



# What's New with WIOA

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SW MO WIB

MEDC  
Conference 2015

# Today's Presentation

- Why WIOA?
- What's different with WIOA from WIA?
- New opportunities
- Sector-Ready!
- Leadership needed from Economic Development





# Download today's presentation



[workforcezone.net/medc2015](http://workforcezone.net/medc2015)

# In Defense of Employers

- 8,927 employers support NCRC nationwide (2,358 in MO)
- **Monthly** tracking of cognitive skills in the workforce
- Site Selectors point the way, **but employers make the investments**
- NCRC & CWRC need more **marketing, so let's be part of a solution** (not the problem)

My idea is to help the  
“man farthest down.”  
This is why I have made  
every process just as  
simple as I could to put  
it within his reach.

George Washington Carver  
January 1929





# Why WIOA?

## Workforce Innovation Opportunity Act (WIOA)

- Bi-partisan support
- Passed July 2014
- In effect now!

- Economic shifts
- Dysfunctional labor market
- Lessons learned from WIOA
- Reaching target populations
  - Poverty
  - At-risk youth
  - Long-term unemployed
- System reforms



# Labor Market Dysfunction

- Skills gap symptom of mis-aligned labor market
- Stagnant wages & declining job mobility
- Employers want credentials to prove job candidate skills
- Candidates typically lost on their actual ability, what skills to master, where, how, etc.
- Emerging learning platforms not covered by government grants, programs
- Thomas Freidman, New York Times, 6/10/15  
<http://goo.gl/OQqzWS>



# 7 Keys: Ready to Work

White House  
Task Force 2014



- Engaging employers
- Earn & learn
- Smart choices
- Measure matters
- Stepping stones
- Opening doors
- Regional partnerships



# Engaging Employers

- Involve employers earlier in design of training & services
- Employer partnerships by sector
- Locally-driven!



# Earn & Learn

- Work-based learning in all pathways
  - On-the-Job Training (OJT)
  - Internships
  - Apprenticeships
- Get to work sooner
- Less dependence on public assistance





# Smart Choices

- Empower students & adults in career pathway planning
- User-friendly data to drive accountability & market options
- Industry credentials show skills beyond degrees alone



# Measurement Matters



- Accountability for programs & schools in job outcomes:
  - Employment
  - Retention
  - Earnings
  - Customer satisfaction
- Training actually used in career pathway



- Seamless progression to education advancements
- Training linked to career advancement
- Visible progress that motivates students/workers
- Education modernized with logical steps & alignment
- “Career Pathways”
  - Current systems not localized



# Stepping Stones

# Opening Doors

- Removing barriers for citizens willing & able to work
- Simplify services
- Relevant career guidance
- Get trained and employed sooner





# Regional Partnerships

A close-up photograph of several hands of different skin tones cupping a mound of dark, rich soil. A small, vibrant green seedling with several leaves is growing out of the center of the soil. The background is softly blurred, showing more hands and a hint of an outdoor setting.

- Improving linkages for economic development
- Partnerships of employers by sector
- Stronger collaborations with service agencies to remove barriers



# WIGA Opportunities

- 
- A photograph of four business professionals (two men and two women) standing on a green grassy field under a blue sky with white clouds. They are all smiling and holding a large, bright green arrow that points diagonally upwards from the bottom left towards the top right. The arrow is composed of several segments, with the people standing behind each segment. The man on the far left is wearing a white shirt and a light blue tie. The woman next to him is wearing a black blazer over a white shirt. The woman next to her is wearing a white shirt. The man on the far right is wearing a dark suit and a light blue tie.
- Re-imagining education & training
  - Sector-Ready pathways
  - Economic Development Leadership  
for regional Workforce Boards



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# Tuskegee Ideal & Dr. Carver

- Booker T. Washington's vision to make **education common** to gain **economic independence**
- Dr. Carver's two-week "Short Course" on Agriculture
- Free, well-timed for farmers to participate, affordable accommodations
- Similarities with 2015 vision for Career Pathways





# Unbundling of Education

A 3D illustration of several interlocking puzzle pieces. Some pieces are red and are assembled into a larger structure, while others are white and remain separate, scattered around. This visual metaphor represents the concept of 'unbundling'—taking apart a whole into individual components.

- Unbundling in telecommunications, healthcare, etc.
- Positive impact of disruptive innovation
- Flexibility in modules and delivery
- Aligned to real-time customer demand (employers, students, job candidates)
- Neutralizes the gatekeeper

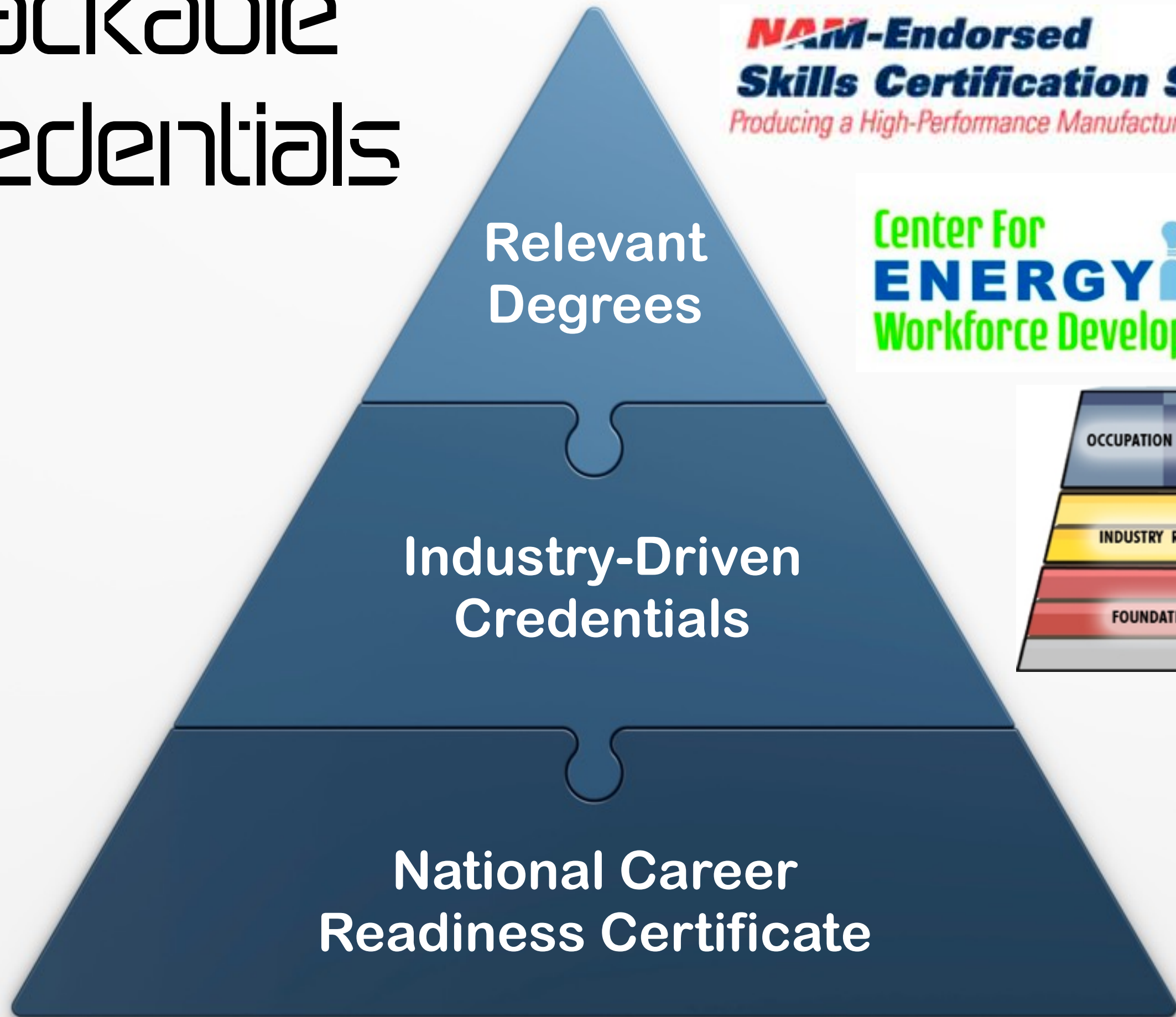
# Benefits of Unbundling

- Credentials and competencies aligned to advancement stages of the career
- Quickly adapt to employer/sector needs
- Reduces training and employment entry barriers
- Spreads cost and time requirements
- Culture of lifelong learning and innovation
- Improved completion rates





# Stackable Credentials



**NAM-Endorsed**  
**Skills Certification System**  
*Producing a High-Performance Manufacturing Workforce*

Center For  
**ENERGY**  
Workforce Development







## TRAIN SMARTER

Expand pools of qualified candidates  
Pinpoint skills needed for growth  
Refine education resources



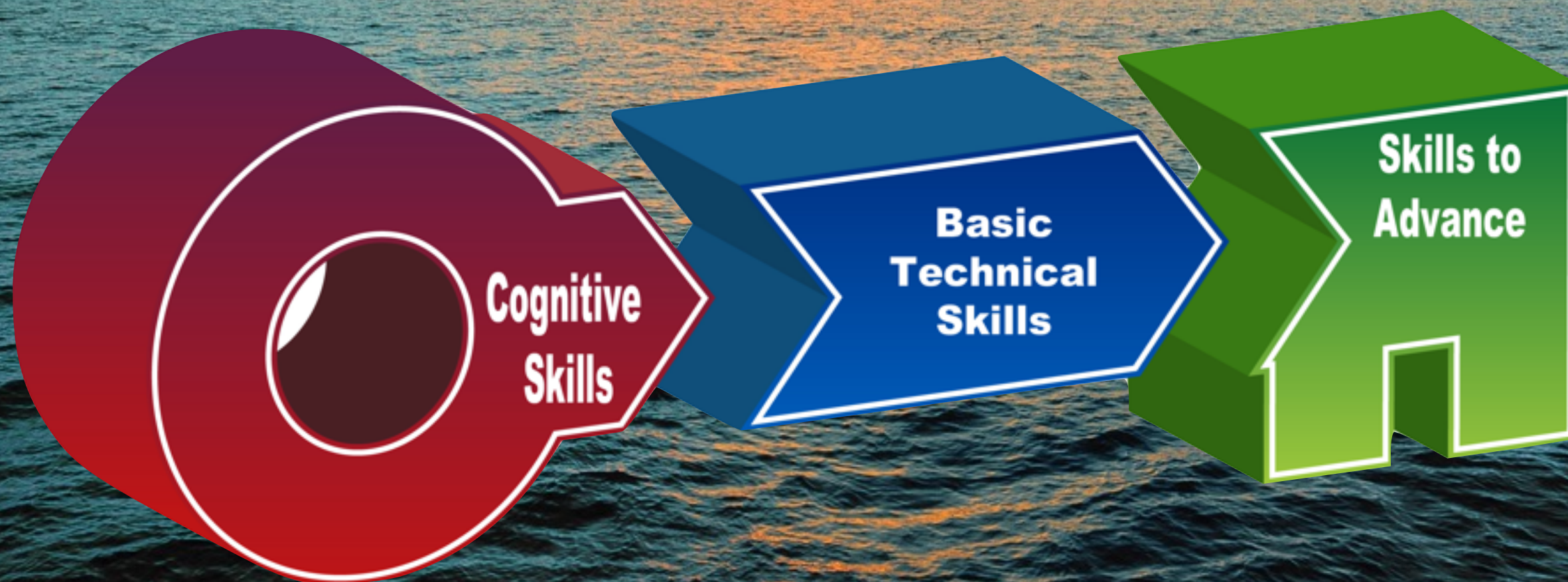
## SPEND WISELY

Reduce student debt  
Sharpen Investments In education  
Boost earnings and advancement  
Improve employer profitability



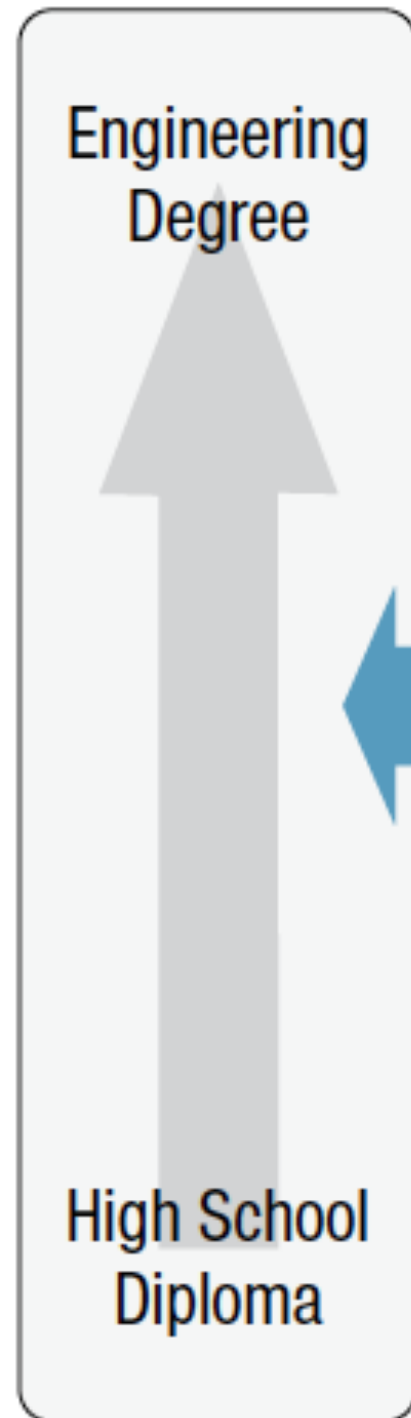
## COMPETE STRONGER

Retain and grow quality employers  
Reduce dependency on social services  
Attract new jobs and Investment





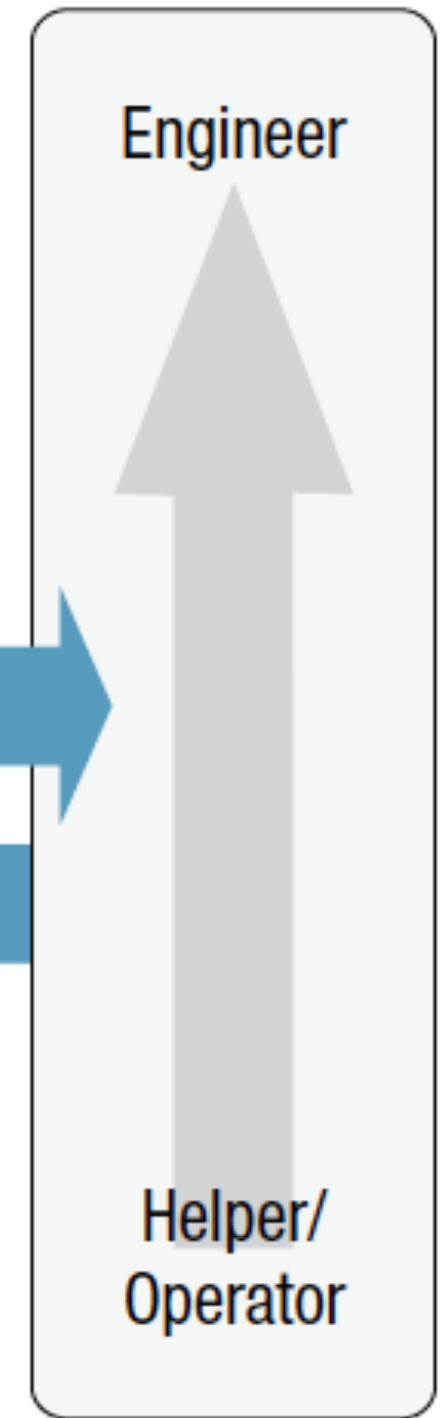
## Education Pathway



## Certification Pathway



## Career Pathway





## Introduction to Manufacturing

A 40-60 hour training program that prepares people for work in manufacturing jobs including material handling, machine operation, assembly, and industrial maintenance.

**Class Dates:** To view dates of training go to [www.jobs4lanaster.com](http://www.jobs4lanaster.com), then place your mouse over programs, on the drop down menu under job seekers services click on pre-employment training, then click on link titled "CareerLink Flyer for Listing of All Trainings"

**Class Schedule:** Monday-Friday, 8:30 am – 12:30 pm plus additional time online (2 days will be from 9:00 am to 5:00 to complete OSHA Training)

**Class Location:** PA CareerLink of Lancaster County, 1016 N. Charlotte St., Lancaster

**Contact Person:** Brenda Chavez, (717) 509-5613, x610

**Entrance Requirements:** Must earn a Career Readiness Certificate by completing **READY2WORK** (contact receptionist at the PA CareerLink (717) 509-5613, x221 to begin the process). Workforce Investment Act (WIA) eligibility must be determined prior to beginning **READY2WORK**.

**Content** includes Basic Safety, Math and Measurement, Introduction to Hand Tools, Basic Communication Skills on the Job, Locating and Documenting Information, Blueprint Reading, and Manufacturing Operations

**Certification:** OSHA 10-Hour, NCCER

### Connections to Education and Jobs

- This training relates to the Production Career Pathway that has been identified as a high priority by the Workforce Investment Board;
- Introduction to Manufacturing is the pre-requisite course for additional training that leads to the Production Technician certificate of the National Association of Manufacturers, additional training offered by the PA CareerLink, and other education and training offered by the Lancaster County Career and Technology Center, Stevens College of Technology, the Harrisburg Area Community College, and the Reading Area Community College;
- Career path leads to jobs as packers, machine offbearers, machine operators, team assemblers, inspectors, industrial truck and tractor operator, and industrial maintenance and mechatronic technicians

*Pennsylvania*  
**CareerLink**  
LANCASTER COUNTY

Liberty Place  
1016 N. Charlotte Street, Lancaster, PA 17603  
717.509.5613 [www.Jobs4Lancaster.com](http://www.Jobs4Lancaster.com)

- Scalable model
- Short-Term Workshop Series
- On-site at local Job Center
- Lower cost
- Higher volume
- Layered with NCRC
- Lancaster, PA WIB  
[goo.gl/Db9zo9](http://goo.gl/Db9zo9)

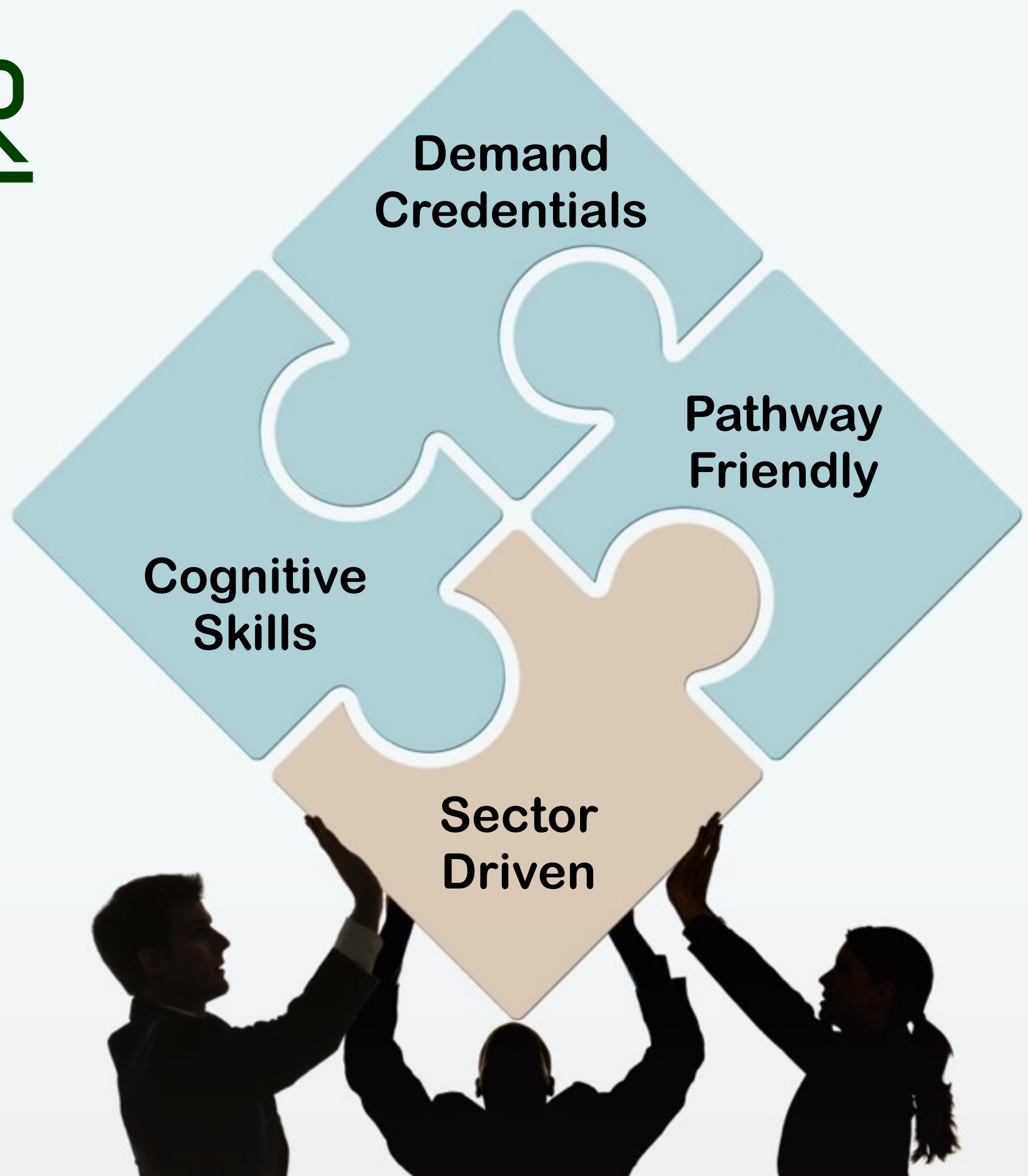




- Entry level credential to enter work sooner
- Free of barriers to access
- Supportive services
- Work-based learning
- Part-time continuing studies
- Simultaneous career & education advancement

# SECTOR READY

- Momentum of NCRC & CWRC
- Expand career counseling
  - All students
  - Adults in all walks of life
- Region more competitive with workforce





# Economic Development Leaders Needed

- Workforce Board (WIB) membership changes
  - Chambers & associations now count as private sector!
- Conveners & connectors needed for sector partnerships in each region
- Advocacy needed for changes in education and community agencies and public policy





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