



# Mississippi Valley Workforce Development Board

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## **Business Committee Meeting Agenda**

Thursday, January 11, 2024, at 11:00 a.m.

### **Join Zoom Meeting**

<https://us02web.zoom.us/j/86836600675?pwd=MWJMUnZWV05FK2p6REJaNjIESnhhQT09>

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	
Retrain & Retain Grant Interest Updates (Page 4)	Tyler Lanz
*Local Plan Questions (Page 6)	Tyler Lanz
Business Team Updates/Minutes (Page 13)	Tyler Lanz
Job Quality Academy Update (Page 16)	Tyler Lanz
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](mailto:assistant@mississippivalleyworkforce.org) or at 1-844-967-5365 option 3.



# Mississippi Valley Workforce Development Board

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## **Business Committee Meeting Minutes**

Thursday, December 14, 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:** None.

**CEO:** None.

**Staff Present:** Miranda Swafford, Executive Director, Mandy Tripp, Compliance Officer, and Tyler Lanz, Communications Assistant

**Guest:** Katelyn Orth, Tracie Timmerman, and Travis Robinson

### **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 and previous meeting minutes. Brown made a motion to approve it, seconded by Caves, and the motion carried.

### **RETRAIN & RETAIN GRANT INTEREST UPDATES**

Lanz advised that the grant interest form responses are being forwarded to her until the Strategic Partnership Specialist position is filled. There were no new interest form completions to report.

### **\*MICHELLE'S VOCATIONAL PLACEMENT GRANT APPLICATION**

Parchert reviewed the application for Michelle's Vocational Placement to obtain Job Coaching training for their employees and facilitated the discussion and rubric scoring. There was some discussion about the benefits for the trainees, since some of the skills seem like basic experience for the job. Trainees will receive a certificate and a pay increase. There was additional discussion about one of the employees who is not an Iowa resident and whether the Committee would like to make an exception. Caves advised she has looked into the Illinois policy for Incumbent Worker Training, and they do not have a residency requirement. Caves made a motion to approve the application in the amount of \$3,800, including an exception for one employee who is not an Iowa resident. Torrance seconded, and the motion passed.

### **\*TITAN MACHINERY GRANT APPLICATION**

Parchert presented the application for Titan Machinery to obtain Class B Commercial Driver License training and facilitated the discussion. The employee to be trained is not an Iowa resident. Borgeson made a motion to approve the application in the amount of \$3,600, including an exception for the employee who is not an Iowa resident. Benjamin seconded, and the motion carried.

### **\*DYNAMIC TUBE GRANT APPLICATION**

Parchert reviewed the application summary for Dynamic Tube to obtain training for their employees through Global Shop Solutions. There was some confusion on the number of employees to be trained, and Lanz clarified that 24 total employees will receive training, with 3-5 receiving “Train the Trainer” certificates. All but one of the employees are Iowa residents. Brown discussed that Dynamic Tube is a Jackson County Economic Alliance partner, and highlighted the impacts this will have on their business’ efficiency. Caves emphasized the role of Chambers and Economic Development partners in supporting local businesses and referring to the IWT grant. Brown made a motion to approve the application in the amount of \$10,000, including an exception for the employee who is not an Iowa resident. Caves seconded, and motion carried.

### **\*RETRAIN & RETAIN POLICY MODIFICATION**

Swafford reviewed the current Retrain & Retain Policy and discussed the Iowa residency requirement for employees. There was discussion about whether to remove the requirement altogether or to alter the language to include bordering states only. Committee members were hesitant to place additional barriers on businesses. Brown made a motion to remove the Iowa residency requirement from the Retrain & Retain Policy, seconded by Caves, and motion carried.

### **BUSINESS TEAM UPDATES**

Taylor reviewed the monthly business service report from November, including successful job fairs. The Business Service Teams met to review their strategic plan and update their SWOT analysis, so those strategies will begin to be implemented soon. There is one Rapid Response effort ongoing with Independent Can Co. in Lee County.

### **OTHER BUSINESS**

There was no other business.

### **PUBLIC COMMENT**

There was no public comment.

### **ADJOURN**

Parchert adjourned the meeting at 11:54 a.m.

# Retrain & Retain Interest Form Updates



<b>Top Five Barber Shop and Beauty School</b>	Ineligible. Not located in Iowa.
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## \*Local Plan Questions

Documents included: Draft answers to Local Plan questions

Action Requested: Approve the answers

## Question 1

The workforce development system in the local area, including the identification of:

- a) Describe the steps the LWDB will take to locally implement and support the state strategies identified in the State Plan and work with the entities carrying out core programs and other workforce development programs, including programs of study authorized under the Carl D. Perkins Career and Technical Education Act of 2006, to support service alignment.

### State Goals

**Goal I: Increase the engagement and awareness of Iowa's current, potential, and future workforce to the continuum of high-quality education, training, and career opportunities in Iowa.**

**State Strategy 1.1: Align and implement an accessible, integrated service delivery model incorporating all workforce system partners.**

Local Strategy: Promote a no wrong door approach by providing extensive cross training to all workforce partners so that customers can enter at any place in the system for services.

Local Strategy: Continue efforts for further integration by assessing duplication of services across partners and finding ways to maximize resources by increasing collaboration.

Local Strategy: Continue to assess accessibility of centers and program services to further enhance accessibility options.

**State Strategy 1.2: Ensure all Iowa students have opportunities for meaningful work-based learning experiences.**

Local Strategy: Apply to be the Work Based Learning Intermediary for the school systems to reduce duplication of services, allowing services to be expanded.

Local Strategy: Invest in technology to provide career exploration and other activities to prepare students for work-based learning opportunities.

Local Strategy: Convene youth work-based learning providers to improve collaboration.

**State Strategy 1.3: Target services to underserved populations, including individuals with disabilities, minorities, returning citizens, women, rural Iowans, new citizens, veterans, etc.**

Local Strategy: Develop a systemwide outreach plan based on LMI data to target

specific populations with specific outreach activities identified by partner.

Local Strategy: Humanize our programs through outreach that speak to different lifestyles and demographic groups.

**Goal II: Increase employer engagement and awareness of the Iowa*WORKS* system as the premier provider of business services for a skilled and diverse workforce.**

**State Strategy 2.1: Support local workforce boards in the development and enhancement of sector partnerships.**

Local Strategy: Collaborate with IWD on training sessions to support local implementation of sector boards.

Local Strategy: Start 3 new sector boards over the next four-year local plan period.

**State Strategy 2.2: Create and implement a unified and collaborative business engagement model.**

Local Strategy: Invest in technology to streamline business services across organizations to develop more coordinated and targeted outreach.

Local Strategy: Continue to work on reducing employer fatigue through business service team meetings, the single point of contact approach and Iowa*WORKS* Branding.

Local Strategy: Review on a quarterly basis the local business services strategic plan and make updates as needed for further integration.

**State Strategy 2.3: Increase the awareness and engagement by employers in work-based learning opportunities.**

Local Strategy: Develop common language across all programs to simplify the message to employers about work-based learning opportunities.

Local Strategy: Develop quarterly what is work based learning virtual webinars for employers to be introduced to WBL and to provide a platform for Q&A.

Local Strategy: Develop an employer award program that recognizes those employers that are champions of the workforce system.



### Question 3

Describe the strategies and services that will be 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.

- a. Support a local workforce system that meets the needs of employers in the area.
- b. Better coordinate workforce development programs and economic development.

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## EMPLOYER ENGAGEMENT

MVWDB has an integrated Business Services Team (BST) as described in the local Memorandum of Understanding (MOU). The BST are WIOA partners who identified as providing business services in the local MOU. The goal of business services staff is to assist businesses in developing the long-term strength of their workforce. Coordinated efforts are focused on creating a streamlined business process and preventing duplicative services and contacts to businesses.

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.

Annually the BST will complete a self-assessment 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.

The MVWDB has developed a business services plan that provides guidelines for implementing and coordinating business services in the MVWA. The Business Services teams will

- Reduce employer fatigue by coordinating outreach efforts
- Use a single point of contact approach
- Establish and develop relationships with business networks both large and small.
- Use integrated outreach materials

- Partner with Chambers of Commerce, Economic Development organizations, and other partners to provide Lunch and Learn and other types of outreach and educational opportunities.
- Annually develop a team strategic plan that includes team goals and strategies
- MVWDB is exploring technological solutions to maximize and coordinate outreach efforts across all partners.
- The Integrated Business Services Teams will help promote Economic Development programs to current Businesses and new start-up businesses. The teams will receive cross training on Economic Development programs.

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.

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## MVWDB BUSINESS COMMITTEE

The MVWDB Business Committee provides guidance and support to the WIOA partners in ensuring implementation of Business Services. To ensure a strategic and focused approach to providing coordinated and consistent services to businesses, the Business Committee consists of cross-agency, cross county and industry members. This committee convenes regularly to provide a strategic direction, evaluate results, provide technical assistance, and recommend changes to program design to enhance service delivery.

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## ECONOMIC DEVELOPMENT

MVWA will frequently partner with Regional Economic Development representatives in the delivery of job fairs and the promotion of employment and training-based initiatives like Home Base Iowa. The core partners are also involved in several regional economic development projects such as Grow Lee, a series of workforce initiatives, and are participating in an education center in Lee County.

MVWDB recognizes the importance of linkages with economic development and have several Economic Development representatives that sit on our committees as non-board members. Quarterly the board also sends our Economic Development partners the Economic Overview from LightCast for their county on a quarterly basis. We plan to strengthen our relationships with our Economic Development partners by exploring technology that can benefit both organizations. The MVWDB's Strategic Partnership Specialist will also stay in regular contact with these partners to ensure priorities and goals are staying aligned across our local area.

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## SECTOR PARTNERSHIPS

Additionally, MVWA will support and promote the creation of 3 sector partnerships in the next four years including Healthcare, Transportation and one yet to be identified. We will continue to serve as the backbone organization for the Advanced Manufacturing Sector Board

The sector boards will analyze labor market information, participate in workforce planning, further collaboration across multiple partners to address industry needs, identify training needs, evaluate the effectiveness of current programs, develop career pathways, and recommend the allocation of resources.

By focusing on specific sectors, our sector boards will aim to enhance the relevance and effectiveness of workforce development efforts, ultimately strengthening the connection between the skills of the workforce and the needs of employers in key industries. These boards play a vital role in promoting economic growth, competitiveness, and employment opportunities within our region.

#### Question 4

Describe how the LWDB will coordinate local workforce investment activities with economic development activities that are carried out in the local area and how the LWDB will promote entrepreneurial skills training and microenterprise services.

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#### COORDINATION WITH ECONOMIC DEVELOPMENT

The coordination of local workforce investment activities with economic development activities is crucial for maximizing the impact of both efforts. Below are strategies and activities that MVWA will incorporate to improve collaboration and promote entrepreneurial skills training and microenterprise services:

- Economic Development partners will be invited to attend quarterly board meetings, sector initiatives and other special forums.
- The MVWDB will conduct a comprehensive needs assessment to identify the skills demanded by local industries and the economic development priorities of the region.
- More collaborative partnerships will be formed with local economic development agencies, chambers of commerce, educational institutions, and other relevant stakeholders through regular meetings to review goals and objectives.
- The MVWDB will integrate workforce development and economic development plans to ensure alignment and mutual support. This will involve joint planning sessions, where goals and strategies are developed collaboratively.
- The MVWDB has adopted a sector-based approach, focusing on key industries driving the local economy. This involves tailoring workforce training programs to meet the specific needs of these sectors, ensuring a skilled workforce that aligns with economic development goals.
- To promote entrepreneurial skills and microenterprise development, the MVWDB will collaborate with local Small Business Development Centers (SBDCs), community

organizations, and financial institutions. This could involve offering training on business planning, access to capital, and networking opportunities for aspiring entrepreneurs.

- The MVWDB will work to coordinate resources efficiently, ensuring that workforce development and economic development initiatives share resources where applicable and appropriate such as training facilities, educational programs, and software systems.
- Regular data sharing and analysis between the MVWDB and economic development entities will help in assessing the effectiveness of programs. This iterative process allows for adjustments to be made based on real-time information.

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## ENTREPRENEURIAL TRAINING

Annual entrepreneurial sessions involve high school juniors and seniors from local schools. Each year students have taken part in entrepreneurial training sessions, and also constructed mock companies. Title II assists clients in entrepreneurial activities through contextualized learning, financial and digital literacy, English literacy, workplace numeracy skills, soft skills and other aptitudes needed in an entrepreneurial enterprise.

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## IOWA SELF-EMPLOYMENT (ISE)

Is a program designed for clients of Iowa Vocational Rehabilitation Services (IVRS) or Iowa Department for the Blind (IDB) whose vocational goal is self-employment. They provide individualized Self-Employment services to Iowans with disabilities who are interested in starting, expanding or acquiring a business. Referrals to the ISE program are made by IVRS/IDB counselors.

By implementing these strategies, the MVWDB can effectively coordinate local workforce investment activities with economic development initiatives, fostering a symbiotic relationship that benefits both job seekers and the overall economic health of the community.

# Business Service Team Updates



## Mississippi Valley Workforce Development Board

### Business Service Report

Business Services Monthly Report December 1-31, 2023	Burlington	Davenport
Number of Businesses Served	202	208
Number of New Business Contacts	29	19
Business Referrals Made	2	0
<b>Services Provided</b>		
Assisted Employer with Accessing Untapped Labor Pools	5	13
Continued Employer Engagement	21	25
Employers view internal resumes	47	92
Notification to Employer of Potential Applicant	0	0
Notification to Employer of Resumes via Virtual Recruiter	0	31
Provided Candidate Pre-Screening	0	0
Provided Employer Information and Support Services	47	34
Provided Job Fair Services	10	1
Provided Job Order Follow-up/Assistance	15	4
Provided Rapid Response / Business Downsizing Assistance	1	0
Planned Layoff Response	1	0
Provided Strategic Planning/Economic Development Activities	0	0
Provided Training Services	3	3
Provided Workforce Recruitment Assistance	23	7
Referred Qualified Applicants	1	1
<b>Registered Apprenticeship</b>		
Registered Apprenticeship Intro Meeting	0	0
Handoff to Office of Apprenticeship	0	0
In-Depth Meeting	0	2
Program Registered	0	0

## **Burlington**

- December's Hire Talent Tuesday event was attended by 67 job seekers!
- Next Hire Talent Tuesday will be at the Quality Inn in Fort Madison on January 23, 2024.

## **Davenport**

- No Opportunity Knocks job fair in December, but did have employer-specific hiring events for Labor Finders, Blue Bunny, Amazon, and Clinton Temp Associates.
- Upcoming business tour at SSAB in Muscatine on January 11, 2024!

## **Other/Successes**

- Outreach Trend - continued promotion of SkillBridge, 260 grants, and work-based learning programs.
- Certificates were presented to work-based learning employers to recognize their partnership.
- Structure of bi-weekly BST meetings has been changed to include a review of progress toward monthly Strategic Plan goals.

## **Rapid Response**

- Southeast Iowa Regional Medical Center downsized their facilities in West Burlington and Fort Madison and outsourced one of their departments, affecting 67 employees. All impacted employees have agreed to working with the new company.
- Darling Ingredients closed their Muscatine location, information was provided to the HR representative.

# Job Quality Academy Update



## **Job Quality Academy Update**

### **Survey Completion Stats as of January 4, 2024:**

- 96 employee/job seeker surveys
- 25 employer surveys

### **Outreach Efforts:**

- Chambers
- Social Media
- MVWDB Website
- Paper Fliers
- Newsletter
- Unions

### **Spanish Survey:**

- The employee/job seeker survey has been translated into Spanish, we are working out some technical difficulties prior to sharing with the Greater Quad Cities Hispanic Chamber of Commerce and other partners.