

WELCOME TO TODAY'S TRAINING!

WORKING IN
THE WIOA WAY!

PRESENTED BY
LARRY ROBBIN
EXECUTIVE DIRECTOR
ROBBIN AND ASSOCIATES

TRAINING * CONSULTING * PROGRAM IMPROVEMENT
SPECIAL PROJECTS * KEYNOTE SPEECHES

OVER 45 YEARS OF
WORKFORCE DEVELOPMENT EXPERIENCE!
MORE THAN 100,000 PEOPLE TRAINED!

OVER 1000 GOVERNMENT AGENCIES, PUBLIC
ORGANIZATIONS, NON-PROFIT PROGRAMS AND
PRIVATE SECTOR CLIENTS SERVED!

ROBBIN AND ASSOCIATES
484 LAKE PARK AVENUE #461 OAKLAND CALIFORNIA 94610
510-834-8524 FAX 510-834-2706 larryrobbin@aol.com

www.LarryRobbin.com

LARRY ROBBIN SERVICES THAT WILL TAKE YOU TO WORKING IN THE WIOA WAY!

1. **FROM JOB COUNSELOR TO CAREER COACH!** Give your staff the skills they need to shift from a jobs focus to getting people on career pathways!
2. **GO FROM PLACEMENT TO ENGAGEMENT WITH THE PRIVATE SECTOR!** Get a strategic plan that will take your work with businesses from hiring to joint projects!
3. **THROUGH DISCONNECTED EYES!** Learn from the feedback of over 500 disconnected youth new ways to serve them for better employment outcomes!
4. **COOPERATION, COORDINATION AND COLLABORATION! WHAT IS THE DIFFERENCE AND HOW TO MAKE THEM WORK BETTER!** Partnerships are the key to successful outcomes and yours will be outstanding after this session!
5. **YOU CAN BE A CHANGE AGENT! HOW TO INCREASE EMPLOYMENT MOTIVATION IN THE HARD-TO-EMPLOY!** Take the hard-to-employ from a “no work no way” attitude to “I got the job” using customized powerful motivation strategies!
6. **FROM JAILS TO JOBS! NEW EMPLOYMENT STRATEGIES FOR YOUTH AND ADULTS IN REENTRY!** Learn how to change a behind the bars background into a future in the world of work with these innovative approaches!
7. **THE BARRIER BUSTER! NEW, FASTER AND BETTER WAYS TO OVERCOME EMPLOYMENT BARRIERS!** Bring your barrier removal approaches up to date using these field tested cutting edge strategies!
8. **WORKING AS ONE! HOW TO BUILD TEAMWORK IN AMERICA’S JOB CENTERS!** Go far beyond collocation and MOUs to forge a dynamic seamless united front in your Job Center!
9. **JUMP START THE JOB SEARCH OF THE LONG TERM UNEMPLOYED!** Combine new motivation strategies, and new ways to job hunt and get them into the labor force now!
10. **SOFT SKILLS ARE SUCCESS SKILLS!** Get a toolbox of performance based strategies to raise soft skill levels for hiring and work place success!
11. **JOB READINESS FROM A PRIVATE SECTOR PERSPECTIVE!** Use employer feedback about what they want to see in job ready job seekers and get more people hired!
12. **HOW TO BUILD THE WIOA WORKFORCE OF THE FUTURE!** Discover how to recruit, hire, onboard, engage and retain the new entrepreneurial employee that will help you surpass your WIOA goals!
13. **SERVE MORE PEOPLE WITH LESS STAFF AND GET BETTER OUTCOMES!** Redesign your pathway using these high capacity private sector lean principles and keep performance high when staffing is low!
14. **CUSTOMER SERVICE SKILL BUILDING FOR FRONT LINE STAFF!** Use private sector customer service strategies to get success with high numbers of challenging customers!

WHAT THIS WORKSHOP IS ABOUT

- 1. We will learn about the history of workforce development legislation and what is different about the Workforce Investment Opportunity Act.**
- 2. We will get an understanding of the main principles and vision of WIOA.**
- 3. We will look at the changes that are needed to help our organizations at the management and front line staff levels work in the WIOA way.**
- 4. We will look at what needs to change in our work with partners, job seekers and businesses to fulfill the vision of WIOA.**
- 5. We will work collectively to develop best practices that will help us work in the WIOA way.**

BACKGROUND INFORMATION

- 1. This is a list of the major federal laws covering workforce development.**

1862 – Land Grant Act – Gave states land to establish and maintain colleges to teach agricultural and mechanical trades.

1917 – Smith Hughes Act – promoted vocational education in agriculture, trades, industry and homemaking.

1930's – New Deal Legislation – created jobs, training and other activities like the Works Progress Administration and Civilian Conservation Corps to help pull the nation out of the depression.

1944 – GI Bill of Rights – provided financial assistance for education and vocational training for veterans.

1962 – Manpower Development Training Act – provided training to adults and a small amount of youth for vocational skills upgrading. Primarily intended to help adults who were losing their jobs to automation get upgraded skills so they could stay in or return to the labor force.

1965 – Higher Education Act – established Pell grants to help people pay for higher education and provided funding to strengthen the education capability of colleges and universities.

1973 – Comprehensive Employment and Training Act - CETA was designed to create jobs for unemployed adults and provide summer job opportunities for high school students. Many of these jobs were in nonprofits and government. CETA also focused on apprenticeships and on-the-job training for unemployed or underemployed individuals.

1982 – Job Training and Partnership Act - JTPA set up service delivery areas. It had an emphasis on providing training for unemployed adults and youth and created business led Private Industry Councils.

1998 – Workforce Investment Act – WIA focused on the delivery of workforce development programs and related services through a nationwide network of community-based one-stop career centers. These centers had mandatory partners so that individuals could access a variety of related workforce programs and services from a single location. WIA created business led Workforce Investment Boards to oversee the local systems.

2014 – Workforce Innovation and Opportunity Act

2. This is the funding pathway of WIOA.

A. The Department of Labor

B. California Labor and Workforce Development Agency

C. California Workforce Development Board

D. Employment Development Department

E. 45 Local Workforce Development Boards

F. Service Providers

3. The Chief Local Elected Official(s) appointment the members of the Workforce Development Board. By law, the board must include:

51% of the board must be people from businesses

20% - Workforce Representatives – this must include union and apprenticeship program representatives and can include representatives from workforce and community organizations that serve populations with barriers to employment.

Adult Education and Literacy

Higher Education

Government and Economic Development

Wagner-Peyser (EDD)

Vocational Rehabilitation (Department of Rehabilitation)

3. WIOA Principles

- 1. Accountability and alignment of training programs to support development of in-demand skills**
- 2. Encouraging regional partnerships among industry, educators, workforce system, nonprofits and other entities.**
- 3. Development of career pathways and apprenticeships.**
- 4. Focus on priority populations**
- 5. Innovation and pilot programs**

4. There are six aspects to the purpose of WIOA.
1. “To increase, for individuals in the United States, particularly those individuals with barriers to employment, access to and opportunities for the employment, education, training, and support services they need to succeed in the labor market.”
 2. “To support the alignment of workforce investment, education, and economic development systems in support of a comprehensive, accessible, and high-quality workforce development system in the United States.”
 3. “To improve the quality and labor market relevance of workforce investment, education, and economic development efforts to provide America’s workers with the skills and credentials necessary to secure and advance in employment with family-sustaining wages and to provide America’s employers with the skilled workers the employers need to succeed in a global economy.”

4. **“To promote improvement in the structure of and delivery of services through the United States workforce development system to better address the employment and skill needs of workers, jobseekers, and employers.”**

5. **“To increase the prosperity of workers and employers in the United States, the economic growth of communities, regions, and states, and the global competitiveness of the United States.”**

6. **“Provide workforce investment activities, through statewide and local workforce development systems, that increase the employment, retention, and earnings of participants, and increase attainment of recognized postsecondary credentials by participants, and as a result, improve the quality of the workforce, reduce welfare dependency, increase economic self-sufficiency, meet the skill requirements of employers, and enhance the productivity and competitiveness of the nation.”**

WIOA AND YOUR ORGANIZATION

NAME	WHAT THEY ARE DOING
YOUR NAME	ONE THING THAT WE ARE CURRENTLY DOING THAT IS WORKING IN THE WIOA WAY IS THAT WE

NAME	WHAT ARE THEY DOING

BEST PRACTICES TO REMEMBER

SOME OF ASPECTS OF WIOA THAT CAN BE CHALLENGING FOR ORGANIZATIONS THAT ARE NEW TO THE FUNDING

4 = This will not be a challenge at all for our organization.

3 = This will be somewhat of a challenge for our organization.

2 = This will be a challenge for our organization.

1 = This will be a major challenge for our organization.

- 1. WIOA is a demand driven business led system. It identifies business and not job seekers, as the primary customer of the workforce development system. This means that everything done with WIOA funding should be done from the perspective of how it serves businesses.**
- 2. WIOA focuses on upward mobility and not just jobs. Career pathways, apprenticeships, on-the-job training, incumbent worker training and other services are used to help people become economically self-sufficient.**

4 = This will not be a challenge at all for our organization.

3 = This will be somewhat of a challenge for our organization.

2 = This will be a challenge for our organization.

1 = This will be a major challenge for our organization.

3. WIOA sets a priority on serving people who are hard-to-employ. While some organizations have already been serving these individuals, others will need to change their approach to serve these customers.

4. WIOA introduces new performance standards for adults and youth that many organizations did not have with other funding sources. There are some common measures and other goals that vary with the population being served and type of program. For example, besides placement a few of the WIOA goals include retention, credential attainment, wage gain, literacy and numeracy gains, skills attainment, employer etc.

- 4 = This will not be a challenge at all for our organization.**
- 3 = This will be somewhat of a challenge for our organization.**
- 2 = This will be a challenge for our organization.**
- 1 = This will be a major challenge for our organization.**

- 5. Partnerships are a fundamental principle of WIOA. WIOA funded organizations will have new partners and much more in-depth partnerships with existing partners. Partnerships will go beyond cooperation to coordination and collaboration. This calls on organizations to work in new ways and become better at partnering.**

- 6. WIOA requires the tracking of performance at much higher levels than many other funding sources. This can be challenging at all levels of an organization from how staff record performance and do case notes to what internal systems and capacity are required to meet WIOA performance tracking requirements.**

WORKING IN THE WIOA WAY

- 5 = This is one of our strongest areas
- 4 = We are very strong in this area
- 3 = We are average in this area
- 2 = We could improve in this area
- 1 = This area is one of our biggest challenges
- N/A = This area does not apply to our organization

1. Our program has had WIOA conversations and talked about the changes we need to make to meet its performance standards and fulfill its vision so we will be working in the WIOA way.

Why Some Staff May Not Want to Work in the WIOA Way	What Can You Say to Help Them Reframe Their Thinking?
They don't like the emphasis on being demand driven by employers.	Being employer focused and developing relationships can keep people from being the working poor.

- 5 = This is one of our strongest areas
- 4 = We are very strong in this area
- 3 = We are average in this area
- 2 = We could improve in this area
- 1 = This area is one of our biggest challenges
- N/A = This area does not apply to our organization

2. We have defined the difference between the WIA employee of the past and the WIOA employee of the future so we can train our current staff and hire the right new people.

WHAT ARE THE KEY CHARACTERISTICS OF THE WIOA EMPLOYEE OF THE FUTURE?

1.

2.

3.

- 5 = This is one of our strongest areas
- 4 = We are very strong in this area
- 3 = We are average in this area
- 2 = We could improve in this area
- 1 = This area is one of our biggest challenges
- N/A = This area does not apply to our organization

3. We conducted an analysis of the strengths and challenges we bring to the internal and external partnership process. This included getting feedback from our staff and our partners. Using this information, we have created a Partnership Improvement Plan to help us become a better internal and external partner.

**WHAT CAN ORGANIZATIONS DO
TO BECOME A BETTER PARTNER?**

- 1.
- 2.
- 3.
- 4.

- 5 = This is one of our strongest areas
- 4 = We are very strong in this area
- 3 = We are average in this area
- 2 = We could improve in this area
- 1 = This area is one of our biggest challenges
- N/A = This area does not apply to our organization

4. Our customer direct service staff has shifted the focus of their work from job placement to career counseling. We have trained them to be career counselors.

We have found ways for all of our staff to learn about the needs of employers to make their work employer driven.

**HOW CAN PEOPLE WHO DELIVER
JOB SEEKER SERVICES LEARN HOW TO
MAKE THEIR WORK EMPLOYER DRIVEN?**

- 1.
- 2.
- 3.
- 4.

- 5 = This is one of our strongest areas
- 4 = We are very strong in this area
- 3 = We are average in this area
- 2 = We could improve in this area
- 1 = This area is one of our biggest challenges
- N/A = This area does not apply to our organization

5. WIOA means that we will be serving more people that are hard-to-employ. We have made changes in our model and services so we will be more effective with the hard-to-employ.

WHAT ARE THINGS YOU CAN DO TO BE MORE EFFECTIVE WITH THE HARD-TO-EMPLOY?

1.

2.

3.

- 5 = This is one of our strongest areas
- 4 = We are very strong in this area
- 3 = We are average in this area
- 2 = We could improve in this area
- 1 = This area is one of our biggest challenges
- N/A = This area does not apply to our organization

6. We have created strategies to help us recruit, engage and retain disconnected youth.

This included conversations with organizations that successfully serve these young people as well as talking with disconnected youth themselves.

Our program is demand driven by the voice of disconnected youth.

We have trained our staff to work successfully with disconnected youth.

**WHAT ARE THE MOST COMMON
COMPLAINTS DISCONNECTED YOUTH
HAVE ABOUT OUR PROGRAMS?**

1.

2.

3.

- 5 = This is one of our strongest areas
- 4 = We are very strong in this area
- 3 = We are average in this area
- 2 = We could improve in this area
- 1 = This area is one of our biggest challenges
- N/A = This area does not apply to our organization

7. We have developed a Master Strategy for Business Services that goes beyond identifying sectors.

It prioritizes businesses, includes marketing and sales strategies, a model for business engagement, more measures for business satisfaction and strategies for winning back the dissatisfied business customer.

Our business services staff has shifted their orientation from a placement perspective to an engagement strategy.

WHAT IS THE DIFFERENCE BETWEEN PLACEMENT AND ENGAGEMENT?

TOPICS AND SCORES

Number	Score	Topic
1.		Getting everyone on board to work in the WIOA way
2.		Defining, hiring and training people to be the WIOA employee of the future
3.		Our partnership ability and having partnership improvement plans
4.		Shifting all of our work from a job to a career focus and becoming employer informed and demand driven
5.		Making program changes to better serve the hard-to-employ.
6.		Being able to serve disconnected youth
7.		Improving business services and going from placement to engagement.

OVERALL SCORECARD
OF OUR ORGANIZATION IN
WORKING IN THE WIOA WAY

Where Do You Think You Are On This Continuum?

1 2 3 4 5 6 7 8 9 10
Just Starting Half Way Working the WIOA Way

Why did you give it this score?

IDEAS FOR IMPROVEMENT

____ Topic Area ____ Score
Improvement Notes

____ Topic Area ____ Score
Improvement Notes

HELPFUL RESOURCES

California Workforce Association
www.calworkforce.org

WorkforceGPS
www.workforcegps.org

California Workforce Development Board
<https://cwdb.ca.gov/>

National Youth Employment Coalition
www.nyec.org

Website for Workforce Boards in California
https://cwdb.ca.gov/local_boards/local_workforce_investment_associations/

National Association of Workforce Boards
www.nawb.org

Department of Labor Employment and Training Division
www.doleta.gov

The Resources and Back Issues sections of the Robbin and Associates website are filled with helpful information
www.LarryRobbin.com

THINGS I WANT TO REMEMBER
FROM THIS WORKSHOP