



Mississippi Valley Workforce Development Board

Business Committee Meeting Agenda

Thursday, November 9th, 2023, at 11:00 a.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/86836600675?pwd=MWJMUhZlZWV05FK2p6REJhNjJESnhhQT09>

Meeting ID: 868 3660 0675 Passcode: 432130

One tap mobile: +16469313860,,86836600675#

Called to Order	Mandy Parchert
Roll Call	Tyler Lanz
*Consent Agenda	Mandy Parchert
Excused Absences	
Approval of Previous Meeting Minutes	
Approval of Agenda	
*MOU Business Service Attachment (Page 4)	Mandy Parchert
Retrain & Retain Grant Interest Updates (Page 8)	Andrea Taylor
Retrain & Retain Financial Update (Page 10)	Andrea Taylor
Employee Satisfaction Survey (Page 12)	Andrea Taylor
Business Team Updates/Minutes (Page 14)	Andrea Taylor
Business Satisfaction Survey (page 19)	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 accommodation, please contact Mandy Tripp at assistant@mississippivalleyworkforce.org or at 1-844-967-5365 option 3.



Mississippi Valley Workforce Development Board

Business Committee Meeting Minutes

Thursday, September 7, 2023, at 11:00 a.m., via Zoom

Members Present: Mandy Parchert, Stephanie Torrance, Stacy Borgeson, Chris Caves, Kelley Brown, Caitlin Bliesener, and Emily Benjamin

Members Absent: Dennis Fraise (excused)

CEO: Don Schwenker

Staff Present: Miranda Swafford, Executive Director, Andrea Taylor, Strategic Partnership Specialist, Mandy Tripp, Compliance Officer, and Tyler Lanz, Communications Assistant

CALLED TO ORDER

Parchert called the meeting to order at 11:00 a.m.

QUORUM

There was a quorum to conduct business.

CONSENT AGENDA

The consent agenda included agenda approval, previous meeting minutes, and excused absence for Dennis Fraise. Brown made a motion to approve it, seconded by Torrance, and the motion carried.

RETAIN & RETAIN GRANT INTEREST UPDATES

Taylor reviewed the recent interest forms that were filled out and discussed why they were or were not eligible to apply. Taylor advised that the grant is still being promoted on social media platforms and through local chambers.

***HAHN READY MIX GRANT APPLICATION**

Taylor presented the application summary for Hahn Ready Mix to obtain leadership development training for their executive and management teams. Parchert facilitated the review and discussion of the application using the scoring rubric. Caves made a motion to approve Hahn Ready Mix's application for \$10,000, seconded by Brown, and motion carried.

***ALLIED VALVE GRANT APPLICATION**

Taylor presented the application summary for Allied Valve to obtain GTC certification training. This specific training is not offered locally, so two employees would be sent to Florida for the two-day training. Allied Valve is rapidly growing, and the training is critical to workplace safety internally and for local manufacturing companies. Parchert facilitated the review and discussion of the application using the scoring rubric. There was a discussion about the degree of change for only two employees to be trained. Given the recent hiring and the safety of their customers, it was determined that improving the competencies of a few would have greater impact on their ability to accept more customers moving

forward. Caves made a motion to approve Allied Valve's application for \$7,300, seconded by Torrance, and motion carried.

RAPID RESPONSE POLICY MODIFICATION

Swafford discussed the current Rapid Response policy and procedures and advised that she is reviewing state guidance regarding the definition and documentation of Rapid Response services. Proposed modifications will be presented and discussed at a future meeting. Parchert provided additional context and expressed support for policy modification.

BUSINESS TEAM PRESENTATION

Taylor reviewed the Business Service Team presentation which will be used by Business Engagement Consultants in their outreach to local area employers. The presentation provides an overview of recruitment and retention resources, the Retrain & Retain grant, work-based learning programs, Rapid Response, and other business services.

BUSINESS SERVICES UPDATE

Taylor reviewed the monthly business services report. Taylor provided an update about Rapid Response and shared success stories from both centers. Taylor notified the committee of the upcoming Southeast Iowa Job Fair on September 21, 2023 at the Burlington center.

BUSINESS REFERRAL UPDATE

Taylor provided the business referral report for August and discussed that the Burlington staff have established a good practice of bringing representatives from different programs to provide information about their services at the initial meeting. Taylor advised that business service staff are not necessarily making a referral at the time of the meeting, though she is having continued discussions with them about utilizing the referral form for tracking purposes.

OTHER BUSINESS

Taylor advised that Hannah Howard will no longer serve on the Business Committee as she is no longer with the Greater Muscatine Chamber of Commerce and Industry.

PUBLIC COMMENT

There was no public comment.

ADJOURN

Brown made a motion to adjourn, seconded by Benjamin, and the motion carried. Parchert adjourned the meeting at 11:56 a.m.

*MOU Attachment K: Business Service Plan

Documents Included: Draft attachment

Action Requested: Approve the attachment

Attachment K: Business Services Plan

IowaWORKS System Partners Business Services Plan

Introduction

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 IowaWORKS Centers), which includes all mandated WIOA partners in providing services to business customers.

Plan

Through the IowaWORKS Centers the WIOA partners 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 IowaWORKS partner programs and local economic development agencies, as appropriate
- Incorporate an integrated and aligned business services strategy among IowaWORKS partners to present a unified voice for the American Job Center in its communications with employers to include branding the IowaWORKS system, delivering a universal message to identify IowaWORKS system, and establishing standardized services.

MVWA 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 IowaWORKS 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 MVWA WIOA Partners 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
- Investing in technology and professional development.

Business Committee

The MVWDB's Business Committee will 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.

Integrated Business Services Self-Assessment

This tool 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

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, Business Engagement Consultants, 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. A Referral form and process has been created, see referral Attachment.

Reporting

The board designee will complete a monthly report developed in partnership with the local BST's 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

Retrain & Retain Grant Interest Updates



Michelles Vocational Placement	Eligible- Application completed, should be on December agenda.
Five Star Salon	Ineligible- Not an in-demand industry. Looking for assistance with CEU's for stylists to keep up their licenses
Iowa American Water	Ineligible. In process of receiving 260E grant
Titan Machinery	Eligible- Needing CDL training for drivers. Should be on December agenda.
Dynamic Tube, Inc.	In the process of scheduling eligibility meeting.
Fleet Feet	Ineligible- Not an in-demand industry. Wanting leadership training for 5 employees

Retrain & Retain Financial Update



Mississippi Valley Workforce Development Board

Retrain & Retain Grant

Summary	
Total Available	\$77,205.00
Total Obligated	\$39,015.20
Amount Remaining	\$38,190.00

Grants Awarded	
Businesses	Amount
Novelis, Inc.	\$6,150.00
Black Cat Parts	\$5,820.00
Economy Coating	\$9,745.20
Hahn Ready Mix	\$10,000.00
Allied Valve	\$7,300.00
Total Obligated	\$39,015.20

Employee Satisfaction Survey



Mississippi Valley Workforce Development Board

Training Satisfaction Survey

Congratulations on completing your training! We would like your feedback on the training you were able to receive through the Retrain and Retain Grant awarded to your employer in order to provide the training you attended.

1. What training did you participate in? _____

2. Did the training meet your expectations?
 Yes
 No

3. How relevant was the training directly related to your current position?
 Very relevant
 Somewhat relevant
 Not relevant

4. Was the instructor knowledgeable on the topic being presented?
 Yes
 No
 Somewhat

5. Is there anything else you want to share about this training?

Please return this survey to andrea@mississippivalleyworkforce.org or mail to:

Mississippi Valley Workforce Development Board
Attn: Andrea Taylor
IowaWORKS
1801 East Kimberly Rd. Suite A
Davenport, IA 52806

Business Team Updates



Mississippi Valley Workforce Development Board

Business Service Report

Business Services Monthly Report September 1-30, 2023	Burlington	Davenport
Number of Businesses Served	238	53
Number of New Business Contacts	17	13
Business Referrals Made	2	0
Services Provided		
Assisted Employer with Accessing Untapped Labor Pools	8	1
Continued Employer Engagement	29	2
Employers view internal resumes	3	20
Notification to Employer of Potential Applicant	2	0
Notification to Employer of Resumes via Virtual Recruiter	3	0
Provided Candidate Pre-Screening	0	0
Provided Employer Information and Support Services	40	21
Provided Job Fair Services	62	0
Provided Job Order Follow-up/Assistance	11	8
Provided Rapid Response / Business Downsizing Assistance	0	1
Planned Layoff Response	0	1
Provided Strategic Planning/Economic Development Activities	0	0
Provided Training Services	0	4
Provided Workforce Recruitment Assistance	62	2
Referred Qualified Applicants	1	0
Registered Apprenticeship		
Registered Apprenticeship Intro Meeting	0	1
Handoff to Office of Apprenticeship	1	0
In-Depth Meeting	1	0
Program Registered	1	0

Business Services Monthly Report October 1-31, 2023	Burlington	Davenport
Number of Businesses Served	162	189
Number of New Business Contacts	11	12
Business Referrals Made	3	2
Services Provided		
Assisted Employer with Accessing Untapped Labor Pools	10	6
Continued Employer Engagement	25	7
Employers view internal resumes	14	19
Notification to Employer of Potential Applicant	2	0
Notification to Employer of Resumes via Virtual Recruiter	3	0
Provided Candidate Pre-Screening	0	0
Provided Employer Information and Support Services	30	16
Provided Job Fair Services	1	0
Provided Job Order Follow-up/Assistance	12	6
Provided Rapid Response / Business Downsizing Assistance	2	0
Planned Layoff Response	0	1
Provided Strategic Planning/Economic Development Activities	0	0
Provided Training Services	0	2
Provided Workforce Recruitment Assistance	7	5
Referred Qualified Applicants	1	1
Registered Apprenticeship		
Registered Apprenticeship Intro Meeting	0	0
Handoff to Office of Apprenticeship	0	0
In-Depth Meeting	0	1
Program Registered	0	0

Burlington

- The team reports no longer having a connection with someone locally from American Ordinance since there has been turnover in HR and they would like to find a way to build that relationship back up. Andrea stated she has a meeting scheduled with someone from there and will ask who the best point of contact would be and let the team know.
- The “super job fair” was a huge success with over 300 participants attending.
- 10/31 Disability Awareness Event 11a-1p. Business recognitions with certificates, ADA accommodations, tax credits, strategies on inclusion

- Team reporting that employers have not been requesting hiring assistance other than just sending job-ready applicants with resumes completed in order to speed up the process.

Davenport

- Fall QC Success Fair with IDES- November 8th, 12-4 at the Holiday Inn in Rock Island.
- Davenport and Muscatine held a combined Vet Net event and had over 60 attendees!
- Clinton will be holding a Vet Net event on November 9th.
- James is meeting with NorthPark Mall to potentially hold the August 2024 Annual QC Success Fair there.
- Discussion of ideas around hiring events to draw employers in
 - Industry-specific reverse job fairs
 - Offering workshops specific to HR needs (retention, childcare, etc.)
 - Workshops for job seekers on how to apply for government jobs or factories that only allow applications once every six months with employers present to conduct on-site interviews.
 - Would like to have an open house to showcase the center and the services offered.
 - Would like to have a Business Team and Committee Q&A meeting with time specifically allotted to detail what each program does.

Other/Successes

- Andrea, Jamie, and Tracie attended a manufacturing event in Bettendorf.
- EICC has had three open houses for new facilities. SCC has a new health facility, Muscatine has a new manufacturing technology center, and DeWitt has a health, IT, manufacturing facility.
- Mediacom has hired two participants that attended an Opportunity Knocks event.
- SSAB participated in a single employer hiring event, they interviewed 15 people and six are in the process of being hired.
- Jamie was able to connect one of her employers with the justice returning citizen program who hired two people.
- Davenport YMCA wants to hire a participant that has been doing well while working there. They are also interested in hosting an IT sector hands-on event like the event held in Clinton.
- Tracie made several connections at the Bettendorf Manufacturing Event that she is hoping to get some vets hired on with.
- World Relief has opened a new office in Davenport to reach more refugees residing in Iowa.
- Next in-person quarterly meeting will be November 28th 10a-3p in Burlington.

Rapid Response

- Sivyer Steel-Fire caused closing. WIM's were held for employees affected at the union hall on 10/5/23. Partners from both Iowa and Illinois attended to provide service information with Approximately 42 attending.
- Independent Can Co.- Closing end of December/beginning of January. 35 employees will be affected. Jen is working with the company and has WIM tentatively for 12/7/23.

- Danville Care Center- Closed on October 8th with approximately 30 employees affected.
WIM held on 10/17

Business Satisfaction Survey



Mississippi Valley Workforce Development Board

Business Satisfaction Survey

How did you hear about IowaWORKS?	1 Chamber/ED 4 Staff Contact 4 Other
IowaWORKS programs and services met my workforce needs	3 Strongly Agree 2 Agree 1 Disagree 3 Strongly Disagree
IowaWORKS business service staff that assisted me were helpful and professional	5 Strongly Agree 3 Disagree
IowaWORKS staff were knowledgeable about the available program services	5 Strongly Agree 3 Disagree
I would recommend IowaWORKS services to a business colleague	4 Strongly Agree 1 Agree 2 Disagree 2 Strongly Disagree
How often have you posted jobs on IowaWORKS	8 Several Times Per Year 1 Never

To better serve you and the entire business community please let us know what IowaWORKS can do better?

Have not used Iowa workforce
IowaWORKS is not user-friendly as it is very difficult to navigate for both the employee and employer. I don't feel that either side of this service receives proper onboarding to the platform.
The system is not as user friendly and modern as other systems. Schools and teachers are using other products to meet needs. It's hard to search for candidates and there seem to be fewer people uploading information.
Can not think of anything at this time
Continue the great work and support!
Increasing community awareness of the program would be great. There are many dislocated workers in our area who would really benefit from being a part of the program.
It works well as it is.
I'm very happy with use of your IWD internship program with our data conversion project.