



Mississippi Valley Workforce Development Board

Youth Committee Meeting Agenda

Monday, November 13, 2023, at 4:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/83601949703?pwd=RCszWjdQeU1ONlZKYnB3aUxRa2VZZz09>

Meeting ID: 836 0194 9703

Passcode: 548009

One tap mobile: +13052241968,,83601949703# US

Called to Order	Jacob Nye
Roll Call	Tyler Lanz
*Consent Agenda	Jacob Nye
Excused Absences	
Approval of Agenda	
Approval of Previous Meeting Minutes	
 STANDING REPORTS	
Equus Youth Report (Page 4)	Taylor Longstreth
Virtual Reality Metrics Report (Page 12)	Taylor Longstreth
 NEW BUSINESS	
Competency-based Models (Page 21)	Tyler Lanz
WCA Action Plan (Page 24)	Tyler Lanz
 Other Business	
Public Comment	
Adjourn	Jacob Nye

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

Accommodations

Accommodation is 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 2.



Mississippi Valley Workforce Development Board

Youth Committee Meeting Minutes

Monday, October 9, at 4:00 p.m., via Zoom

Members Present: Jacob Nye, Rebecca Ruberg (late), Regina Matheson, Charlene Fitzgerald, and Martha Bell

Members Absent: Carol Reynolds (excused), Heather Halbrook (excused), and Andy Sokolovich (excused)

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

CEO Present: None

Equus Staff: Kendra Schaapveld, Title I Director, Taylor Longstreth, Title I Operations Manager, Tabytha Seigfried, Quality Assurance, and Shannon Weaver, Title I Operations Manager

One-Stop Operator: None

CALLED TO ORDER

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

QUORUM

There was a quorum to conduct business.

CONSENT AGENDA

The consent agenda included approval of the agenda, approval of previous meeting minutes, and approval of Reynolds, Halbrook, and Sokolovich's excused absences. Ruberg made a motion to approve the consent agenda, seconded by Bell, and motion carried.

EQUUS SEPTEMBER YOUTH REPORT

Schaapveld reviewed current outreach strategies and highlighted some recent events that they attended, including the Clinton Information Fair and the Southeast Iowa Job Fair. Schaapveld reported 1 out-of-school youth enrollment, 1 entered Occupational Skills Training which exceeded their deliverable at 117%, and 2 entered into Work-Based Learning. 22 stipends and 20 incentives were paid out in September. Schaapveld also reported outcomes for August: 1 CDL, 4 unsubsidized employments, 1 ISY Internship started, and 1 OSY WEX started. The customer satisfaction rate was 96.34% with 14 surveys completed.

VIRTUAL REALITY METRICS REPORT

Schaapveld presented the VR metrics report. She reported that 25 people participated in Career Exploration, completing 61 simulations. Schaapveld discussed that many of these users were from the Southeast Iowa Job Fair in Burlington. 4 Youth students used the Virtual Training Facility, completing 30 simulations. Schaapveld reviewed the mastery details for the Virtual Training Facility, sharing that 76.67% of youth successfully mastered the skills in the simulations.

PREDICTIVE REPORTS

Schaapveld presented the Predictive Reports and discussed that the credential attainment rate and Measurable Skills Gain performance will be low for Q1 since the semester just started. She discussed that they will likely see an increase in Q2 due to receiving end-of-semester grade reports. Schaapveld reminded us that these are predictive reports based on reports pulled from the Iowa*WORKS* case management system, but there is some employment data that is not available until it is updated at the state level.

WCA UPDATES

Swafford discussed updates to the Workforce Communities of Action initiative. The deadline has been extended through the end of January 2024. We are wrapping up the research portion and Schaapveld is working on coding the data collected from interviews and focus groups. There will be a final meeting prior to Schaapveld's last day.

OTHER BUSINESS

Lanz discussed that the "You Choose" career exploration event in Clinton went well. It was attended by 10 employers and 77 youth, including one family that drove 6.5 hours to attend after seeing it on the news! A full report will be provided at the next committee meeting.

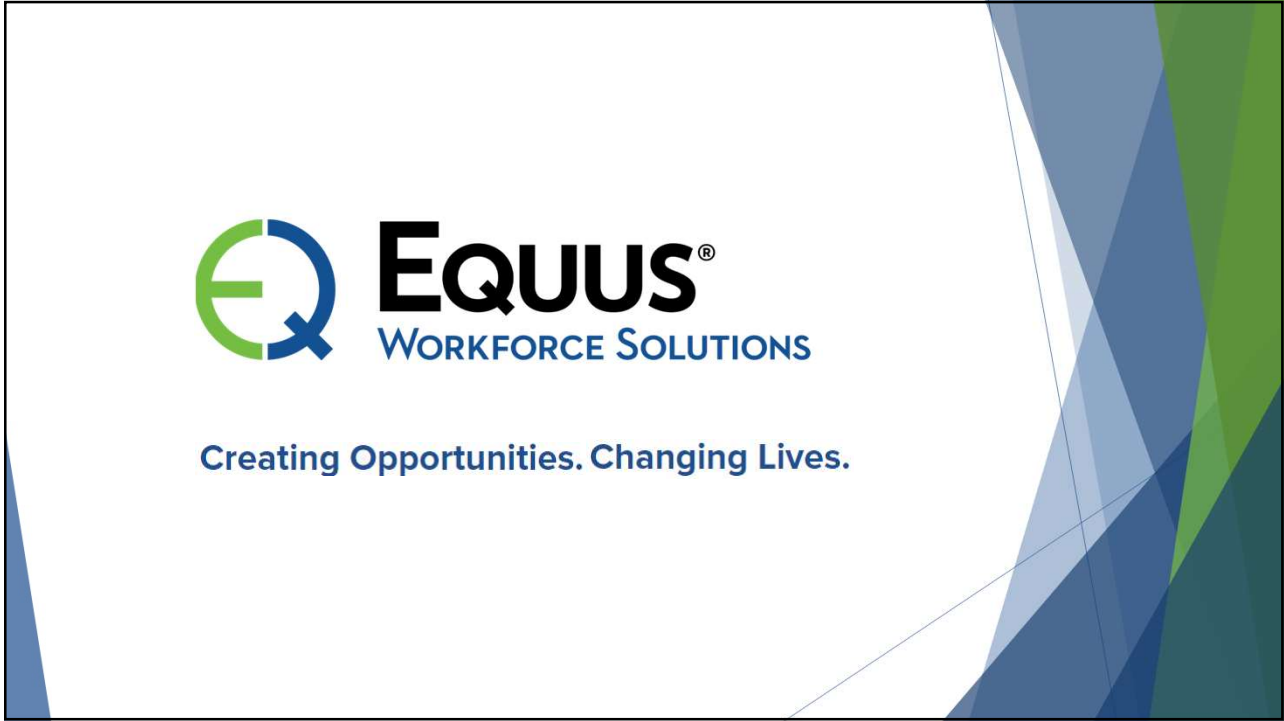
PUBLIC COMMENT

There was no public comment.

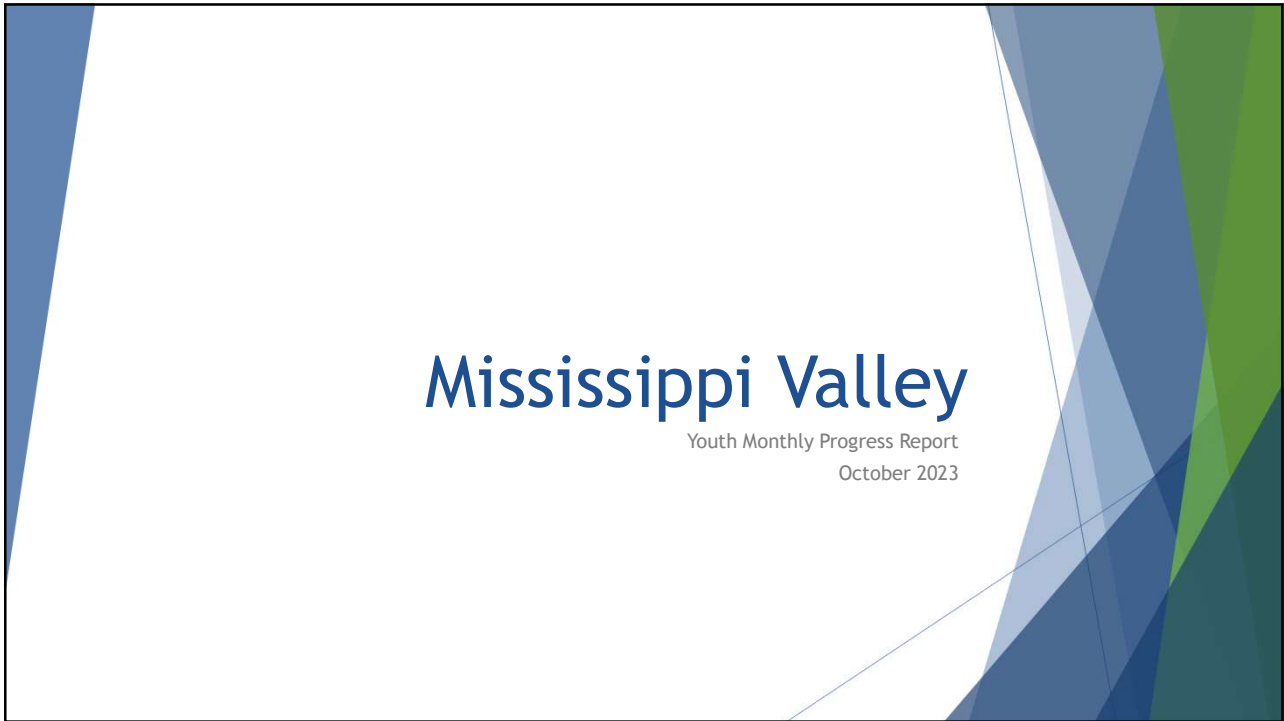
ADJOURN

Ruberg made a motion to adjourn, seconded by Matheson, and motion carried. Nye adjourned the meeting at 4:29 p.m.

Equus Youth Report



1



2

Outreach

- Sector Event - "You Choose" Career Event
- SCC Care Fair
- Lee County Juvenile Detention Center
- SCC Hised Orientation
- West Burlington HS Mock Interviews
- Fort Madison Schools Parent-Teacher Conference
- NDEAM

3

You Choose: Come "Test Drive" Careers



YOU CHOOSE
Come "Test Drive" Careers

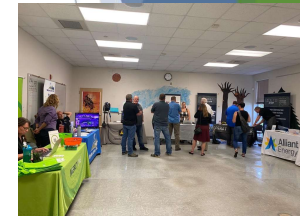
ACCELERATE Iowa

October 4, 2023
2:30 p.m. - 6:30 p.m.


1951 Manufacturing Dr.
Clinton, IA 52732

"Test drive" careers through simulators, Virtual Reality headsets, and conversations with participating employers!

Equal employment opportunity and program. Auxiliary aids and services are available upon request. Funded by DOL, WIA Title I-B Programs.



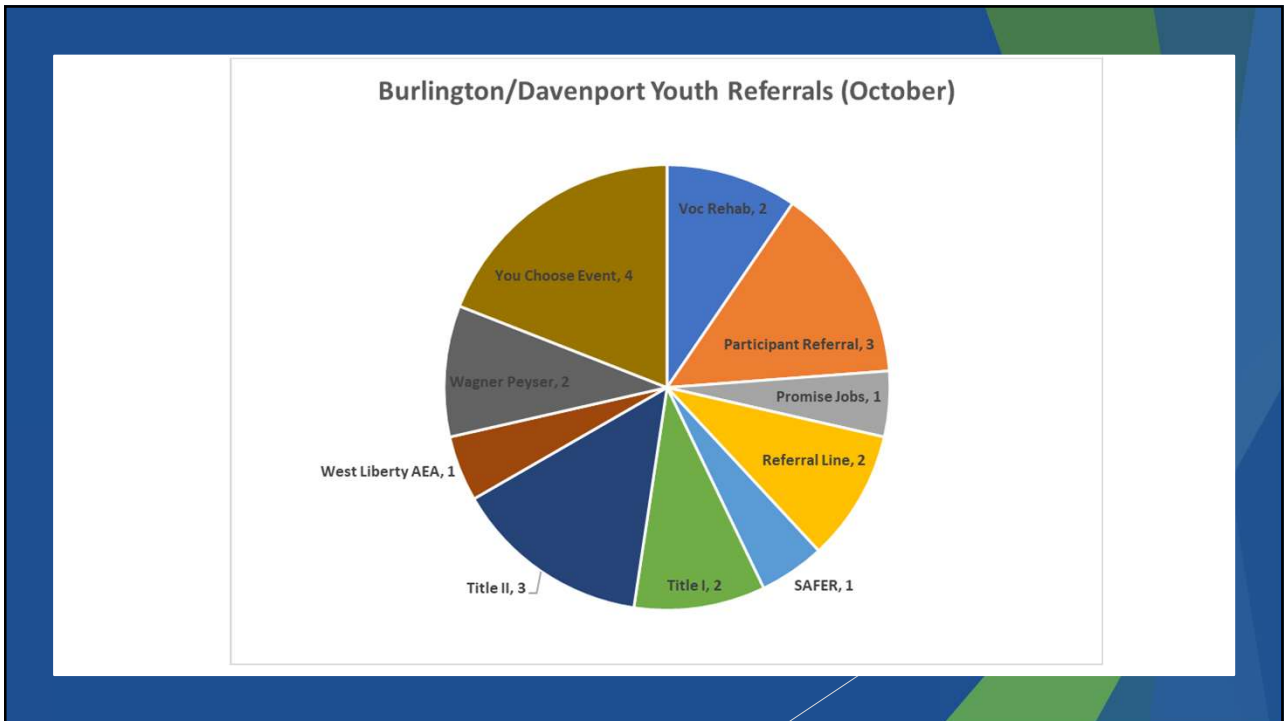
4



You Choose: Come “Test Drive” Careers

- ▶ October 4th, 2023
- ▶ Quarter 2 Youth Sector Event - Trades
- ▶ Simulations Present:
 - ▶ CDL
 - ▶ Welding
 - ▶ Engineering
 - ▶ Construction
 - ▶ VR Headsets
- ▶ Other employers were also present to educate youth about the careers they offer and what it takes to be hired.
- ▶ 76 individuals in attendance
- ▶ Pizza and beverages funded by Grow Clinton

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Performance

Enrollments	October	YTD Actual	% of Goal (60)
In School Youth	0	3	
Out of School Youth	8	27	50%

Scholarships	October	YTD Goal	YTD Actual	% of Goal
Occupational Skills Training	2	12	17	141%

WBL	October	YTD Goal	YTD Actual	% of Goal
Work Based Learning	3	27	11	40.7%

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Caseload

Youth

- ▶ 86 Active
- ▶ 70 Follow Up
- ▶ 28.33 Average caseload
- ▶ 3 Exit
 - ▶ 2 Employed
 - ▶ 1 Unknown

8

IA MISSISSIPPI VALLEY IOWA ADW	10-31-2023	Everything was great
IA MISSISSIPPI VALLEY IOWA ADW	10-10-2023	I answered all this in a general sense. I have come to this office alot, however today my experience was just emails. But on the occasions that I do go to this location, is how I answered 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 helpful.
IA MISSISSIPPI VALLEY IOWA ADW	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. Thank you.
IA MISSISSIPPI VALLEY IOWA ADW	10-25-2023	Megan is a good employee. She contacts me periodically and is very professional.
IA MISSISSIPPI VALLEY IOWA ADW	10-26-2023	Michaela has helped me so much and has always been willing to go the extra mile
IA MISSISSIPPI VALLEY IOWA ADW	10-03-2023	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.
IA MISSISSIPPI VALLEY IOWA ADW	10-26-2023	The communication, professionalism, and overall service was top notch! Thank you

93.06% Customer Satisfaction Rate

24 Surveys completed

Legacy in Action

9

Youth Elements

These are the activities that were opened new for the month

Youth Elements	Service	Services Provided in October	Youth Impacted in October	PY23 Services Provided	PY 23 Youth Impacted
1	Tutoring, study skills training, dropout prevention	0	0	3	3
2	Alternative secondary school services	0	0	0	0
3	Paid and unpaid work experience	4	4	11	11
4	Occupational skills training	2	2	17	17
5	Education offered concurrently with workforce preparation	0	0	0	0
6	Leadership development	2	2	2	2
7	Support Services	54	32	153	109
8	Adult mentoring	0	0	0	0
9	Follow-up services	9	8	20	17
10	Comprehensive guidance and counseling	0	0	0	0
11	Financial literacy education	0	0	0	0
12	Entrepreneurial skills training	0	0	0	0
13	Services that provide labor market information	89	71	255	221
14	Postsecondary preparation and transition activities	1	1	1	1

10

Stipends/Incentives

Stipends-paid out for attendance for high school or high school equivalency or class related to 14 elements

- ▶ 16 Paid Out

Incentives-paid out for measurable skills gain, achievement of basic skills, completion of a goal, FEO credits, perfect attendance for employment, employed after exit

- ▶ 29 Paid Out

11

Outcomes

1 CNA

10 Unsubsidized Employment

2 HiSED

1 OSY WEX Started

1 ISY WEX Started

12

Participant Highlights

- ▶ Jackson County OSY started their WEP at the Maquoketa YMCA as a custodian, making \$12 an hour.
- ▶ Scott County ISY started their WEP at the YMCA as an outreach specialist mentor at Fairmount Pines. She will be making \$12 an hour.
- ▶ Received reverse referral from a previous successful WBL employer. Referral has been enrolled, waiting on WBL contract.

Virtual Reality Report

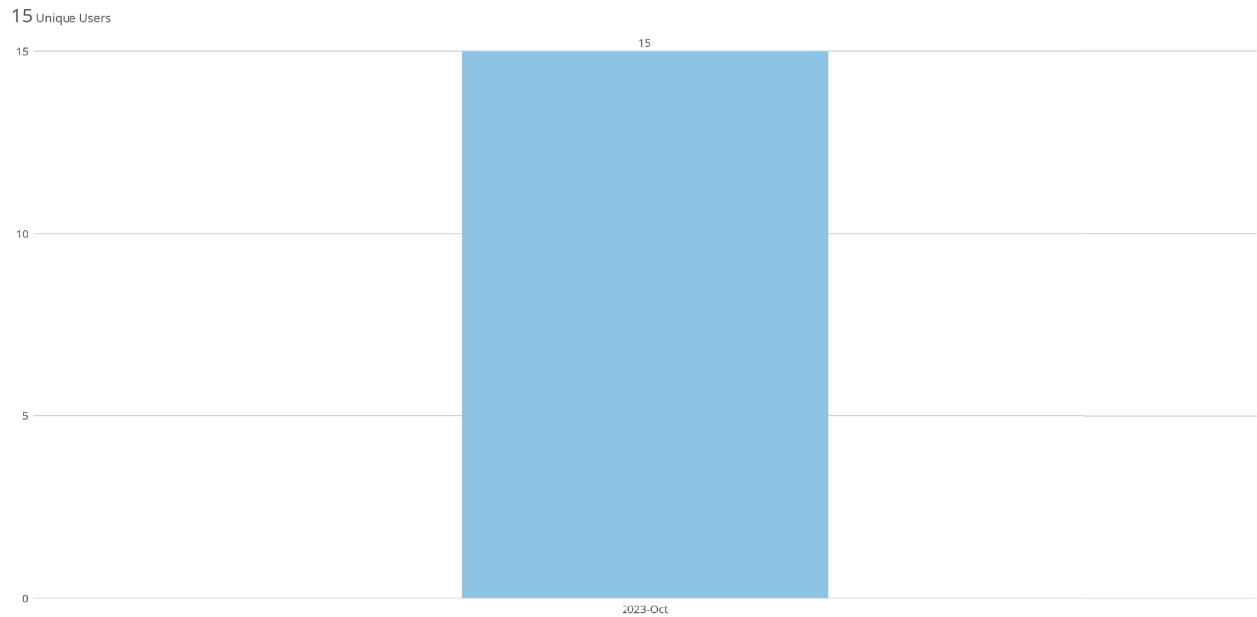


Monthly Progress Review & Optimization



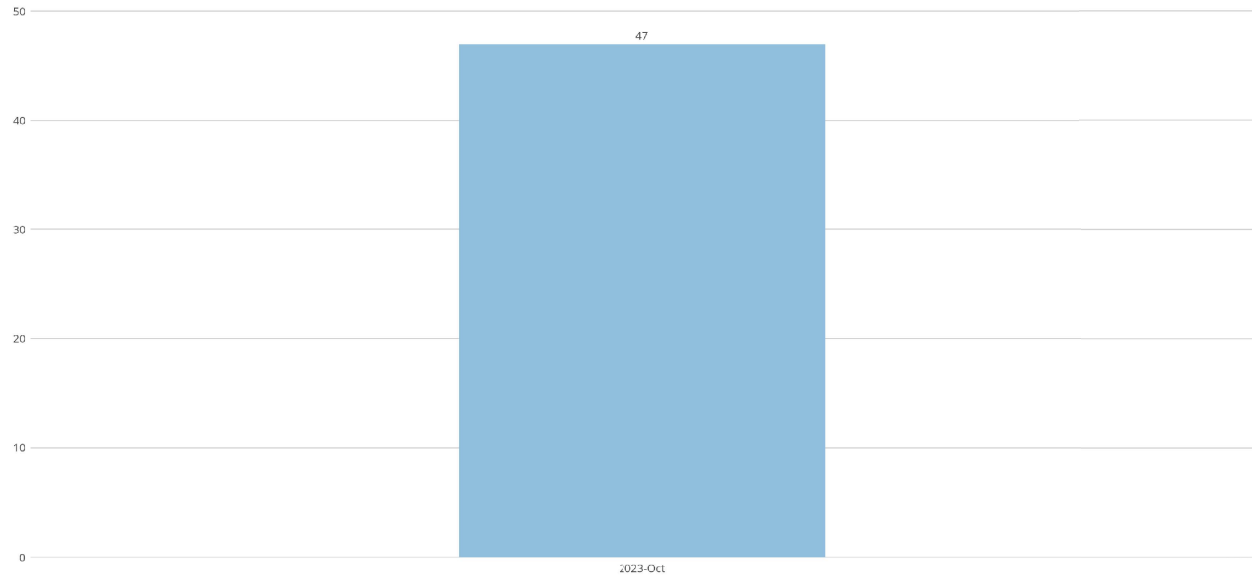
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Career Exploration: Unique Users by Month



Career Exploration: Sims Started by Month

47 Simulation Starts



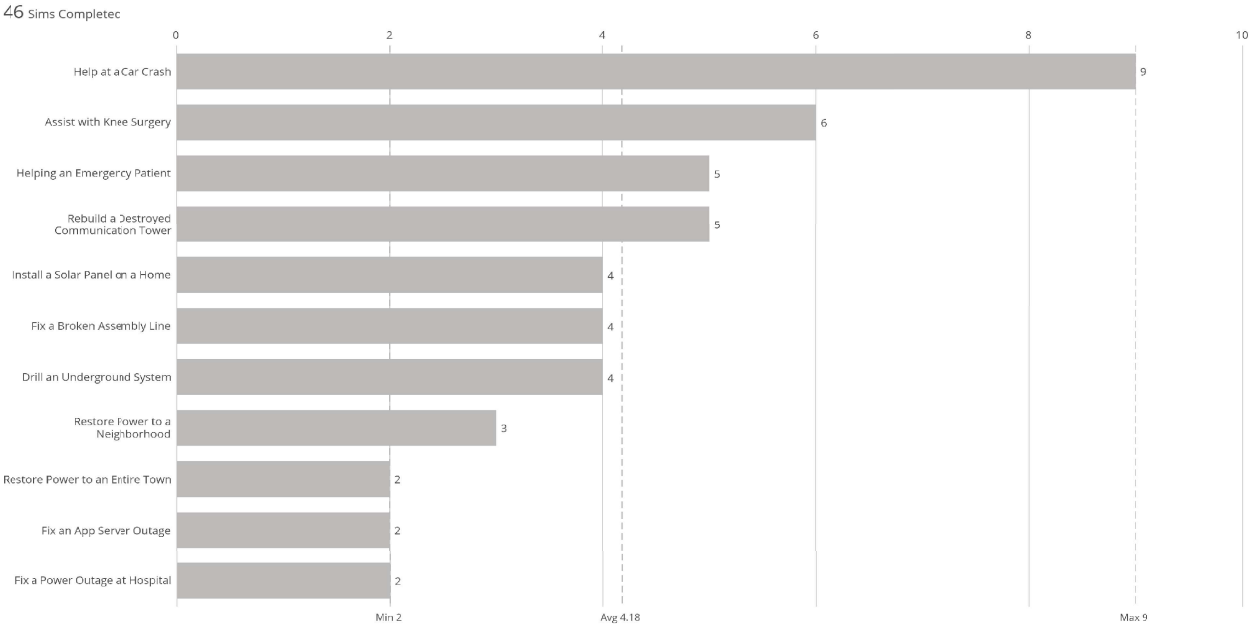
Career Exploration: Sims Started by Occupation

Help at a Car Crash	9
Assist with Knee Surgery	6
Rebuild a Destroyed Communication To...	5
Helping an Emergency Patient	5
Drill an Underground System	4
Fix a Broken Assembly Line	4
Install a Solar Panel on a Home	4
Restore Power to a Neighborhood	3
Fix a Power Outage at Hospital	2
Fix an App Server Outage	2
Restore Power to an Entire Town	2
Welders/MIGWelding	1

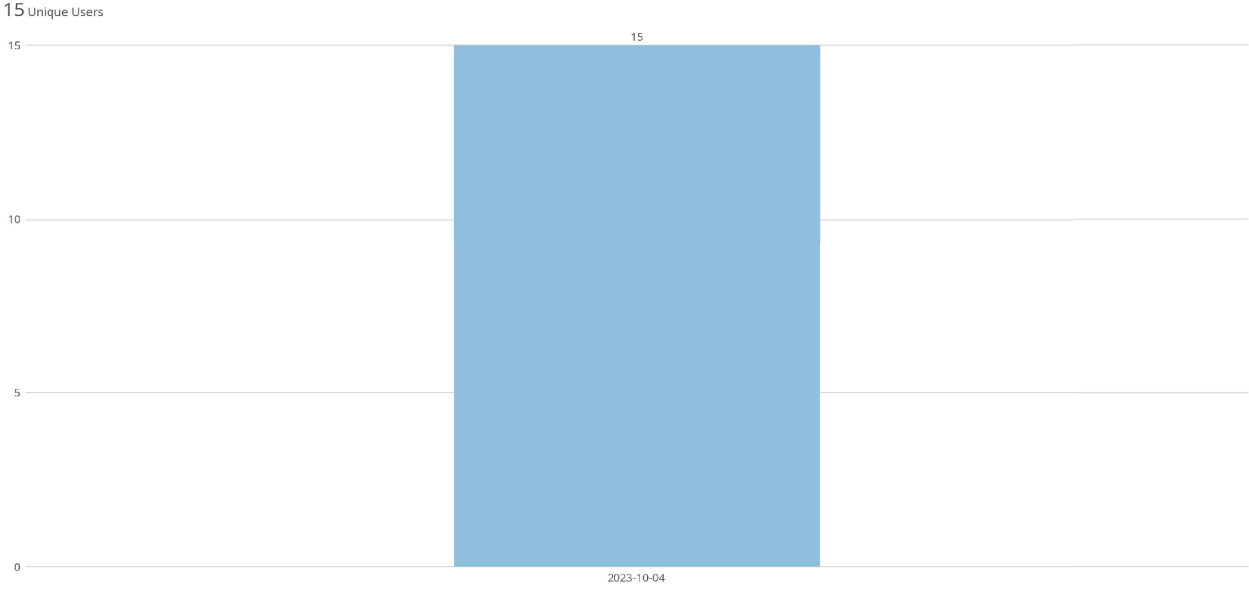


Total
47

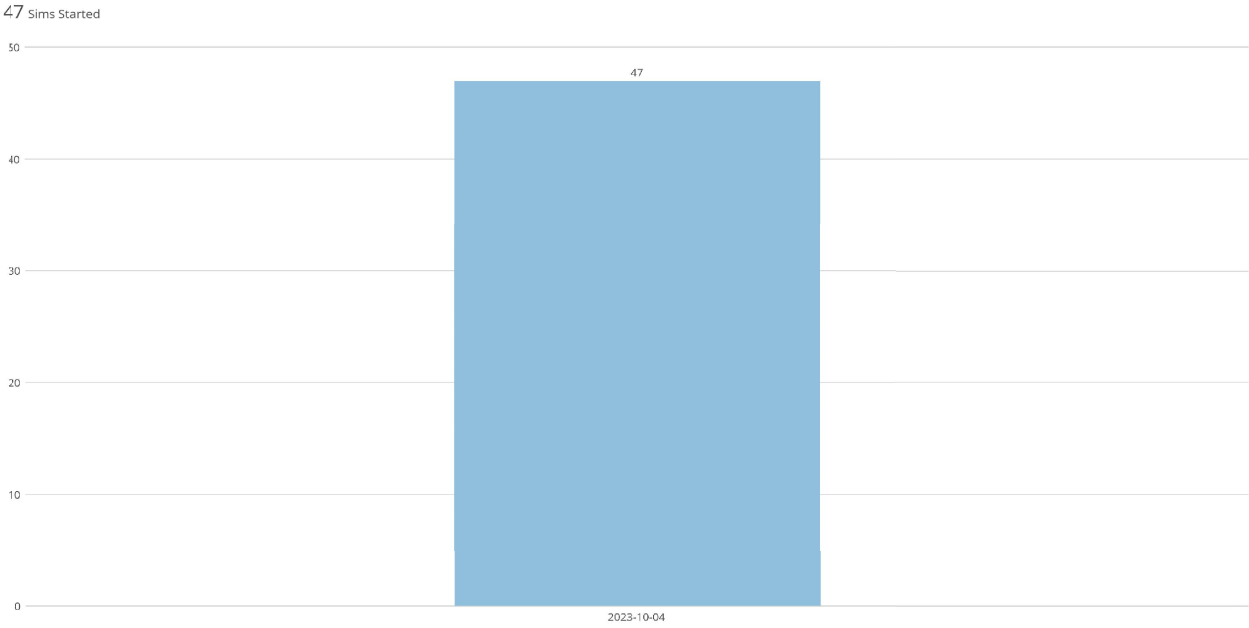
Career Exploration: Sims Completed by Preference



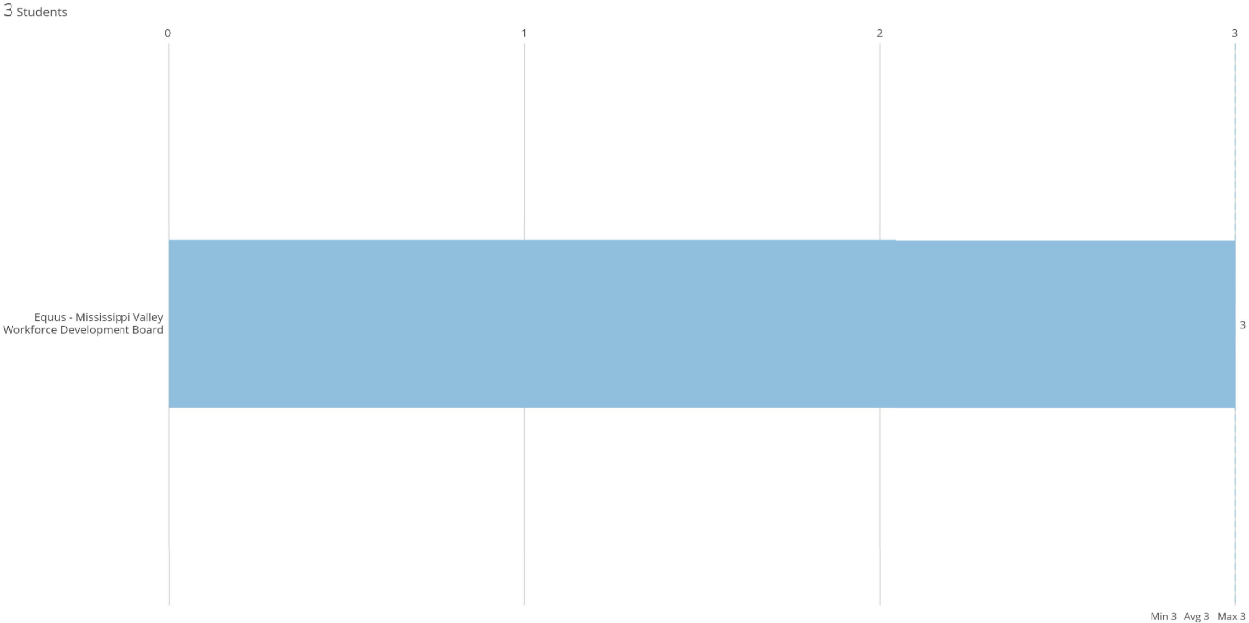
Career Exploration: Unique Users in Last 30 Days by Day



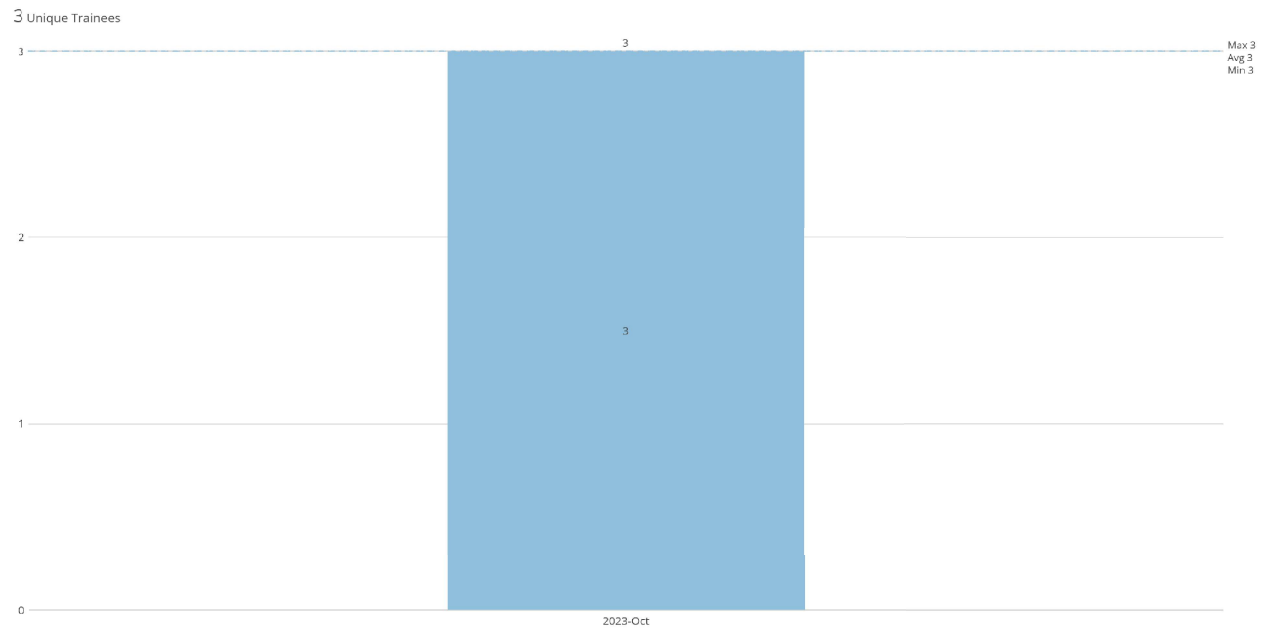
Career Exploration: Started in Last 30 Days by Day



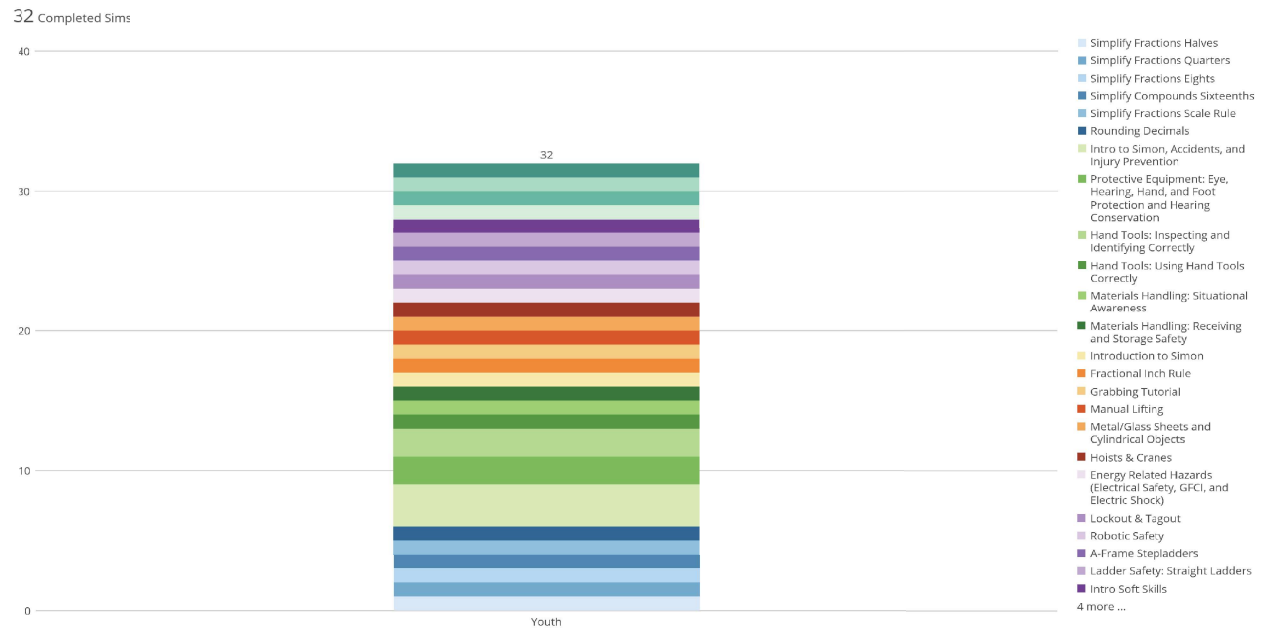
Virtual Training Facility: Total Trainees by Class



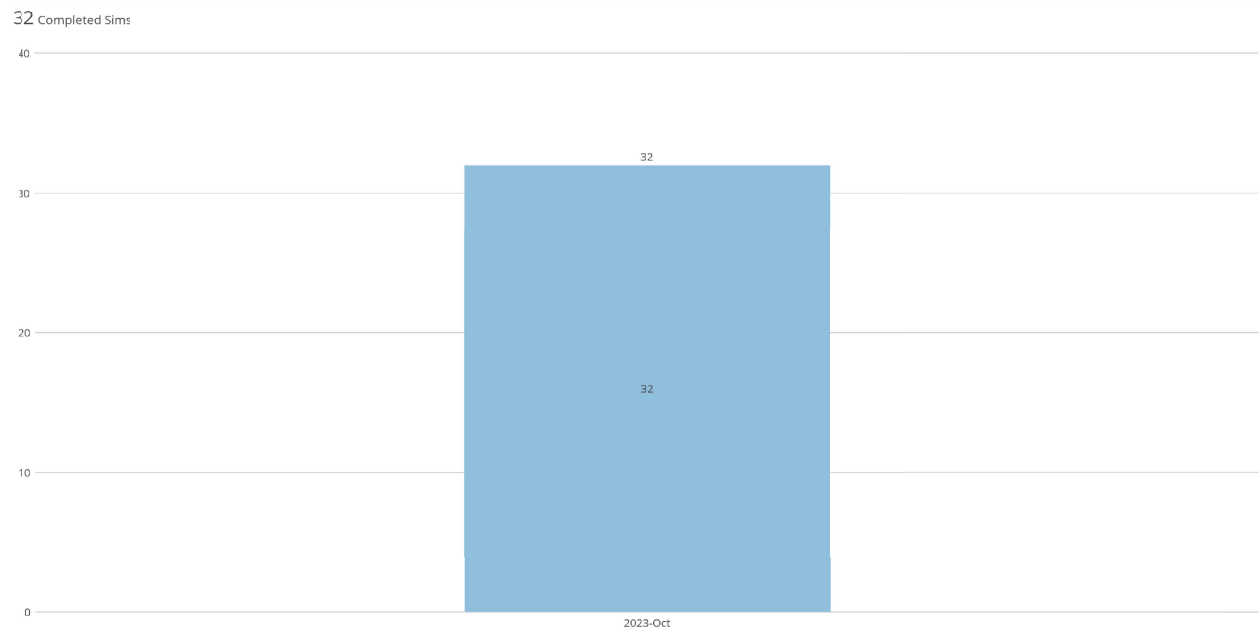
Virtual Training Facility: Unique Users Per Month by Class



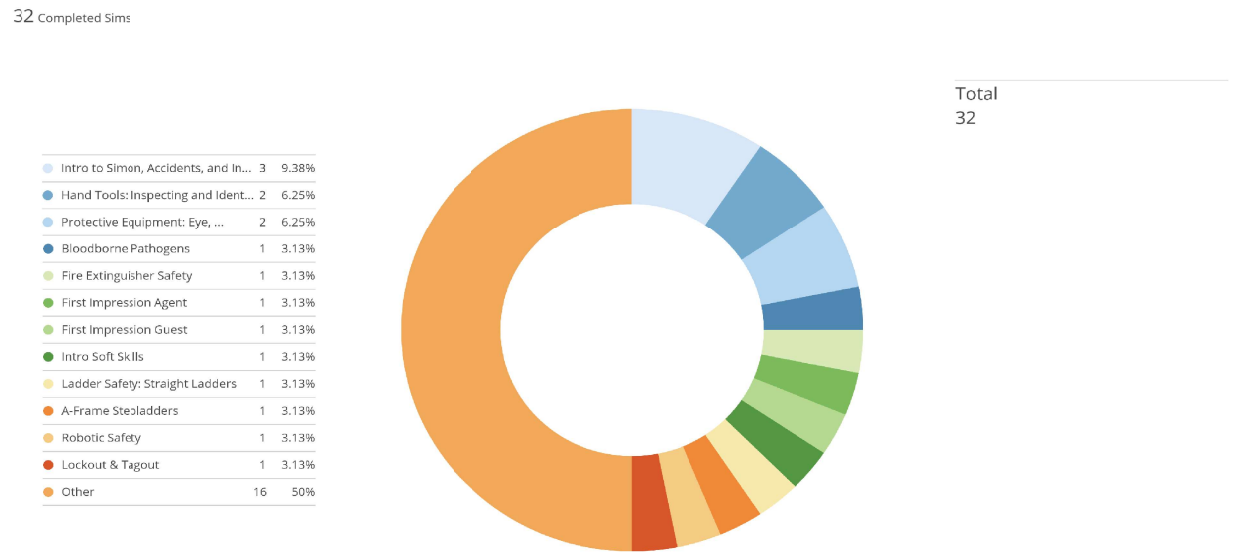
Virtual Training Facility: Started Sims by Class with Sim Detail



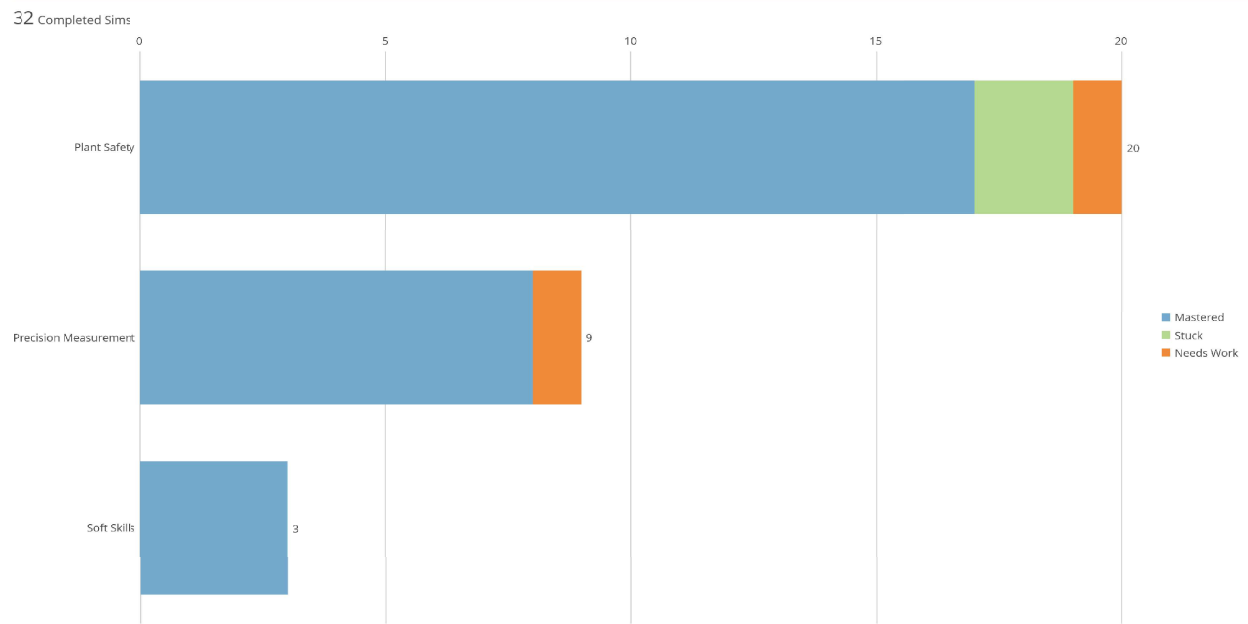
Virtual Training Facility: Started Sims by Month



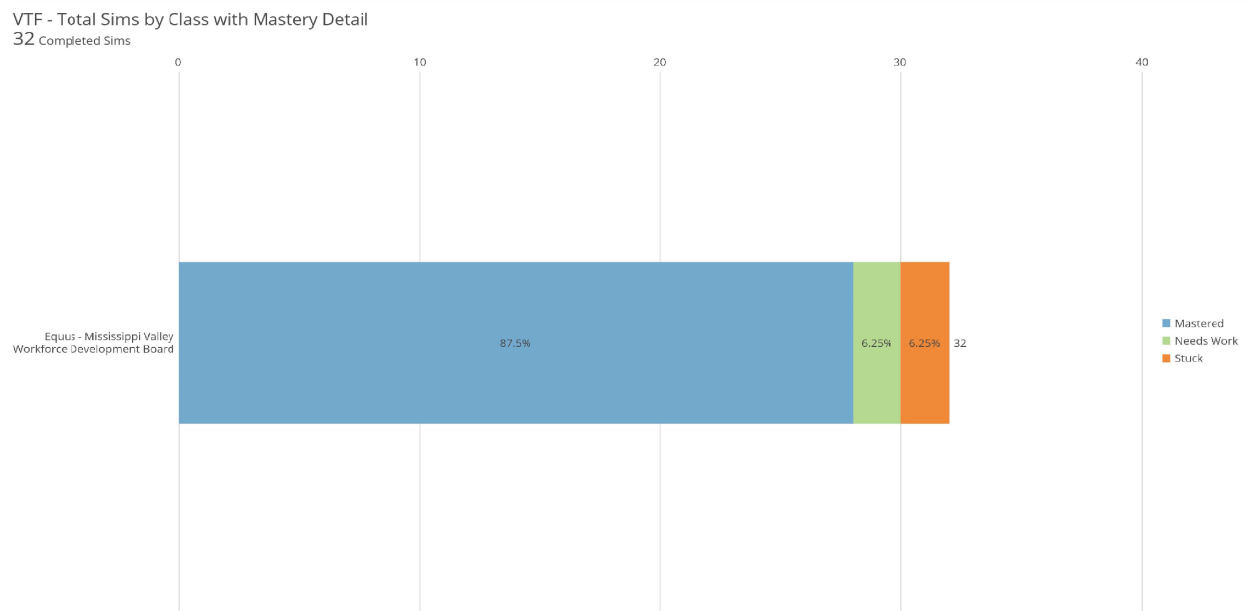
Virtual Training Facility: Started Sims by Sim Detail



Virtual Training Facility - Sims by Module with Mastery Detail

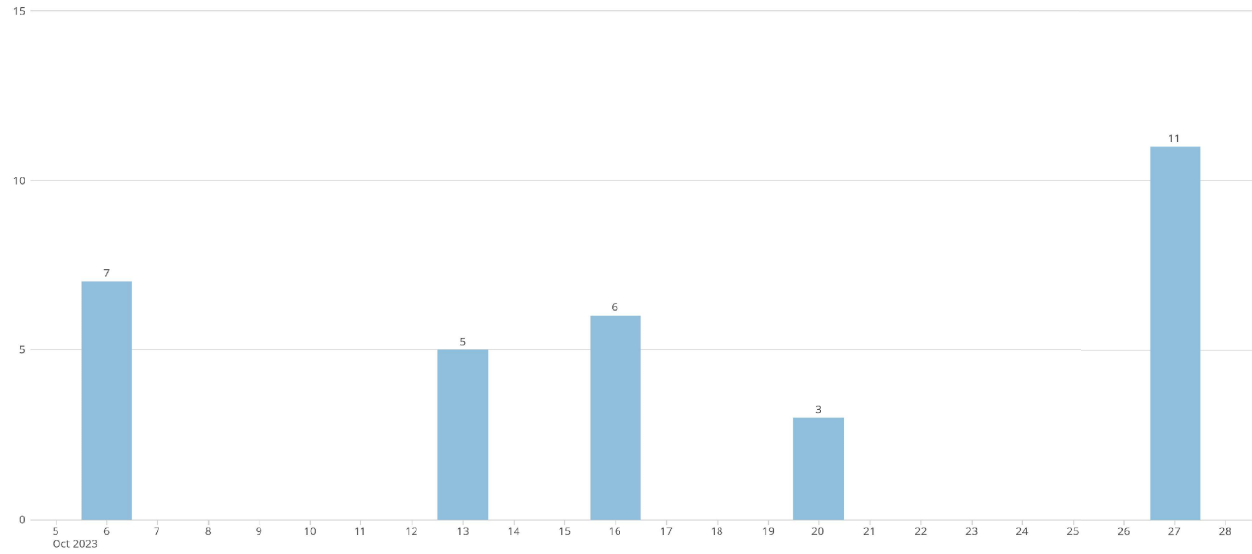


Virtual Training Facility - Sims by Class with Mastery Detail



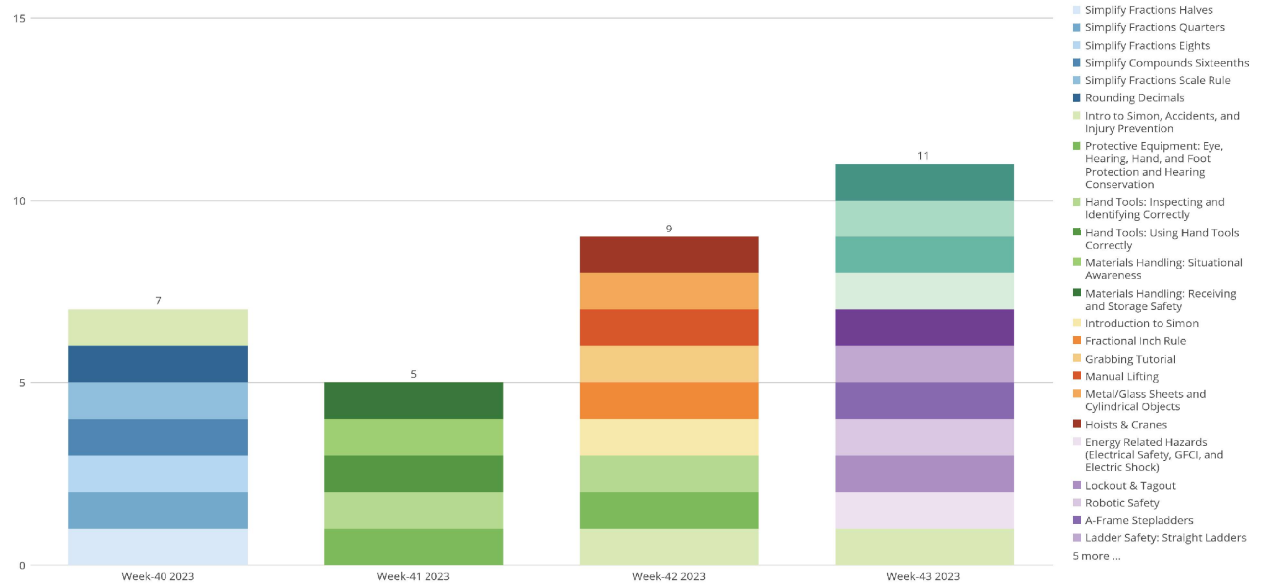
Virtual Training Facility - Usage in Last 60 Days by Day

32 Completed Sims



Virtual Training Facility - Usage in Last 30 Days by Sim

32 Completed Sims

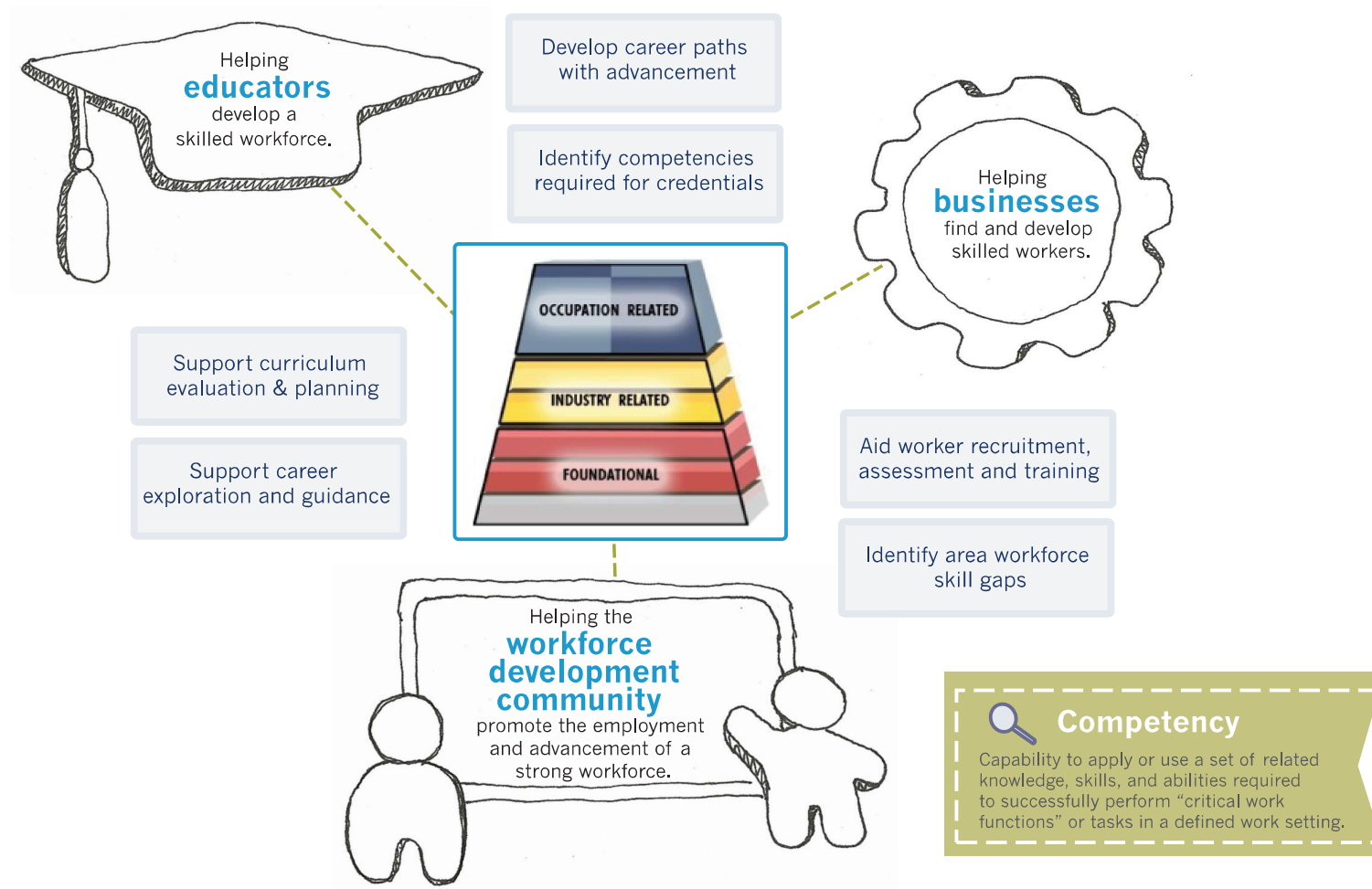


Competency-based Models

Industry Competency Model Initiative:

PROMOTING A SKILLED WORKFORCE

Supporting the development of worker skills aligned with competencies needed in the workplace.



COLLABORATIVE | CROSS-CUTTING | CUSTOMIZABLE | ADAPTABLE | INDUSTRY-RECOGNIZED

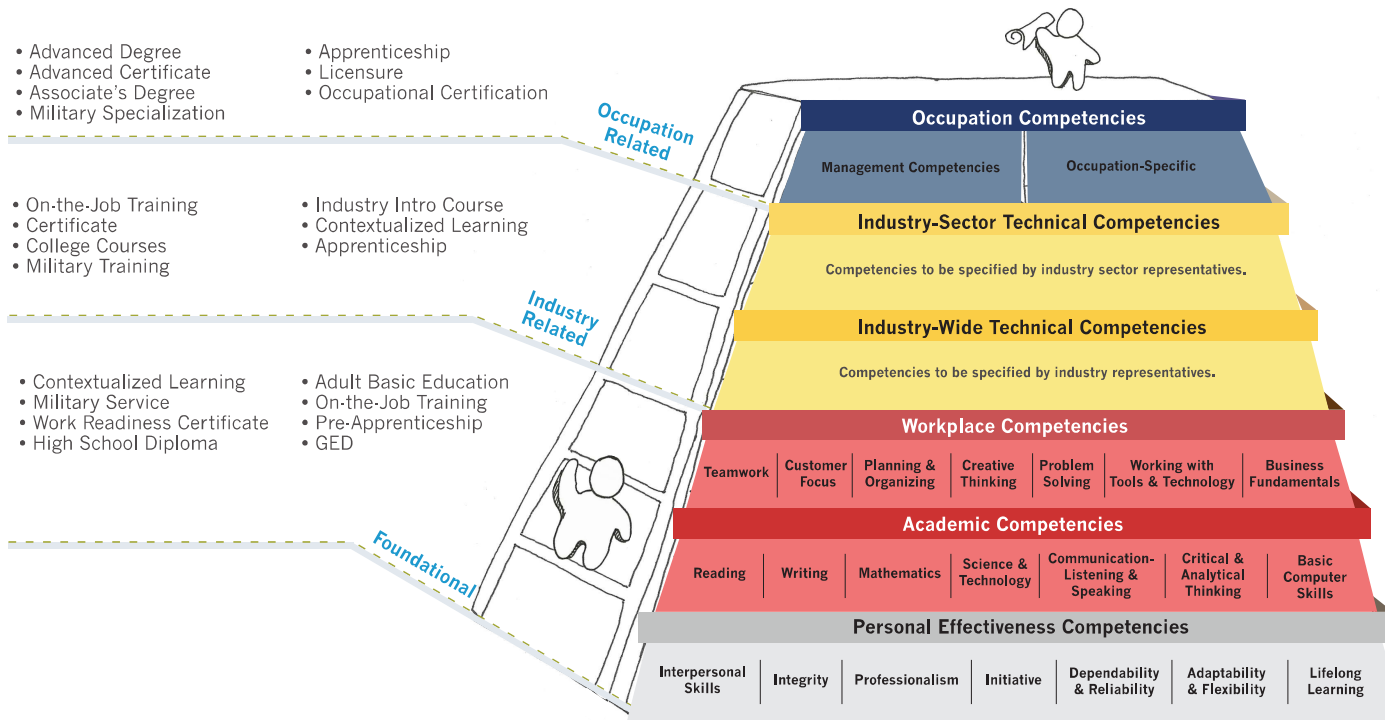


Employment and Training Administration
U.S. Department of Labor

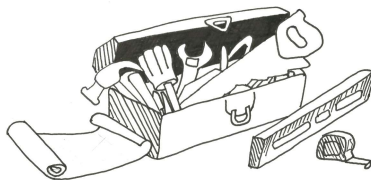
www.careeronestop.org/competencymodel

Industry Competency Model Building Blocks

Education, Training & Credentials



Tools of the Competency Model Clearinghouse



- Collection of Industry-Validated Competency Models
- Tool to Build and Customize a Competency Model
- Tool to Build a Career Ladder/Lattice
- User Guides with Background Info & Instructions
- Examples of Models in Action
- Database of Competency-Based Resources

WCA Action Plan

Workforce Communities of Action Action Plan

Overview

The Workforce Communities of Action (WCA) initiative encountered significant challenges in its early stages, prompting a reevaluation of initial research questions. Recognizing the necessity to reframe objectives and delve deeper into fundamental concepts, the project's focus shifted to address stakeholder needs as foundational prerequisites before advancing to larger projects.

Research and Data Collection

Conducted comprehensive research methods such as youth and employer focus groups, customer satisfaction surveys, a separate survey specifically targeting the youth population, and interviews with three successful youth workforce programs. These methods provided both quantitative and qualitative data crucial for shaping ideation sessions. Qualitative data, in particular, proved more instrumental in uncovering the true challenges.

Key Themes Identified

- Outreach messaging requires adaptation for both youth and employers.
- Highlighting success stories and humanizing programs, as opposed to simply promoting services, emerged as a key approach.
- Youth engagement necessitates strong relationships and continual contact through their preferred communication channels.

Strategies

Youth Outreach, Messaging and Engagement

- Tailor our programs outreach by aligning messaging with the aspirations of the youth, emphasizing their desired achievements over mere service listings. Common phrases from the Equus PY22 participant survey included "Fulfilled my dream," "Achieved my goals," "cares about success," "Believe in myself," "Great people," and "Feel valued."
- Communicate with the youth through platforms they prefer, employing text campaigns to enhance engagement.
- Feature stories of young employees narrating their career journeys, challenges overcome, and the pivotal role of the Accelerate Iowa program in their success.
- Utilize storytelling to exhibit the value of workplace diversity and the range of opportunities available to individuals with diverse abilities and backgrounds.
- Adapt processes to meet youth where they are, slowing down the enrollment and placement process while striving for consistent presence and relationship development.
- Integrate continual feedback mechanisms across various outlets and locations throughout the engagement process.

Employer Strategies

- Share testimonials and spotlight local employers, emphasizing their commitment to developing and supporting their workforce.
- Simplify messaging to employers for work-based learning, focusing on impact, such as

"You're helping to change a life."

- Research other programs providing Work-Based Learning (WBL) programming in the MVWA.
- Strengthen relationships with other work-based learning programs to diminish redundancy, reduce employer fatigue, and streamline processes.
- Begin attending quarterly QC WBL network meetings to enhance engagement.
- Apply to be the WBL intermediary for high schools in PY24, streamlining and coordinating processes.
- Review internal WBL processes to simplify wherever feasible.
- Provide enhanced one-on-one support to businesses through Business Services staff training.
- Develop Work-Based Learning (WBL) orientations for employers to simplify their process.
- Conduct monthly "What is Work Based Learning" webinars to educate and engage stakeholders.

Metrics, Feedback, Evaluation, and Optimization:

- Implement analytics to monitor website engagement, video views, social media interactions, and submissions.
- Collect feedback and testimonials from residents, employers, and the public to gauge the campaign's impact.
- Continuously analyze data to optimize content strategy and improve engagement, responding to audience feedback and emerging opportunities.

Conclusion

The WCA Strategic Plan is dedicated to engaging youth and employers by humanizing programs, promoting local opportunities, and adapting strategies based on ongoing evaluation and feedback.