



Mississippi Valley Workforce Development Board

Operations Committee Meeting Agenda Wednesday, November 8, 2023, at 4:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/86528579599?pwd=MzUxR0NMaHMvTjFsL0NxdXc3MjNBUT09>

Meeting ID: 865 2857 9599 Passcode: 124664

One tap mobile: +16469313860,,86528579599# US

Called to Order	Matthew Nicol
Roll Call	Tyler Lanz
*Consent Agenda	Matthew Nicol
Excused Absences	
Approval of Agenda	
Approval of Previous Meeting Minutes	

STANDING REPORTS

One-Stop Operator Report (Page 5)	Nick Clayton
Adult/DW/RR Report (Page 8)	Shannon Weaver
Title III Report (Page 10)	Tim Snyder

NEW BUSINESS

*MOU Referral Process (Page 19)	Nick Clayton
*MOU Outreach Plan (Page 22)	Nick Clayton
*MOU Data Sharing Training Plan (Page 25)	Tyler Lanz

Other Business	
Public Comment	
Adjourn	Matthew Nicol

*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

Operations Committee Meeting

Wednesday, October 11, 2023, at 4:00 p.m. via Zoom

Members Present: Matthew Nicol, Nick Flogel, Scott Schneider, Erica Lee (late), and Tim Snyder

Members Absent: Kirby Phillips (excused)

CEOs Present: Jean Dickson

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

Service Provider Staff Present: Cherisa Price-Wells, Regional Director, Kendra Schaapveld, Project Director; Taylor Longstreth, Operations Manager; Shannon Weaver, Operations Manager, Tabytha Seigfried, Quality Assurance Specialist

One-Stop Operator: Nick Clayton

Guest:

**Items Requiring a Vote, ** Items Requiring a Roll Call Vote*

CALLED TO ORDER

Nicol called the meeting to order at 4:00 p.m.

QUORUM

The committee had a quorum to conduct business.

***CONSENT AGENDA**

The consent agenda included approval of the agenda, approval of previous meeting minutes, and approval of Phillips' excused absence. Flogel made a motion to approve the consent agenda, seconded by Snyder, and motion carried.

STANDING REPORTS

ONE-STOP OPERATOR REPORT

Clayton reviewed the numbers for September. Clayton highlighted the Southeast Iowa Job Fair which had more than 330 job seeker attendees and 70 employers. He also highlighted the upcoming Clinton Career Fair and two careers fair coming up at Southeastern Community College. Referral numbers dipped slightly in September, likely because most education programs have already started so fewer people are seeking tuition assistance at this time. The Customer Satisfaction rate fell to 83%. Clayton believes this is a result of not having enough surveys completed, highlighting that the higher satisfaction rate in August coincided with an increase in completed surveys. Clayton advised that progress is still being made on the MOU development process. Partners and board staff are also in the process of researching a new referral system that will hopefully streamline the referral process and ability to track data.

ADULT/DW/RR REPORT

Schaapveld reported they received 1 WARN notice in September for Sivyer Steel following a fire at their plant and worker information meetings were held in October. They were also brought in by the Illinois American Job Center to be a resource to those impacted by the John Deere Harvester Works layoff in East Moline. There was a discussion about hosting special job fairs for impacted workers as part of the Rapid Response efforts. Schaapveld advised that they are still gathering information and it may depend on whether Sivyer Steel designates it as a permanent or temporary layoff. Schaapveld also discussed that due to the high demand for skilled workers, many impacted individuals were able to obtain new jobs quickly. Flogel advised that he attended two job fairs hosted at John Deere Harvester Works, which he reports were attended by a small number of workers relative to the total number of layoffs. There have been 4 Adult enrollments and 0 Dislocated Worker with the Adult caseload currently at 78 active and 92 follow-ups. Dislocated Worker currently has 83 active with 57 follow-up. There were 2 OST started in September, 0 WBL, and there was a 96.34% customer satisfaction rate. Outcomes- 2 credentials, 3 unsubsidized employment, 0 measurable skills gain, and 0 WBL started. Swafford discussed that we should have received the 9-month funding on October 1, 2023 and have not received it yet. Due to the potential of a government shutdown, funding is up in the air. She advised that current work-based learning expenses will be fulfilled, but that no other funds will be obligated in order to maintain operations as long as possible. Depending on how long it takes to receive funding, deliverables may need to be reviewed and adjusted.

TITLE III REPORT

Snyder advised most of the services provided out of both centers for Title III are unemployment focused and make referrals for other services when appropriate. The Burlington and Ottumwa offices were selected to plan, organize, and execute a Re-Employment Pilot Project which will schedule customers into a bi-weekly in-person Job Club in an effort to re-engage them prior to exhausting their benefits. Snyder also highlighted the Southeast Iowa Job Fair held on September 21, 2023 and provided an overview of labor market information. There was a discussion about the impact of initiatives to bring employees back into offices and the reduction of remote opportunities. There was also a discussion about whether workers are delaying retirement or re-entering the workforce. Snyder advised that many individuals work past the age of 65, however we do not necessarily know the reasons behind it. Flogel gave an overview of a new rule developed by the union to address the worker shortage, which provided options for retired workers to return part-time.

SELF-SUFFICIENCY THRESHOLD

Swafford presented the current WIOA Title I Eligibility Policy and highlighted the Economic Self-Sufficiency section. Recently, a customer left their place of employment to enter a Registered Apprenticeship and took a pay cut in order to do so. The customer was deemed ineligible for Title I services because their income at their previous place of employment put them over the threshold. Board member Jacob Nye requested that the committee review the policy and discuss whether exceptions could be made to account for these circumstances. There was a discussion about the role of choice and control, as the customer voluntarily took that step

as opposed to workers who are impacted by an employer cutting hours or reducing wages due to operational necessity. Swafford highlighted the Exceptions section of the policy which states that exceptions must be approved by the board's Executive Director and the appropriate Committee Chair and advised that it is rare for service providers to exercise that option. After some additional discussion, there was a consensus to keep the policy as-is and not revise it to include exceptions when there is already an Exceptions clause.

PREDICTIVE REPORTS

Schaapveld presented the Q1 predictive reports. The credential rate and measurable skills gain metrics will be lower for this quarter because of the start of a new semester. Schaapveld advised they will likely see an increase in Q2 and Q4. Employment rate and median earnings data is limited and incomplete because they have to wait 3 months for it to be updated in the system, however some data exists if staff are in contact with and able to obtain paystubs from their participants to verify employment and wage data. Based on manual calculations, Weaver reports they anticipate meeting all deliverables for the Adult program and meeting credential attainment, measurable skills gains, and median earnings for Dislocated Worker program. They predict they will fall just short of the Q2 and Q4 employment rate.

MOU ATTACHMENTS

Swafford advised these will be coming up at a future committee meeting.

OTHER BUSINESS

Swafford discussed that registration information will be coming soon for the in-person 4th Annual Board Training being held in Burlington on November 30, 2023. Nicol requested to double check that Lee is added to the meeting invites and distribution list.

PUBLIC COMMENT

There was no public comment.

ADJOURNED

Flogel made a motion to adjourn, seconded by Snyder, and the motion carried. Nicol adjourned the meeting at 5:09 p.m.

One Stop Operator Report

Documents Included: Executive Summary, Report (Appendix A)

October had one hiring event in each office. Davenport had one with 15 employers and 47 job seekers and Burlington had one with 1 employer and 8 job seekers. The lack of job fair in Burlington is due to having the large job fair in September.

Workshop numbers are down from the previous month due to losing those numbers from the job fair but ultimately comparable to previous months.

Center traffic was up in both offices. I believe we will see a trend up in the coming months due to seasonal layoffs like we had last year.

Facebook numbers were down for both centers. Burlington's is due to losing the traffic from the job fair. Davenport's numbers are down compared to last month but up from the two months prior to that. New data has been discovered on Hootsuite that we will be able to utilize in the future to see what kind of posts are getting the most interest.

Customer Satisfaction came in at 84%. If we remove the online responses which we ultimately do not have any customer service control over our centers would be at an 88.9%. There was a staff complaint but the majority were still system complaints. The staff complaint was "No real explanation as to what I was supposed to be doing there even though I had to drive from out of town. Once the male came over to me and briefly explained it, he said I could log on and finish up from home. He did not want to walk me through to make sure I understood the steps, he was very rushed and showed no interest in assisting me. I felt very lost in the process. A female came over and helped me to calm down a bit, clear up my confusion and walk me through the steps to get my unemployment opened back up. Thank goodness she was there is all I can say." To this note I will say staff are instructed to have an initial light touch to their initial interactions with clients. If more help is needed then it is given which sounds like is the case when the female staff member came over. Our current floor structure has welcome, exploratory and UI positions. Welcome greets the individual and directs them to where they are going. Exploratory assists where needed and UI looks up UI claims and assists with filing. I don't know if this complaint was on the floor or in a lab (the customer mentioned a classroom in a later comment) but if it was on the floor this may be the reason. I will discuss with the partners if there is anything we can do to better notify staff on the feedback we are receiving to hopefully improve our customer service. Our staff praises tend to outweigh the complaints each month.

Referrals were slightly down in October from September. It looks like the major sources and destinations are similar but there were fewer outlier referrals. We did have a spike in outside area referral sources coming in. These are primarily from RCM and RESEA workers throughout the state as when a staff member is out they cover for them.

October Event highlights were the Clinton Youth Event and the National Disability Employment Awareness Month (NDEAM) Event in the Burlington Center. The Youth event brought in simulators and VR headsets to allow individuals to virtually try out jobs. It was well attended by youth and a youth focus group was held during the event. The NDEAM event was held on Halloween and brought in employers. The first half of the event was open house style that had several stations with information on different services. Following that was a lunch and learn where lunch was provided and a panel discussion was had.

Burlington will be having a Veteran's Luncheon on November 9th to show appreciation to our veterans and to inform them on what services we offer.

Adult/DW Report

Documents Included: Executive Summary, Report (Appendix B)

Deliverables

In October, we did not enroll any Adults or Dislocated Workers (despite 71 new referrals) due to budget constraints. As we have not received FY24 funding, we are operating on our carryover and FY23 funding. We are prioritizing funding existing work-based learning contracts and supporting those in continuing credential programs.

We started two Adult transitional jobs in early October for two individuals who needed assistance with returning to the workforce. Since that time, we have taken on no new obligations, as participant funds are running very low. We are at 20% of our negotiated deliverable.

One individual entered Occupational Skills Training, bringing the total to 69, which is 69% of the deliverable.

Outreach has been focused on general center services and individualized career services without additional cost attached.

Program customer service continues to perform at above expected levels, with a 93.06% customer satisfaction rate, with 24 surveys completed.

Rapid Response

We learned of two business closures in our local area. Danville Care Center closed with little notice in early October, affecting approximately thirty employees. Business services staff reached out, and scheduled a worker information meeting (WIM) for Oct. 17. No workers attended the meeting, though at least one came into the center and was referred to Dislocated Worker services.

Independent Can in Fort Madison notified us that they plan to closure around the end of the calendar year. Approximately thirty-five employees will be affected, and tentative WIM is scheduled for Dec. 7. We will remain in contact with this employer to provide services.

Challenges

Delayed funding is causing a disruption in service delivery for Adults and Dislocated Workers. There have been multiple potential work-based learning opportunities that have been disrupted by the lack of funding, and it jeopardizes our ability to support individuals who are still in Occupational Skills Training. These circumstances can adversely affect common measures of performance in future quarters.

Policy Deployment

None noted.

Title III Report

MVWA Title III Report October 2023

Services Provided:

Most Title III services continue to be UI assistance, resume, employer events, and veteran case management. We provide services to our customers to include workshops and make referrals to partner/outside agencies.

The RESEA & RCM Career Planners along with UI Staff assigned to first contact continue to provide one on one services. By making referrals to Veteran Services, partner agencies, and workshops.

Burlington and Davenport Centers continue to put on the in-person REX Labs weekly on Mondays.

The Burlington Office has a Veterans Day Luncheon (Chili Dump) planned for November 9th.



Shayla is working on both the November 14 and December 12 Hire Talent Tuesday Job Fairs

Master Summary Report by Office

State Region: State Region 1
Region/LWDB : Mississippi Valley LWDA
Office: All
Date Range: 10/01/2023 - 10/31/2023
Report Run Time: 11/3/2023 1:29:50 PM

This Report contains Confidential Information and is intended for the Authorized Staff Users Only. Under no circumstances should this report or Individual Information contained therein be distributed or shared with Unauthorized Users.

Summary

	Total
Individuals that Registered	
Burlington	282
Davenport	721
Total number of Individuals that Registered	1,003
Individuals that Logged In	
Burlington	461
Davenport	1,079
Information Not Provided	2
Not Available	2
Total number of Individuals that Logged In	1,544
Distinct Individuals Receiving Services	
Burlington	651
Davenport	1,281
Total number of Distinct Individuals Receiving Services	1,932
Services Provided to Individuals	
Burlington	3,217
Davenport	8,680
Total number of Services Provided to Individuals	11,897
Internal Job Orders Created	
Burlington	133
Davenport	497
Total number of Internal Job Orders Created	630

Internal Job Referrals

Burlington	492
Davenport	1,031
Total number of Internal Job Referrals	1,523

Services Provided Employers

Burlington	424
Davenport	681
Total number of Services Provided Employers	1,105

Labor Market:

The Mississippi Valley region has a growing job market with key industries such as manufacturing, agriculture, healthcare, education, transportation, and tourism. Unemployment rates remain stable and comparable to the national average. Wage levels vary across industries, with healthcare and professional services offering higher wages.

A few excerpts from the JVSG Quarterly Report dated 15 October 2023 covered July-September 2023.**Local Veterans' Employment Representative (LVER) Staff Services:**

LVER Tracie Timmerman performed the following outreach activities and or attended the following events. This outreach was performed in several workforce areas in eastern Iowa.

Attended and worked the IowaWORKS booth at the following career fairs:

Attended Home Base Iowa dedication ceremony in Mason City for Cerro Gordo County

Attended NASWA Conference in Washington DC

16 Aug - Attended Lee County Veteran Fall outreach event at Wilson Lake. Employers were not present; however, I spoke with Veteran reps and provided my information to a local newspaper to spread the word on our services.

Provide each employer with information on the HIRE Vets Medallion Award and discuss it in detail as a recruitment tool as well as recognition for their efforts in recruiting, employing, and retaining Veterans.

LVERs created and submitted a proposal to manager for Home Base Iowa for Business. The proposal provides clarity to businesses on their responsibilities as an HBI business and our responsibility to assist them in understanding Veteran hiring. LVERs promote HIRE Vets

medallion award and Skillbridge to employers, however if they are not hiring Veterans then the programs do not work. Therefore, we are focusing on the education piece of advocating, recruiting, retention, and helping employers show how they support Veteran hiring.

Outreach efforts to locate and serve veterans and other eligible persons who have barriers to employment and results of that outreach.

DVOP Orth has established a great working relationship with Terry Zmolek, Executive Officer I, Re-Entry Coordinator, OWDS/OWDS Instructor from IDOC and Anthony Brau, Re-Entry Coordinator both from the Mount Pleasant Correctional Center.

HBI Career Planner Scott Neff pulled IWD Registered Veteran (non SBE) Report for 223 Registered Veterans. Attempt to contact veterans/spouses 3 times, once contact is made assign veteran/spouse to 1 of 5 HBI CP's or 1 of 12 Champions throughout the State depending on location of veteran/spouse.

7/5/2023 DVOP Lisa Orth performed outreach to the Mount Pleasant Correctional Facility. DVOP Orth attends at least twice a month and presents at the incarcerated veteran's monthly meetings. DVOP Orth also meets with veterans individually and assists them in composing resumes and completing job applications with the goal of obtaining a job as they are getting ready to return back to the community.

7/5/2023 DVOP Lisa Orth and HBI CP Scott Neff continue to give veterans priority of service at the local IowaWORKS office by assisting them in the newly put together veteran's resource room. This room is private, has computers and a printer to be able to assist the veteran with whatever their needs may be.

7/17/2023 HBI Career Planner Scott Neff and DVOP Lisa Orth conducted outreach to Transitions DMC - Burlington homeless shelter. They spoke with the CEO regarding IowaWorks services for homeless veterans. We also left our contact information and informed him that if the veteran did not have transportation that we would bring the services to them.

7/17/2023 HBI Career Planner Scott Neff and DVOP Lisa Orth visited the VA Clinic in Burlington. They spoke with John Capps, VA Clinic in Burlington. We exchanged contact information and briefly spoke about our services. We will continue to be in contact with them for the purpose of sharing information as well as notifying them regarding future veterans events.

7/19/2023 Cedar Rapids PACT Act Festival - HBI CP Scott Neff and DVOP Lisa Orth traveled to Cedar Rapids to learn more about the PACT ACT to be able to direct veterans wanting to complete PACT ACT applications.

7/24/2023 Louisa County VSO. HBI CP and DVOP Lisa Orth met with Adam Caudle, Louisa County VA director. Introductions were made as well as exchanged contact information.

8/4/2022 DVOP Lisa Orth and LVER Tracie Timmerman attend the annual NASWA conference in Washington, D.C. They listened to many speakers and brought back with them resources to better assist veterans.

9/14/2023 HBI Career Planner Scott Neff and DVOP Lisa Orth visited multiple agencies in Henry county and provided our business cards as well as our profile flyers. We encouraged agencies to reach out to us if they had a veteran in need of our services.

9/16/2023 Lee County Fall Veteran Outreach - DVOP Lisa Orth, HBI CP Scott Neff, and Tracie Timmerman, LVER attended the Lee County Fall Veteran Outreach event. They were able to connect with other veteran representatives in SEIA as well as spoke to veterans and families regarding all of our services.

9/21/2023 Annual Veteran Partnership Outreach - DVOP Lisa Orth and HBI CP Scott Neff hosted area veteran representatives prior to Burlington IowaWORKS biggest job fair of the year. Everyone introduced themselves and talked about the services and resources available to veterans. Contact information was also exchanged. DVOP Orth and HBI CP Neff talked about planning ongoing events at IowaWORKS and inviting other veteran representatives to our monthly job fairs. Those partners in attendance were offered a table at the job fair free of charge.

9/21/2023 Job Fair - DVOP Lisa Orth and HBI CP Scott Neff participated in Burlington IowaWORKS biggest job fair of the year. They set up a table next to other military organizations and were able to refer veteran job seekers to services and community resources.

9/28/2023 Administered NCRC to Veteran - DVOP Lisa Orth administered the NCRC to a veteran prior to him applying for a job within IowaWORKS. This is one more certification for the veteran to be more marketable. The goal is to administer the NCRC to veterans at least once a month.

HBI Career Planner Scott Neff tracked and report 50-70 veterans per week receiving employment through the HBI program and sending report forward to leadership.

- The Burlington Veteran Services Team continued to use the Veterans Resource room for one-on-one services with Veterans (Resume building, mock interviews, etc.)

HBI CP Scott Neff attended an out-of-state Veterans career fair (Ft. Leavenworth). The Home Base Iowa team achieved outstanding success at the recent career fair held at Ft. Leavenworth, Kansas on August 8, 2023. The event provided an opportunity to gain exposure to over 400 transitioning military service members, veterans, and spouses for our team to showcase the employment opportunities and benefits that the state of Iowa has to offer.

The team actively engaged with over 70 military transitioning service members throughout the event. Valuable information was provided to all job seekers about the diverse career options available across various industries in Iowa.

The career fair also facilitated networking opportunities, where Home Base Iowa highlighted the mutual advantages of partnering to over 25 employers both federal and private.

By conclusion of the event, the Home Base Iowa team distributed over 150 marketing materials to both job seekers and employers. These materials aided in effectively communicating the comprehensive support services available to veterans & employers in Iowa.

DVOP Lisa Orth and HBI CP Scott Neff teamed up and worked with two veterans who obtained gainful employment.

Two success stories-

Steven Fatgetter - Employed at Siemen's Gamesa (example of total AJC teamwork)

Veteran Steven Fatgetter came into the local office on July 7, 2023, in search of a job. He had been long term unemployed due to having to take care of his partner due to medical issues. As she got better, Steven felt it was time to start job searching again. He had previously worked at Siemens Gamesa, had been permanently laid off, and expressed interest in returning to them. Siemens had recalled employees but he was not one of them. When he was able to job search again, he went into the West Burlington IowaWORKS center for assistance. He completed registration and was referred to DVOP Lisa Orth by Career Planner Miranda Coleman. Steven needed assistance updating his resume and interview practice. Steven was encouraged to attend an upcoming job fair but Siemens Gamesa was not registered to attend. He was determined to find a job fast so he agreed to attend. It just so happened that Siemens registered at the last minute and DVOP Orth called him to make sure he would attend. Steven was able to talk to Siemens and HBI CP Scott Neff advocated on his behalf. Steven was told that they would pass his information on to the hiring manager and to wait for a call. In the meantime, DVOP Orth and HBI CP Neff assisted him in updating his resume and provided two mock interviews. It had been a while since Steven interviewed, he tended to go off topic and speak for long periods. He was advised with the STAR method and to try to stay focused on the question at hand. On July 13th, Steven came into local office to advise staff that he was offered an interview and was sent an email to pick from two different dates and times. He had responded but Siemens was not getting back to him in time. He reached out to DVOP Lisa Orth who spoke with BEC Katelyn Orth. BEC Orth had a working relationship with Siemens and reached out on Steven's behalf. Steven soon got a call, did great on the interview, and he was offered the same job back, same pay, and even got some of his seniority restored. He also got the shift he wanted and was still able to provide continuing care for his partner. It turned out that Siemens had tried to recall him, but he had changed his phone number. After a drug test and a background check, Steven was given a start date of 8/23/23. He continued to come into the office for assistance with onboarding paperwork which CP Kelly Timmerman provided. Steven was grateful for the assistance IowaWORKS provided him and is happy to be back at work helping to support his family.

Sherry Swanson obtained employment with COBO

Sherry Swanson had recently lost her job but did not want to stay on unemployment very long. She was living off her savings and was afraid that she might lose her house. Her goal was to find employment as soon as possible in the human resources / office fields. She came into the West Burlington IowaWORKS office on 5/31/23 for assistance with job searching. She was referred as

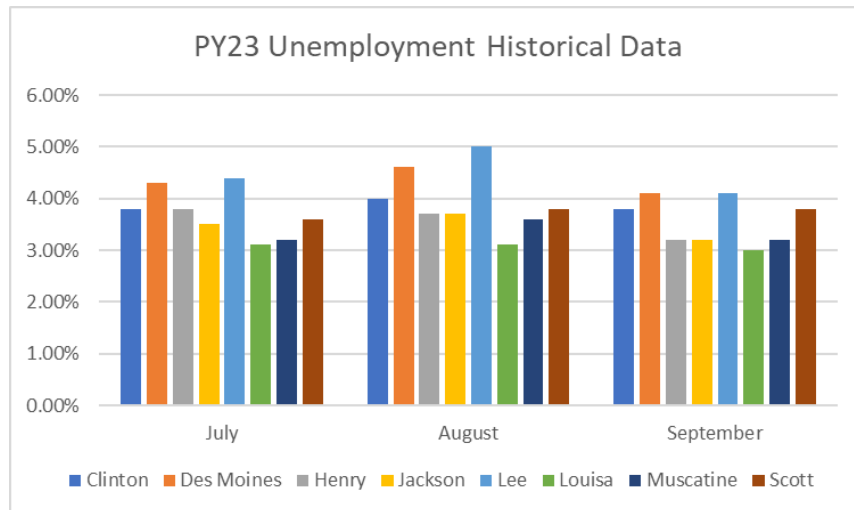
an eligible veteran to DVOP Lisa Orth. Sherry was invited to attend a job fair held at West Burlington IowaWORKS. DVOP Lisa Orth assisted her in updating her resume and BEC Katelyn Orth and HBI CP Scott Neff provided her with mock interviews. Sherry was referred to several jobs and she was also applying for other jobs as well. She started to get down on herself and staff reminded her of her valuable skills and experience and told her she may not be on unemployment very long and to hang in there. On July 31, 2023, Sherry came into local office and stated she was offered a job at COBO as a Customer Service Specialist (human resources office) starting immediately. She was thankful for the services she was provided at IowaWORKS.

Title III Report

Oct-23

Services Provided	Burlington	Davenport
Services Provided By Individual	3,024 services for 576 individuals	8,300 services for 1,190 individuals
Services Provided to Veterans	148 services 24 individuals	416 services 59 individuals
Individuals Enrolled	85	220

County	July	August	September
Clinton	3.80%	4.00%	3.80%
Des Moines	4.30%	4.60%	4.10%
Henry	3.80%	3.70%	3.20%
Jackson	3.50%	3.70%	3.20%
Lee	4.40%	5.00%	4.10%
Louisa	3.10%	3.10%	3.00%
Muscatine	3.20%	3.60%	3.20%
Scott	3.60%	3.80%	3.80%



County	23-Jul		23-Aug		23-Sep	
	In Labor Force	Unemployed	In Labor Force	Unemployed	In Labor Force	Unemployed
Clinton	22790	860	22400	890	22520	850
Des Moines	18760	800	18320	840	18040	740
Henry	9510	360	9370	350	9470	300
Jackson	10,990	380	10,750	390	10690	350
Lee	14670	640	14520	730	14490	600
Louisa	6130	190	5990	190	6010	180
Muscatine	21210	670	20830	740	20770	670
Scott	87480	3270	89340	3350	89860	3400

*MOU Attachment D: Referral Process

Documents Included: Draft Attachment

Action Requested: Approve the attachment.

Attachment D: Referral Process

IowaWORKS System Partners Referral Process

Purpose

The primary purpose of the referral system is to provide integrated and seamless delivery of services to workers, job seekers, and employers. In order to facilitate such a system, Partners agree to:

- Familiarize themselves with the basic participation requirements, as well as with the available services and benefits offered, for each of the System Partners' programs represented in the IowaWORKS Centers.
- Ensure that general information regarding one-stop center programs, services, activities and resources shall be made available to all customers as appropriate.
- Develop materials summarizing their program requirements and making them available for System Partners and customers.
- Provide substantive referrals –to customers who are eligible for supplemental and complementary services and benefits under Partner programs.
- Regularly evaluate ways to improve the referral process.
- Commit to robust and ongoing communication required for an effective referral process.
- Commit to actively follow up on the results of referrals and assuring that System Partner resources are being leveraged at an optimal level.

The referral process will help create a more seamless customer experience by providing convenience of services to individuals and businesses. This process will provide for a continuum of services and follow-up to ensure Mississippi Valley Workforce Area (MVWA) customer needs have been met.

Job Seeker Referral Process

The One Stop Operator will oversee the job seeker referral process including the electronic referral system, the tracking of referrals, preparing reports, and ensuring follow-up is completed. The referral system must be an accessible electronic platform to include but not limited to a Microsoft Form, UniteUs or another appropriate referral tracking system.

1. Partners referrals will be emailed to the partner's email address on file
2. The One Stop Operator will track referrals and perform follow up to ensure a successful referral was made. .
3. Appropriate contact information for each workforce Partner program will be updated regularly by the One Stop Operator. This information will include name, address, phone and email.
4. Each Partner program will identify a main contact for referrals and a backup individual.
5. Each Partner will develop in internal standard operating procedure (SOP) for referrals.
6. The One Stop Operator will monitor the SOPs of each Partner on a biannual basis.
7. A referral should be processed the same or next business day.
8. The organization receiving the referral should attempt to make contact with the

participant within two business days. If contact is not made the organization will follow up weekly for four weeks until contact can be made. Once contact has been made the organization should follow its internal referral process and document the result in the electronic system. .

9. if the receiving partner is having trouble making contact with the participant then they will reach back out to the referring partner to help make the connection.
10. The One Stop Operator will monitor the electronic referral system and maintain referrals in a database and ensure that follow-ups are being completed and track the outcome of each referral.

Business Referral Process

The Business Service Team Lead will oversee the business service referral process including the electronic referral system, the tracking of referrals, preparing reports, and ensuring follow-up is completed.

1. Electronic business referral forms will be completed by Business Team Members when a business's needs are identified.
2. Appropriate contact information for each workforce Partner program will be updated in the Form Flow and maintained by the Team Lead.
3. A referral should be processed within 24 business hours of meeting with the business.
4. The program receiving the referral should attempt to contact the business within two business days. If contact is not made, the program the business being referred to will follow up weekly for four weeks until contact can be made.
5. The Team Lead will follow-up on the referral to see if a successful referral was made one month after the referral was placed.
6. The Business Team Lead will monitor the electronic referral system and maintain referrals in a database and ensure that follow-ups are being completed and track the outcome of each referral.

*MOU Attachment F: Outreach Plan

Documents Included: Draft attachment

Action Requested: Approve the attachment

Attachment F: Outreach Plan

IowaWORKS System Partners Outreach Plan

The Parties recognize the value in joint outreach of the IowaWORKS System and agree to collaboratively conduct outreach activities to customers, employers and job seekers, of the system. It is understood that not all Partners provide all services and thus may not contribute to every target outreach group activity.

The MVWDB and its Partners will develop and implement a strategic outreach plan that will include, at a minimum:

- Specific steps to be taken by each partner.
- Alignment with sector strategies and career pathways.
- Connections to Registered Apprenticeship.
- Focus on local area's job seekers, including targeted efforts for populations most at risk or most in need based on labor market information.
- Regular use of social media.
- An outreach toolkit available for all partners.
- Clear objectives and expected outcomes.

Outreach Plan and Steps

Partners will discuss and develop their outreach plan at quarterly Partner meetings. An outreach plan is an ongoing activity and will contribute to a continuous improvement model. With support from MVWDB staff, the One Stop Operator will oversee the Outreach Strategy. The following steps will be completed:

- System Partners will meet to outline their main outreach goals and objectives.
- Partners will identify the target populations.
- A message will be developed to relay to the target populations.
- Applicable Partner content will be gathered to create flyers/brochures/presentations.
- An outreach toolkit available for all Partners will be developed and distributed.
- A strategy will be developed identifying specific outlets and a plan and time frame for distribution.
- Distribute the message through targeted outlets (such as community organizations, businesses, and special events).
- Actively engage with prospective contacts through all outlets including social media.
- Evaluate the plan and areas for improvement and promising practices.

Business Services Team

All Partners who identified providing business services will provide a representative to serve on the local Business services Teams in each IowaWORKS Center. These teams will meet bi-weekly. These teams will focus on outreach areas including:

- Annually develop the local BST Strategic Plan with a emphasis on outreach strategies.
- Align with sector strategies and career pathways.
- Assist the MVWDB in strengthening connections to Registered Apprenticeship programs.
- Focus on outreach to human resource professionals.
- Focus on reducing employer fatigue through coordinated outreach

Social Media Outreach

The Mississippi Valley IowaWORKS Centers use HootSuite to manage all IowaWORKS social media accounts. There will be a social media posting schedule developed by the core partners and reviewed and updated regularly. Core Partners will also determine which staff in each center will have access to this platform and serve as point persons for postings and oversight of the social media accounts. The individuals who will have access to the HootSuite account will serve as the final approvals for postings and will be responsible for ensuring all elements of the MVWDB style guide are adhered to. All authorized individuals will complete the IWD social media training, HootSuite onboarding, and local social media training before being granted HootSuite access. All partners are encouraged to send postings to the 6 authorized individuals to be placed on the IowaWORKS Social Media schedule to promote an integrated system. Cross posting from partner programs is also encouraged.

*MOU Attachment G: Data Sharing Training Plan

Documents Included: Draft attachment

Action Requested: Approve the attachment

Attachment G: Data Sharing Training Plan

IowaWORKS System Partner Data Sharing Training Plan

All Partner staff in the Mississippi Valley Workforce Area (MVWA) will be trained in the protection, use, and disclosure requirements governing Personally Identifiable Information (PII) and any other confidential data for all applicable programs, including FERPA- protected education records, confidential information in Unemployment Insurance (UI) records, and personal information in Vocational Rehabilitation (VR) records. A training will be developed by the core Partners and recorded to cover confidentiality and PII, FERPA, confidential information in UI records, and personal information in VR records

The One Stop Operator will hold quarterly Partner meetings and will cover this data sharing training annually. All trainings will be recorded and provided to all Partners to share with their staff. Each local program representative will sign an acknowledgement form that their staff have viewed the recorded training or that their staff have been provided training on confidentiality internally through their respective organization.

The Mississippi Valley Workforce Development Board (MVWDB) has a policy on PII, as required by WIOA. All customer PII will be properly secured in accordance with the MVWDB's policy and procedure regarding the safeguarding of PII. The MVWDB PII policy can be found at <https://www.mississippivalleyworkforce.org/policies-procedures>

Appendix A: One Stop Operator Report



IowaWORKS
A proud partner of the AmericanJobCenter network

One-Stop Operator
October 2023



IN PARTNERSHIP WITH **MISSISSIPPI VALLEY**
WORKFORCE DEVELOPMENT BOARD

1

October Hiring Events/Job Fairs



IowaWORKS
A proud partner of the AmericanJobCenter network

Date	Type	Location	Job Seekers
10/20/2023	Opportunity Knocks	Davenport IowaWORKS	47
10/24/2023	Partner Personnel Hiring Event	Burlington IowaWORKS	8



IN PARTNERSHIP WITH **MISSISSIPPI VALLEY**
WORKFORCE DEVELOPMENT BOARD

2

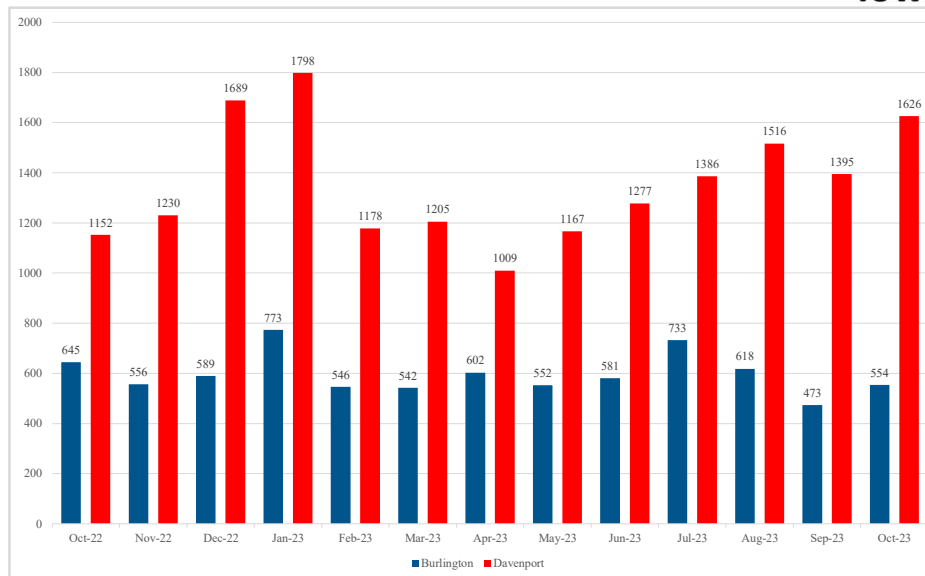
MVWA October Workshops

Workshop	Burlington	Davenport
Resumes	20	75
Job Search	10	148
Financial Literacy	0	11
Interviewing	23	94
Career Interest	7	30
Personal Growth	7	44
Work Readiness	7	0
Labor Market Info	2	0
Unemployment Info	29	12
Job Finding Club	23	57
Other	1	0
NCRC testing	1	0



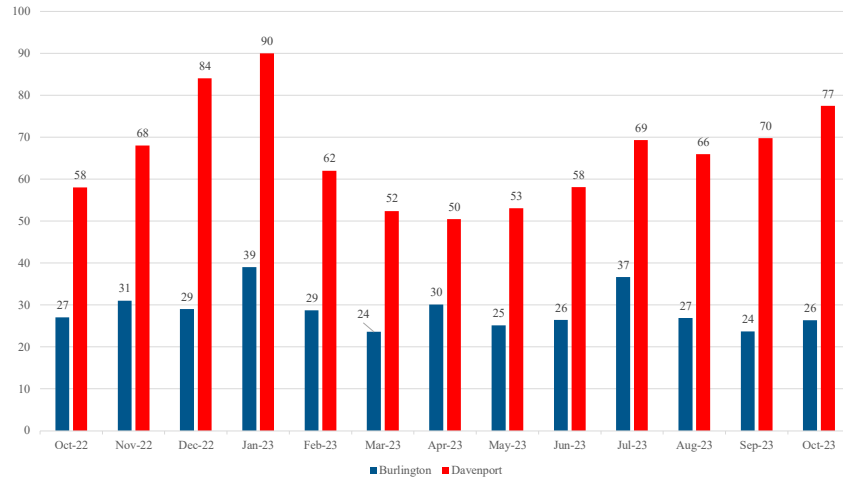
3

Historical VOS Numbers



4

Historical VOS Numbers Daily Avg.

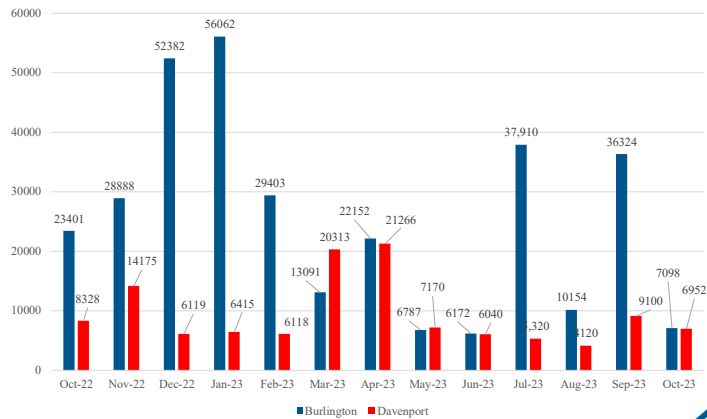


5

Facebook and Instagram Reach



Office Page	Facebook Reach	Instagram Reach
Burlington	7,098	10
Davenport	6,952	13



Reach: The number of unique individuals who saw any of your content



6

Customer Satisfaction October



21 of 25 (84%) responded “somewhat or very satisfied” to a majority of the questions
2 of 2 (100%) from Dashboard
12 of 14 (85.7%) Davenport
2 of 2 (100%) West Burlington
5 of 7 (71.4%) Online Exclusive
16 of 18 (88.9%) In Center Exclusive

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
69.4%	85.1%	85.7%	66.7%	85%	78%	96%	82%	80%	77%	92.5%	83.3%	84%



7

Customer Comments



Areas of Concern

- No real explanation as to what I was supposed to be doing there even though i had to drive from out of town. Once the male came over to me and briefly explained it, he said I could log on and finish up from home. He did not want to walk me through to make sure i understood the steps, he was very rushed and showed no interest in assisting me. I felt very lost in the process. A female came over and helped me to calm down a bit, clear up my confusion and walk me through the steps to get my unemployment opened back up. Thank goodness she was there is all I can say.
- Filing is extremely complicated and the website continues to incorrectly log my job searches. I have received inconsistent information, causing a big issue with my payments. Instead of looking for a job which is what I need to do, I am dealing with trying to get my payments.
- I spend too much time trying to maneuver through this website.

Positive Comments

- Welcome whenever I travel to the Davenport Iowa Works office is refreshing. It puts me at ease, improves communication, makes unemployment less stressful. James Stout is an awesome representative of what Iowa Works stands for. Tina was also very informative on services offered, contacts, web sites, job services available on net.
- Appreciate all the help and guidance, as this is a daunting experience.
- The staff is very helpful and provides lots of resources.



8

MVWA October Partner Referrals



Referred To	Burlington	Davenport	Referred From	# of Referrals
Title I Adult/DW	16	20	AEL/HiSED	3
Title I Youth	4	2	Promise Jobs	15
Title II (AEL/HiSED)	0	5	RCM/RESEA	15
Title IV (Voc Rehab)	3	6	Title III	15
Veterans	0	2	Voc Rehab	2
AARP	1	0	JVSG	2
IowaWORKS	0	2	Outside area IowaWORKS	9
Total Referrals	24	37		
	61			



9

October Events



- 10/4 Clinton Youth Event
- 10/31 NDEAM Event



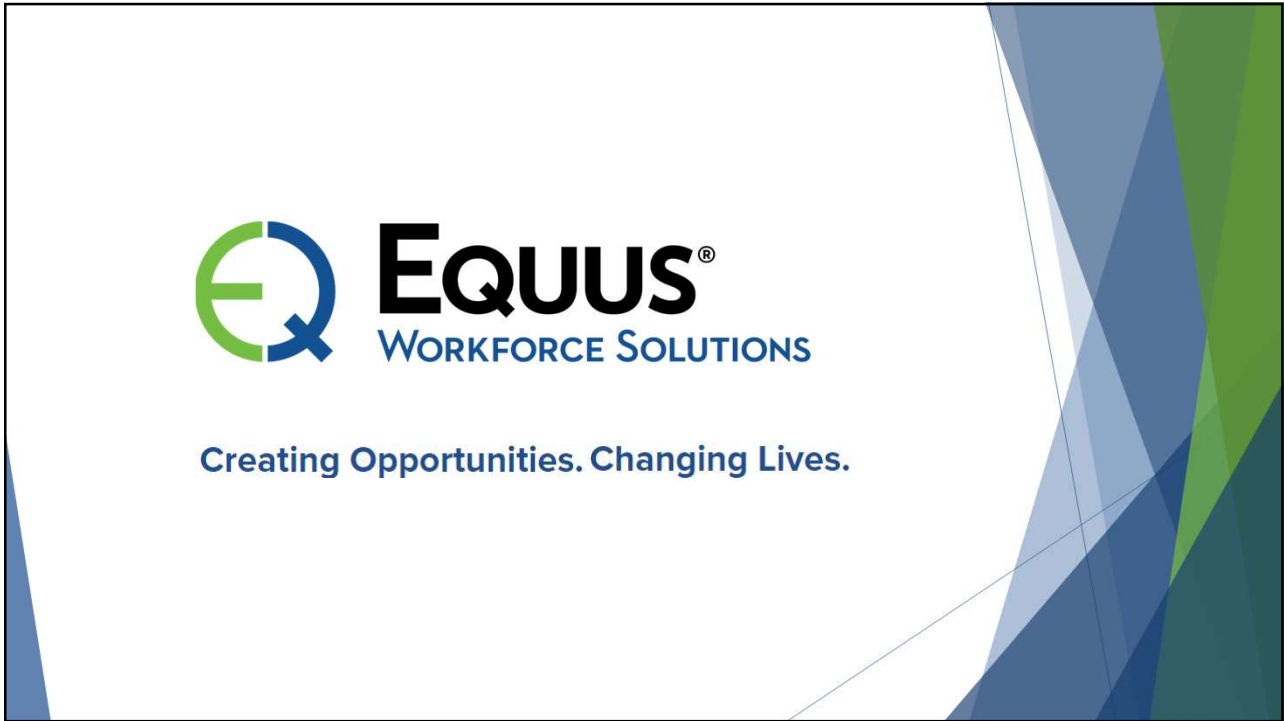
10

Upcoming Events

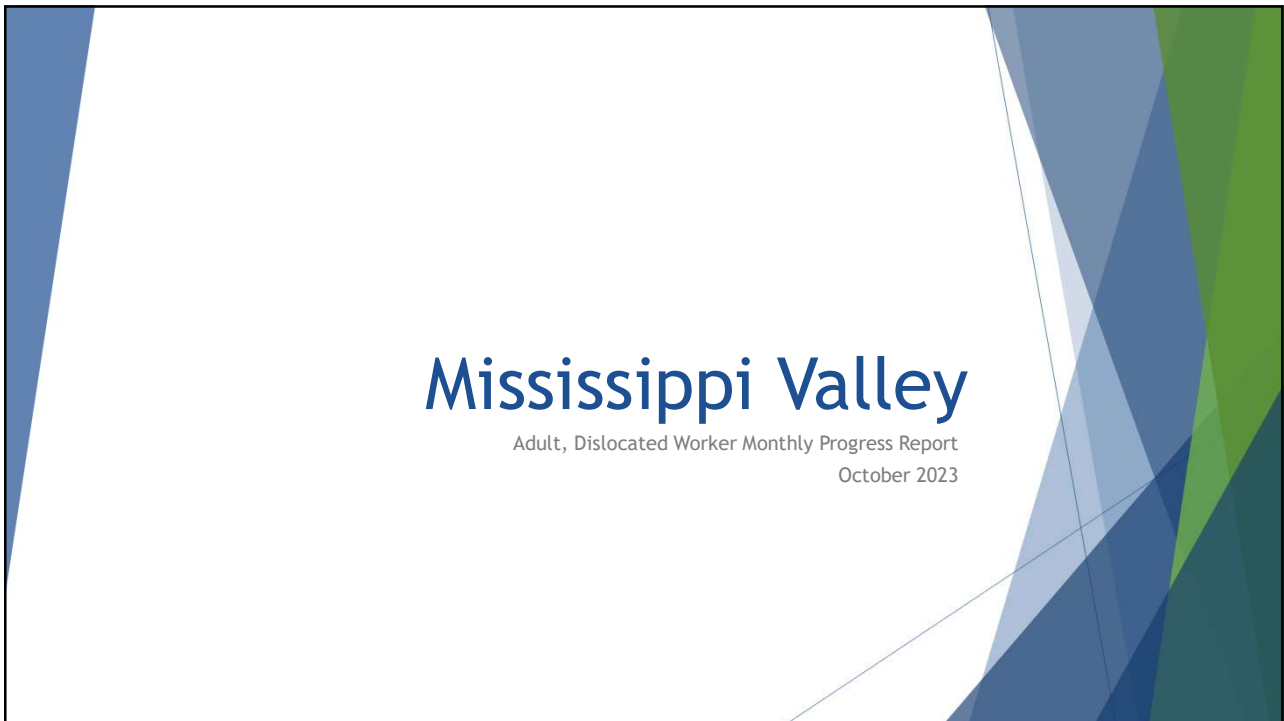
- 11/9 Veteran's Luncheon Burlington



Appendix B: A/DW Report



1



2

Rapid Response

Danville Care Center

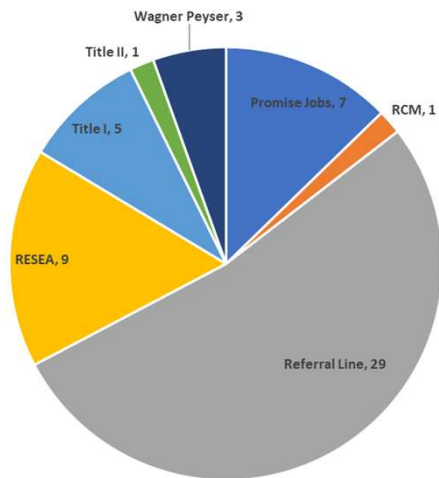
- ▶ Approximately 30 employees affected
- ▶ Worker Information Meeting held Oct. 17 at 10:00 am

Independent Can

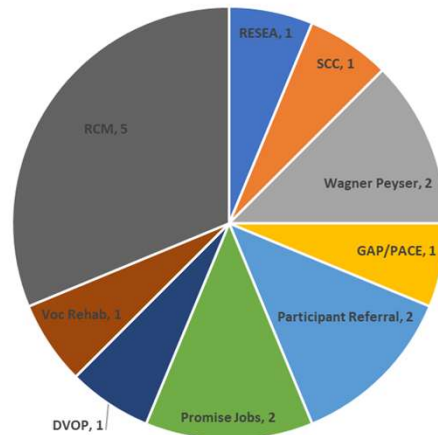
- ▶ Notified of closure around end of calendar year
- ▶ Approximately 35 employees affected
- ▶ Tentative WIM scheduled for Dec. 7 at 9:00 am; will remain in contact with employer

3

Davenport A/DW Referrals (October)



Burlington A/DW Referrals (October)



4

Performance

Enrollments	October	YTD Goal	YTD Actual	% of Goal
Adult	0	125 (Total)	19	
Dislocated Worker	0	125 (Total)	3	18%

Scholarships	October	YTD Goal	YTD Actual	% of Goal
Occupational Skills Training	1	100	69	69%

WBL	October	YTD Goal	YTD Actual	% of Goal
Work Based Learning	2	40	8	20%

5

Caseload

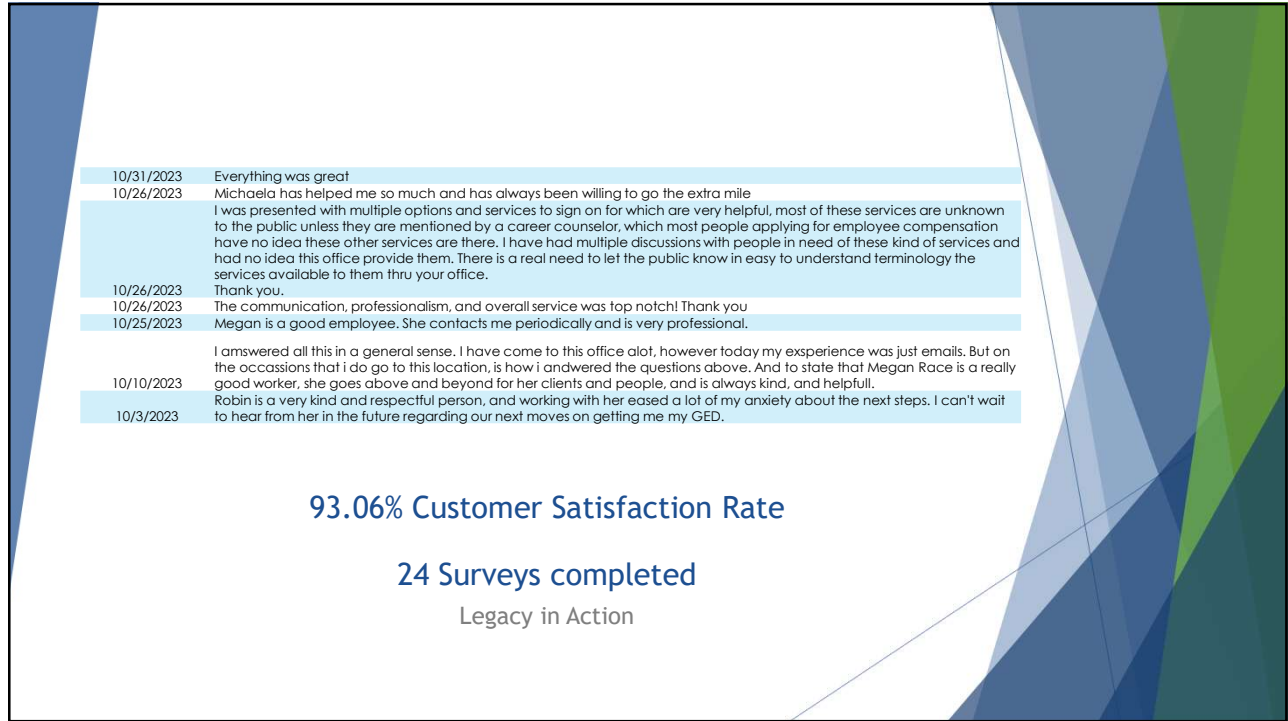
Adult

- ▶ 73 Active
- ▶ 87 Follow Up
- ▶ 32 Average caseload
- ▶ 10 Exit
 - ▶ 8 Employed

Dislocated Worker

- ▶ 78 Active
- ▶ 53 Follow Up
- ▶ 26.2 Average caseload
- ▶ 4 Exit
 - ▶ 4 Employed

6



This slide displays customer feedback survey results. It features a list of survey responses with dates and a central summary of the overall satisfaction rate and number of surveys completed. The background includes a decorative geometric pattern in shades of blue and green.

10/31/2023	Everything was great
10/26/2023	Michaela has helped me so much and has always been willing to go the extra mile
10/26/2023	I was presented with multiple options and services to sign on for which are very helpful, most of these services are unknown to the public unless they are mentioned by a career counselor, which most people applying for employee compensation have no idea these other services are there. I have had multiple discussions with people in need of these kind of services and had no idea this office provide them. There is a real need to let the public know in easy to understand terminology the services available to them thru your office.
10/26/2023	Thank you.
10/26/2023	The communication, professionalism, and overall service was top notch! Thank you
10/25/2023	Megan is a good employee. She contacts me periodically and is very professional.
10/10/2023	I answered all this in a general sense. I have come to this office alot, however today my experiance was just emails. But on the occassions that i do go to this location, is how i andwered the questions above. And to state that Megan Race is a really good worker, she goes above and beyond for her clients and people, and is always kind, and helpfull.
10/3/2023	Robin is a very kind and respectful person, and working with her eased a lot of my anxiety about the next steps. I can't wait to hear from her in the future regarding our next moves on getting me my GED.

93.06% Customer Satisfaction Rate

24 Surveys completed

Legacy in Action

7



This slide shows enrollment data for Dislocated Worker Industries. It features a large graphic on the right side with the text 'Dislocated Worker Industries' and a small data point on the left indicating '0 enrollments'. The background has a dark, abstract geometric pattern.

► 0 enrollments

Dislocated Worker Industries

8

Outcomes

Credentials

- 3 CDL
- 1 R.N.

3

Unsubsidized
Employment

9

Participant Highlights

1. Adult participant, age 52, successfully completed his internship with excellent marks from the employer. The employer is working to obtain funding to hire him full-time.
2. Potential DW participant, age 24, lost her job due to business closure. With low funding, we were unable to fund an on-the-job training with DW funds, so we were able to establish Youth eligibility and are working to finalize the on-the job training.

10