Course description and objectives	5	
2. Describes how training relates to employee's job functions	5	
3. Number of trainees	5	
4. Training location and provider	5	
5. Length of training course	5	
6. Employee training outcomes	5	
<b>TOTAL</b>	30	

C. FUNDING CONSIDERATIONS		
	VALUE	SCORE
1. Business provides employees with opportunities to acquire new or improved skills by earning a credential/Direct certification	5	
2. Proposal represents a significant upgrade in employee skills	5	
3. Participants historically represent individuals with barriers to employment	5	
4. Advancement opportunities with increased wages and benefits	5	
5. Existence of other training/advancement opportunities provided by the employer	5	
6. Utilization as part of a larger sector &/or career pathway strategy	5	
7. Employer size	5	
<b>TOTAL</b>	35	

D. DESIRED OUTCOME		
	VALUE	SCORE
1. Expanded capacity/Create new jobs	5	
2. Increase employee skills and competencies	5	
3. Remain viable and competitive	5	
4. Retain workers with new technologies	5	
5. Avoid relocation	5	
6. Avoid closure	5	
8. Avert layoffs	5	
<b>TOTAL</b>	35	

EVALUATION SCORE		
	VALUE	SCORE
A. Required Information	NA	NA
B. Training Plan	30	
C. Funding Considerations	35	
D. Desired Outcomes	35	
<b>TOTAL POSSIBLE SCORE</b>	100	

Proposal must score at least 80 to be eligible for the grant.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Asset Mapping

**Mississippi Valley Workforce Area**

**Business Services Asset Mapping Tool**

This list of business services was derived from CFR § 361.435, CFR § 652.2 , the local MOU, and OPM HR recommendations. This tool is to be used by all partners that identified as providing business services in the MOU in Mississippi Valley Workforce Area. This data will be used to identify gaps in service delivery, create areas for further collaboration and coordination and used to assist the board in its strategic planning process.

	MVWDB	T2 Adult Education	T3 Wagner-Peyser	TIV Voc Rehab	Maquoketa Chamber	Grow Clinton	City of Davenport	DeWitt Chamber	EICC	QC Chamber	Muscatine Chamber
<b>Business Services Offered Davenport</b>											
Refer employers to post jobs on the IowaWORKS site	■		■			■	■	■		■	
Assist employers with job postings on the IowaWORKS site			■								
Provide outlets for employers to post their open positions			■		■			■		■	
Assist employers with basic Recruitment and applicant pre-screening			■	■							
Provide customized screening and referral of participants			■	■							
Conduct interviews and/or assist employers with creating interview questions											
Access local applicant pools to help employers search for employees											
Assist employers to use IowaWORKS Centers for onsite recruitment			■								
Provide LMI data to employers	■		■			■		■			
Provide customized labor market information	■		■								
Provide assistance to employers with Registered Apprenticeships			■								
Create Standards for Registered Apprenticeship for employers?			■								
Create and design Career Pathways (system not individual program)											
Assist employers with Job Fairs			■	■	■	■	■	■		■	
Create customized recruitment events for individual businesses			■								
Promote IowaWORKS events to employers	■		■	■		■		■			
Market IowaWORKS business services to appropriate area employers	■		■	■							
Perform Outreach to Chambers and Economic Development	■		■								

Serve on a Chamber board or committee												
Serve on an Economic Dev. Board or committee												
Provide workshops for businesses												
Incumbent Worker Training												
Provide customized Training for employers/businesses												
On the Job Training												
Work Experiences												
Provide any work-based learning opportunities or grants for employers												
Internships												
Develop, convene, or implement sector partnerships												
Attend sector or partnership board meetings												
Host business networking meetings												
Host roundtable events												
Provide Layoff Aversion Activities												
Rapid Response												
Provide Feasibility studies to assess the needs of and options for at-risk firms												
Create business needs assessments												
Conduct business needs assessments												
Analyze business needs assessments												
Consultation to HR professionals with job descriptions/employee handbooks												
Assist in the development of performance evaluation/personnel policies												
Assist employers to create orientation sessions for new workers												
Assist employer with job interview techniques for efficiency and compliance												
Assist employers to analyze employee turnover/barriers to the hiring process												
Assist employers in identifying family friendly benefits												
Provide information regarding assistive technology /accommodations												
Create job accommodations using assistive technology												
Explain labor and employment laws												
Provide information and assistance to employers regarding WOTC												
Provide information and assistance to employers for Federal Bonding												
Provide information on business loans to employers												
Refer employers to other community organizations												
Work with employers to evaluate DEI and accessibility												
Work with employers to understand the climate and culture												

Work with employers to devise recruitment and branding strategies											
Use social media to promote program specific business services											
Have program specific business services materials and provide to employers?											
Have IowaWORKS business services outreach materials to employers?											
Have individual and team goals for current program year											
Have local business staff strategic plan											
Member of ECI											
Participate in ECI events											
Promote ECI events											

<p>What gaps do you see currently for businesses in the community?</p>	<p>people to work vs workforce shortage          Poaching from other companies          Willingness to work and staying in a job          massive gap in people to get the information out to businesses to utilize the services that are already there and make it easy for them to do it. There isnt enough time for people to complete multiple things (business owners are already doing several things, they don't have time to do other things. Low wages. Money is restricted in such a way that makes it almost impossible to find the person to do the work.          Companies continuing to use indeed to find staff.</p>
<p>How can we as the board and IowaWORKS better partner with your organization to serve businesses?</p>	<p>Help those that are unemployable. Help businesses understand the workforce climate and how important flexible schedules are. More staff time to administer registered apprenticeships in rural communities. Make those services more accessible by having more frequency of IowaWORKS staff in rural areas. More detailed content related to the services provided. There needs to be more unrestricted funding. Focus on those 20-30yo that could do more but are choosing to not. Needs to be more people out talking to businesses trying to get in their doors to get them the information they need.          More clarity on who is doing what regarding Work Based Learning</p>

**Mississippi Valley Workforce Area**

**Business Services Asset Mapping Tool**

This list of business services was derived from CFR § 361.435, CFR § 652.2 , the local MOU, and OPM HR recommendations. This tool is to be used by all partners that identified as providing business services in the MOU in Mississippi Valley Workforce Area. This data will be used to identify gaps in service delivery, create areas for further collaboration and coordination and used to assist the board in its strategic planning process.

<b>Business Service Offered Burlington</b>			T1 Adult DW, Youth	T2 Adult Education	T3 Wagner Peyser	TIV Voc Rehab	Greater Burlington Partnership	SBDC	Ft Madison Partnership	Lee County Chamber	SCC
Refer employers to post jobs on the IowaWORKS site											
Assist employers with job postings on the IowaWORKS site											
Provide outlets for employers to post their open positions											
Assist employers with basic Recruitment and applicant pre-screening											
Provide customized screening and referral of participants											
Conduct interviews and/or assist employers with creating interview questions											
Access local applicant pools to help employers search for employees											
Assist employers to use IowaWORKS Centers for onsite recruitment											
Provide LMI data to employers											
Provide customized labor market information											
Provide assistance to employers with Registered Apprenticeships											
Create Standards for Registered Apprenticeship for employers?											



Create and design Career Pathways (system not individual program)									
Assist employers with Job Fairs	■		■	■			■	■	
Create customized recruitment events for individual businesses	■		■						
Promote IowaWORKS events to employers	■		■	■		■			■
Market IowaWORKS business services to appropriate area employers	■		■	■					
Perform Outreach to Chambers and Economic Development	■		■						
Serve on a Chamber board or committee	■		■	■					
Serve on an Economic Dev. Board or committee									
Provide workshops for businesses			■	■		■	■		■
Incumbent Worker Training									
Provide customized Training for employers/businesses				■					
On the Job Training	■			■					
Work Experiences	■			■					
Provide any work-based learning opportunities or grants for employers	■			■					■
Internships	■		■	■					
Develop, convene, or implement sector partnerships									
Attend sector or partnership board meetings									
Host business networking meetings			■						
Host roundtable events			■	■	■	■	■	■	■
Provide Layoff Aversion Activities			■						
Rapid Response	■		■	■					
Provide Feasibility studies to assess the needs of and options for at-risk firms					■				
Conduct business needs assessments						■	■		
Create business needs assessments	■		■						
Analyze business needs assessments	■		■						
Consultation to HR professionals with job descriptions/employee handbooks			■			■			
Assist in the development of performance evaluation/personnel policies						■			
Assist employers to create orientation sessions for new workers									
Assist employer with job interview techniques for efficiency and compliance						■			
Assist employers to analyze employee turnover/barriers to the hiring process						■			
Assist employers in identifying family friendly benefits						■			
Provide information regarding assistive technology /accommodations			■	■					

Create job accommodations using assistive technology									
Explain labor and employment laws									
Provide information and assistance to employers regarding WOTC									
Provide information and assistance to employers for Federal Bonding									
Provide information on business loans to employers									
Refer employers to other community organizations									
Work with employers to evaluate DEI and accessibility									
Work with employers to understand the climate and culture									
Work with employers to devise recruitment and branding strategies									
Use social media to promote program specific business services									
Have program specific business services materials and provide to employers?									
Have IowaWORKS business services outreach materials to employers?									
Have individual and team goals for current program year									
Have local business staff strategic plan									
Member of ECI									
Participate in ECI events									
Promote ECI events									

<p>What gaps do you see currently for businesses in the community?</p>	<p>Businesses time is essential they need more detailed communication where to go Staffing, retention Too many people from state agencies contacting business owners</p>
<p>How can we as the board and IowaWORKS better partner with your organization to serve businesses?</p>	<p>More workshops at IowaWORKS to help teach people to open a business. Remind people that the small business center is an option available to start a business and to assist in times of difficulties and it is confidential. IowaWORKS needs to remember we are available to partner with them. Want IowaWORKS to help with employment, education to students referred. "None of us can do it all ourselves, we have to have partnerships"</p> <p>Better communication between providers so there aren't multiple people from the "same" organization contacting repeatedly. More transparency with what is happening with funding and what is happening at state levels to warrant businesses taking calls from the providers. Business owners don't have time to waste answering the same questions and are frustrated with not seeing any results.</p> <p>Each organization brings a unique benefit. Needs to be more collaboration between partners and programs</p>

# Brochure Review



# SERVICES AVAILABLE

## Job Postings

Post your open positions to Iowa's largest job bank – IowaWORKS.gov. If you have a career site as part of your company's website, we can set up an "indexing" process to automatically download your jobs.

## Young Adult (16-24) Work Experience

Tap into the new workforce by providing paid work experiences for youth! No obligation to hire on permanently and 100% of their wages can be paid for up to 520 hours.

## On-the-Job Training (OJT)

Save time and money while minimizing new hire risk by partnering with us on an OJT. Between 50-75% reimbursement of new hires wages up to 1040 hours.

## Customized On-Site Training

We can work with you to deliver tailored on-site language acquisition or high school equivalency training to your workforce.

## IVRS

Contact your local  
Business Consultant  
today!

IowaWORKS

319-753-1671 ex 30483

[burlingtoniowaworks@iwd.iowa.gov](mailto:burlingtoniowaworks@iwd.iowa.gov)

[iowaworks.gov](http://iowaworks.gov)



Your Competitive Edge  
**ONE STOP SHOP**



No Cost Services

**IowaWORKS**

A proud partner of the AmericanJobCenter network

**MISSISSIPPI VALLEY**

Equal employment opportunity and program.  
Auxiliary aids and services are available upon  
request to individuals with disabilities by emailing  
[associate@mississippivalleyworkforce.org](mailto:associate@mississippivalleyworkforce.org)  
For deaf or hard of hearing, use Relay 711



## All your business needs met in one place!

IowaWORKS can help you see around the corner with the latest labor market information and economic forecasts, helping you look ahead and remain competitive.



**We're here for you!**

# ADDITIONAL SERVICES

- Candidate Assessments
- Business Needs Assessments
- ADA Guidance & Counseling
- Disability Sensitivity Training
- Referrals to Other Services
- Labor Market Information
- Hiring Events and Career Expos
- Registered Apprenticeship
- Tax Credits and Incentives
- Business Webinars

**Let us use our expertise to connect you with talent you might have overlooked including youth, veterans, people with disabilities, older workers, and job-seekers with criminal records.**

**Recruitment** - We offer recruitment assistance, screen, and provide you with qualified applicants so that you can quickly fill critical openings with the right people.

**Virtual Training Facility (VTF)** - Multiple disciplines safely prepare trainees for placements into work-based learning via a virtual environment.

**Reasonable Accommodations** - Help your company identify accommodations in the workplace to expand your hiring pool.

**Transition and Outplacement Needs** - We offer a myriad of transition and outplacement services to help you with challenges caused by plant closures, natural disasters or layoffs.

**Retrain & Retain Grants** - Need to upskill your workforce to stay competitive or avoid layoffs. Apply for a grant today!

