WHERE THE RUBBER HITS THE ROAD

How Sector Strategies Play Out at the Service Delivery Level

May 20, 2016
Welcome! Here are our objectives for this workshop:

1. Learn how Anne Arundel Workforce Development Corp. transitioned the way they think about and work with industry.

2. Explore the fundamental changes implemented at the service delivery that shifted the paradigm for the Workforce Centers of South Central Kansas.
**Meet Our Presenter**

**Heather Henry**

*Chief Innovation Officer*

Anne Arundel Workforce Development Corporation
Transitioning to Industry-Led
INDUSTRY-INFORMED VS. INDUSTRY-LED

INDUSTRY-INFORMED
- Business as a Customer
- Filling Needs
- Vetting our Decisions
- Focus on Our Performance
- Participant Placement
- Industry Projects
- Making Us Competitive

INDUSTRY-LED
- Business as a Partner
- Creating Opportunities
- Facilitating Industry Ideas
- Focus on Their Performance
- Sourcing Strategies
- Way of Doing Business
- Making the Region Competitive
A Shift in Mindset

- Job seekers = supply
- Rethink sourcing strategies
- It’s not all about training
- Follow the culture of the industry
- Focus where the need is
- More project based
- Industry awareness becomes key
Meet Our Presenters

- Keith Lawing
  President & CEO
  Workforce Alliance of South Central Kansas, Inc.

- Katie Givens
  Vice President of Community Relations
  Workforce Alliance of South Central Kansas, Inc.
SHIFTING THE PARADIGM
First Impressions

- Entry point of One Stop Centers are vital in creating connections between employers and job seekers

- Staff who have initial contact with customers must be:
  - Knowledgeable of the system and goals
  - Friendly
  - Provide navigation and guidance
  - Leave a positive first impression to insure a successful connection is made
BUSINESS TEAMS

- **Staff Assigned by Industry**
  - Become liaisons between employers and case managers
  - Provide opportunity to connect vital information to the job seekers

- **Integrated Employer Focused Teams**
  - Adult, DW, Youth, Wagner Peyser, and other WIOA Core Partners
  - Veteran Programs
  - Disability initiatives
  - Registered Apprenticeship
  - Specific Grant programs focused on sectors
Integration of WIOA Programs Makes for a Seamless Service Delivery System

- Functional Management of WIOA partners at One Stop Centers

Partner Meetings Focus on Communicating System Wide Information:

- Partner updates
- Sharing of Resources
- Policy, Procedure, Legislative, and LWDB actions
- Cross Agency Work Groups
- Success Stories
Collaboration is not easy - it is an unnatural act.

- Leadership focused on communication and over communication
- Disagreements happen and are worked through
- Unified, cross agency leadership drives the success of the system
- Aligned goals promote staff moving together to drive the work
- LWDB’s is flexible and driven by sector needs
**Breakout Questions**

1. What questions do you have for our presenters?

2. Changing organizational culture and the mindsets of staff isn’t quick or easy. What strategies have you found most successful to make it happen in your service delivery system?

3. What opportunities exist for staff in buying into an industry-led, demand driven approach/mindset?

*(In other words, “WIIFM” What’s in it for me?)*
Breakout Facilitators

- Breakout 1 Facilitator
  - Linda Lawson, Senior Consultant, Maher & Maher

- Breakout 2 Facilitator
  - Christina Herzog, Senior Analyst, Maher & Maher
QUESTION & ANSWER SESSION
IMPORTANT TAKEAWAYS
Thank You
After attending this Virtual Institute, or any of the other Sector Strategies TA events, do you feel your organization:

1. Is better prepared to advance sector strategy approaches?
2. Has more tools to adapt quality practices?
3. All of the above
4. None of the above