



CENTRAL IOWA  
**WORKFORCE**  
DEVELOPMENT BOARD



# 2024 ANNUAL REPORT

## MISSION

Build a quality workforce for today and tomorrow.

## VISION

All Central Iowans are engaged and thriving in our workforce.

PREPARED BY: **CENTRAL IOWA WORKFORCE DEVELOPMENT BOARD**

*PUBLISHED FEBRUARY 2025*

## Letter from the Executive Team

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*Dear board members and community stakeholders,*

*Reflecting on the past year, we are proud of the significant progress the Central Iowa Workforce Development Area (CIWDA) has made in transforming our approach to workforce solutions. In 2024, our focus evolved beyond compliance to promote the tangible impact of our services, celebrated those who have thrived and are now charting their own paths to success. These diverse individuals are not just recipients of help—they are empowered individuals who are now creating opportunities for themselves and their families, all while meeting the labor needs of local businesses.*

*The eight-member Chief Elected Officials board, 19 board members, and staff all play key roles in transforming the local workforce system. Together, we are a vital part of Central Iowa's strategic and coordinated approach to bringing together key stakeholders to address local workforce needs.*

*The Central Iowa One-Stop Operator has improved the coordination among program providers co-located at IowaWORKS, and instilled a focus on training, outreach, and equal opportunity at the center of their work. New Title I service providers — the National Able Network and Youth & Shelter Services (YSS)—bring a strategic advantage to extend our impact and reach. Additionally, DMACC's Adult Education program, Iowa Vocational Rehabilitation Services, Iowa Department for the Blind, and Iowa Workforce Development provide the core services of our local IowaWORKS program provision and lead innovative ways to collaborate for the benefit of job seekers.*

*We have been working closely to form relationships with community partners, including some of the leading non-profit and economic development entities in Central Iowa. This outreach incorporates a greater sense of regionalism into our workforce strategy, therefore reducing the duplication of services and increasing effectiveness and efficiency. The CIWDB is now “on the map” as a leader in facilitating workforce solutions across the area, and we look forward to continuing to develop that standing.*

*Together, we will continue to create impact by connecting our available labor force with business needs and ensuring that our efforts have a lasting effect on the individuals and communities we serve.*

*Let's continue to build a quality workforce for today and tomorrow,*



**Steve Van Oort**

*2024 Chief Lead Executive Official, CIWDA*



**Stacy Sime**

*2024 Board Chair, CIWDB*



**Eric Kress**

*Executive Director, CIWDB*

# WHO WE ARE

The Central Iowa Workforce Development Board's purpose is to serve as a strategic leader and convener of local workforce development system stakeholders, as defined by the Federal WIOA Act.

## MISSION

Build a quality workforce for today and tomorrow.

## VISION

All Central Iowans are engaged and thriving in our workforce.

## VALUES

- ⦿ Informed
- ⦿ Innovative
- ⦿ Accountable
- ⦿ Flexible
- ⦿ Responsive



## COUNTIES WE SERVE

Boone, Dallas, Jasper, Madison, Marion, Polk, Story and Warren.

## OUR GOALS

### GOAL #1

Strengthen the connectedness of the workforce system across Central Iowa.

### GOAL #2

Strategic communication across the Central Iowa workforce area.

### GOAL #3

Target at-risk youth and young adults and job seekers with a disability and engage them in the workforce.

#### CENTRAL IOWA WORKFORCE DEVELOPMENT BOARD

**Natalie Baysinger** - Tri-City Electric  
**William Berning** - Iowa Workforce Development  
**Megan Crawford** - Kreg Tool  
**Kathleen Davis** - Iowa Vocational Rehabilitation Services  
**Rob Denson** - DMACC  
**Jeremy Dyvig** - Weitz Construction  
**Matthew Gaalaas** - Wells Fargo  
**Tom Hayes** - South Central Iowa Federation of Labor  
**Amy Landas** - Vision Bank (*Vice Chair*)  
**Jeremy Lindquist** - Local Union 33  
**Marcanne Lynch** - Mainstream Living  
**Paula Martinez** - AFSCME Local 3013  
**Abigail Miller** - AgCertain  
**Lana Pol** - Geetings, Inc.  
**Michelle Seibert** - United Way of Central Iowa (*Secretary*)  
**Stacy Sime** - LifeServe Blood Center (*Chair*)  
**Jenae Sikkink** - Greater Des Moines Partnership  
**Michelle Schott** - DMACC  
**Teri Vos** - WorkSMART Connector

## OUR LEADERSHIP

### 2024 Chief Elected Official Board

- **Boone County** - *Erich Kretzinger*
- **Dallas County** - *Mark Hanson*
- **Jasper County** - *Doug Cupples*
- **Madison County** - *Heather Stancil*
- **Marion County** - *Kisha Jahner*
- **Polk County** - *Steve Van Oort*
- **Story County** - *Lisa Heddens*
- **Warren County** - *Darren Heater*

# Roles & Responsibilities

## BOARD COMPOSITION

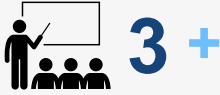
Central Iowa's Local Workforce Board



BUSINESS MEMBERS



WORKFORCE



EMPLOYMENT AND TRAINING



GOVERNMENT

**19 LOCAL MEMBERS**

CIWDB serves as a strategic convener, fostering collaboration between elected officials and economic, education and workforce partners in the Central Iowa area. The Board develops strategies to continuously strengthen the workforce system through innovation, alignment, and improvement of employment, training, and education programs to drive economic growth.



Under WIOA, Chief Elected Officials have the responsibility and opportunity to shape the local workforce system and use it as a tool to drive community prosperity. CEOs can create a nimble and responsive talent pipeline development system that provides training, supportive services and other resources to meet the needs of growing businesses and individuals in their communities.

CIWDB is one of six regional areas under the Iowa Workforce Development Board with funding from the federal Workforce Innovation and Opportunity Act (WIOA).

Chief Elected Officials representing the eight counties of our area appoint professionals from business, organized labor, education, community-based organizations and the public sector to the CIWDB, where they combine their experience and insight to better understand the area's workforce challenges, prioritize programs and funding to meet them, and drive economic growth.

## UNDER WIOA, CIWDB HAS 16 RESPONSIBILITIES:

- 1** Maintain a 4-year local plan.
- 2** Conduct workforce research and regional labor market analysis.
- 3** Convene, broker, and leverage the workforce development system stakeholders.
- 4** Lead efforts to engage with a diverse range of employers and other entities in the region.
- 5** With representatives of education programs, lead efforts to develop and implement career pathways.
- 6** Lead efforts in the local area to identify and promote proven and promising strategies and initiatives.
- 7** Develop strategies for using technology to maximize the accessibility and effectiveness of the local workforce development system.
- 8** Conduct oversight of Workforce Innovation and Opportunity Act (WIOA) Title I programs and the local IowaWORKS.
- 9** Negotiate and reach an agreement on local performance indicators with the Chief Lead Elected Official and Iowa Workforce Development.
- 10** Negotiate with the CLEO and required partners on the methods for funding the infrastructure costs of IowaWORKS in Des Moines.
- 11** Select the service providers in the local area, and where appropriate terminate such providers: Title I Adult and Youth, One Stop Operator.
- 12** Work with Iowa Workforce Development to ensure there are sufficient numbers and types of providers of career and training services serving the local area.
- 13** Coordinate activities with education and training providers in the local area.
- 14** Develop a budget for the activities of the Local Workforce Development Board.
- 15** Annually assess the physical and programmatic accessibility of the local IowaWORKS office.
- 16** Certify American Job Centers = IowaWORKS Des Moines office.



“ Serving on the Board is a way I can help my community and use my 50 years of small business experience and advocacy to support development and economic planning.”

**LANA POL**  
Owner, Geetings Inc.  
2024 CIWDB MEMBER



“ Workforce development is crucial for our region's economic growth, fostering strong partnerships between businesses and educational systems that may not have otherwise collaborated. It ensures a reliable, skilled workforce tailored to the unique needs of local businesses. Employers can rely on the Iowa Workforce Development program to connect them with top talent for their organizations.”

**ABIGAIL MILLER**  
Manager, Corporate Operations, AgCertain  
2024 CIWDB MEMBER

## CIWDB STAFF

With 20 years of experience, Eric Kress has served as the Executive Director of the CIWDB since 2022. In this critical role, he is responsible for translating the board's vision and decisions into actionable strategies, partnerships, and programs. Eric's leadership is vital to the success of the local board, as he ensures the board's goals are effectively implemented through day-to-day operations. Eric's leadership is vital to the success of the Board, as he manages key relationships, coordinates initiatives, and ensures goals are met through day-to-day operations.



**Eric Kress**  
Executive Director, CIWDB



A proud partner of the AmericanJobCenter network

IowaWORKS brings together various program partners to ensure businesses and job seekers have access to information and services that lead to positive educational and employment outcomes. The one-stop system integrates workforce development, education, and other human service-focused services into a seamless customer-focused network. The goal of the system is to enhance access to programs and improve long-term employment outcomes for individual customers.

The comprehensive one-stop center, located at 200 E Army Post Road in Des Moines, is a physical location where individual and employer customers can access the programs and services of all required partners, along with any additional partners as determined by the CIWDB and the Chief Lead Elected Official. The CIWDB chooses an IowaWORKS “One-Stop Operator” and certifies the center.

### CORE PARTNERS

WIOA TITLE	PROVIDER
Title I Adult, Dislocated Worker	The National ABLE Network
Title II Youth and Young Adult	YSS
Title III Adult Education & Family Literacy	DMACC
Title IV Wagner Peyser Act	Iowa Workforce Development
Title V Rehabilitation Act of 1973	Iowa Vocational Rehabilitation Services and Iowa Department for the Blind

### REQUIRED PARTNERS

SERVICES	PROVIDER
Career and Technical Education	DMACC
Senior Community Services Employment Program (SCSEP)	The National ABLE Network
Job Corps	Job Corp Ottumwa Campus
Native American Program	American Indian Council
National Farmworker Jobs Program	Proteus
State Unemployment Compensation Program	Iowa Workforce Development
Job for Veterans State Grant (JVSG)	Iowa Workforce Development
Reentry Employment Opportunities	Iowa Workforce Development
Temporary Assistance to Needy Families (TANF)	Promise Jobs

### A Pathway to Career Growth with IowaWORKS

### SUCCESS STORY

*An adult job seeker came to IowaWORKS seeking employment and career planning support after his previous position was coming to an end. IowaWORKS Career Planners stepped in to help with personalized career counseling, resume building, mock interview practice, and access to critical labor market information. The participant took full advantage of various resources, attending several hiring events and workshops hosted by IowaWORKS, including sessions on Personal Growth, Career Interests, and Job Searching.*

*The participant is excited to have secured a position with the Internal Revenue Service (IRS), an opportunity he eagerly anticipated starting. He expressed his gratitude for being informed about the hiring event that led to his new job. The participant is thrilled by the prospects of career advancement and plans to grow professionally. The success is a testament to the comprehensive support provided to help individuals find employment and build a path toward long-term career success.*

## 2024 HIGHLIGHTS

- Achieved “One-Stop full certification,” representing best practices in physical and program accessibility, continuous improvement, and effectiveness.
- Partnered with the Harkin Institute to conduct and apply findings of an advanced ADA assessment, ensuring accessibility for all customers.
- Served 272,028 clients.
- Provide 40 hours of professional development training to partner staff.
- Installed a new internal referral system to provide seamless client- centered delivery across multiple partner programs.
- Created an assistive technology manual to create awareness and educate program providers on best practices.
- Conducted 52 of on-site hiring events in partnership with local businesses. Hosted 23 off-site Career Fairs in the area. In total hosted over 200 employers with these events.
- Hosted a community members focus group to solicit feedback on how to better meet local needs.



“ Better jobs and higher wages benefit the Central Iowa area by generating substantial tax revenue that supports our community. Additionally, they drive economic growth by attracting more people to our area, leading to increased local spending. ”

**TOM HAYES**

*Laborers’ Local 177 Secretary-Treasurer*  
2024 CIWDB MEMBER

### COMPRESHENSIVE SUPPORT

When his previous job ended, one of our participants tapped into multiple IowaWORKS services to plan his next career step.

*“I’m so thankful that I was steered toward a hiring event. That connection led to a new opportunity where I can grow professionally and transition into an IT role.”*

Providing personalized career counseling, resume building, mock interview practice, access to critical labor market information and more, IowaWorks provides navigation for every employment journey.



## Local WIOA Title I **Service Providers**

*We don't do it alone. Meet the two Title I service providers that were awarded service delivery contracts through a competitive procurement process in 2024. Both began their period of performance in July 2024.*



National Able Network, Inc. was selected as the local WIOA Title I Adult and Dislocated Worker service provider and is a 501(c)(3) non-profit organization established in 1977 that specializes in providing innovative workforce development programming to job seekers and businesses. Able assists more than 75,000 individuals annually through the administration of multiple workforce development programs across the Midwest and brings decades of experience operating federal workforce programs.

Able's mission is advancing workforce solutions and career pathways for an equitable future and they assist job seekers and employers by providing innovative workforce development solutions.

### **NATIONAL ABLE NETWORK, INC. AT-A-GLANCE**

- ✓ Helping dislocated workers transition into new industries through personalized career coaching and skills training.
- ✓ Offering certifications in high-demand fields like IT and healthcare to help job seekers stay competitive.
- ✓ Connecting businesses with skilled talent ready to make a difference in the workforce.
- ✓ On-the-job training to participants and strong partnerships with local ethnic community-based organizations.

National Able's programs align perfectly with CIWDB's mission of fostering a thriving, inclusive workforce in Central Iowa. They also provide Senior Community Service Employment Program (SCSEP) Iowa service.



YSS was selected as the local WIOA Title I Youth and Young Adult service provider.

YSS is one of Iowa's oldest and a trusted local nonprofit organization dedicated to serving youth. With a mission to create hope and opportunity by putting kids first, YSS provides a continuum of care that addresses the comprehensive needs of youth across the state. The organization offers a range of services designed to build healthy minds and bodies, including addiction treatment, mental health counseling, and crisis stabilization.

Headquartered in Ames, Iowa, YSS operates a variety of tailored programs in communities throughout the state. With locations in Ames, Boone, Des Moines, Marshalltown, Mason City, Webster City, and virtually, YSS ensures that youth across the entire state have access to the support they need. From prevention and afterschool programs to emergency shelters, foster care advocacy, supportive housing, and post-secondary education retention initiatives, YSS adapts its services to meet the specific needs of each community. In 2024 alone, YSS impacted thousands of young lives, providing 10,654 outpatient mental health visits and 1,150 substance use visits.

The WIOA youth employment program serves eligible youth, ages 14-24, who face barriers to education, training, and employment. The WIOA Youth Program focuses primarily on out-of-school youth, requiring local areas to expend a minimum of 75% of WIOA youth funds on them. The program includes 14 program elements that are required to be made available to youth participants. WIOA prioritizes work experience through a 20% minimum expenditure rate for the work experience program element.



# Partnering For Solutions

In addition to our WIOA required partners, a breadth of community-based partners play valuable roles in the creation and success of the workforce ecosystem across Central Iowa. Economic Development partners help create jobs and drive regional growth. Community based non-profit partners provide essential outreach to job seekers in need of services and assist individuals with wrap around support. Representatives of training providers, including skilled trade and labor organizations, are key in designing and delivering high-quality training that meets individual and business needs.

Economic Development Partners	Community-Based Nonprofit Partners	Training Partners
Greater Des Moines Partnership	United Way of Central Iowa	South Central Iowa Federation of Labor, AFL-CIO
Ames Regional Economic Alliance	WeLIFT Job Search Center	Home Builders Association of Des Moines
Mid-Iowa Planning Alliance	EMBARC	Central Iowa Building & Construction Trades Council
Boone Area Chamber of Commerce	Project Iowa	DMACC Workforce Training Academy
Capital Crossroads	Refugee Alliance of Central Iowa	Grand View and the Jacobsen Institute
Evelyn K. Davis Center for Working Families	Iowa Jobs for America's Graduates (IJAG)	Perry Chamber of Commerce
	Children & Families of Iowa	
	FreeWorld	

While not an exhaustive list, these organizations have strong working partnerships and relationships with the CIWDB. While there are not formal partnership agreements, these highlighted organizations make workforce development initiatives stronger across our area.

## SPOTLIGHT ON SUCCESS

- The CIWD Board was part of the Perry NEXT effort assisting with local strategy for managing workforce issues in the aftermath of the closure of the Tyson plant. The City of Perry, Dallas County Economic Development, The DMACC VanKirk Center, and the Perry Chamber of Commerce and Public Library were leaders in that effort.
- Capital Crossroads led a Workforce Ecosystem mapping effort in 2024 focusing on Polk, Dallas, and Warren County. The CIWDB was an active participant in supporting that effort.
- The Greater Des Moines Partnership convenes a local Workforce Collaborative for its member counties. The CIWDB and its partners are grateful to participate.
- The Refugee Alliance of Central Iowa provides a hub for dozens of Central Iowa organizations that provide services to newcomers and immigrants. The CIWDB and its partners are active participants and promote RACI's efforts.
- The United Way of Central Iowa convenes local organizations to discuss common issues and strategies to create economic opportunity. The CIWDB and its stakeholders serve to partner for solutions with programs like Healthworks and CIRCA.
- The Central Iowa Building & Construction Trades Council partnered with the board to provide career exploration, OSHA training, and work tools in partnership with the CIWD for displaced workers.
- WeLift Job Center partnered with the CIWDB and Title I programs to provide a summer internship program that provided impactful work experience and credentials for opportunity youth.

# Partnering For Solutions

## WIOA Title II Adult Education and Family Literacy, Title I Adult and Dislocated Worker Programming, and Post Secondary Education

The partnership between the Central Iowa Workforce Development Board (CIWDB) and Des Moines Area Community College (DMACC) is vital to both organizations' missions and goals, ensuring a coordinated approach to workforce development in Central Iowa. Covering the same eight-county area, our collaboration strengthens the local workforce system by aligning education, training, and employment opportunities to meet the evolving needs of job seekers and businesses. DMACC has two members on the CIWD Board fulfilling the roles of Title II representative and that of post-secondary education, which includes DMACC President Rob Denson. Additionally DMACC has campus across Central Iowa that align training with in-demand occupations.

DMACC is the Title II Adult Education and Family Literacy provider for Central Iowa. Their English language acquisition classes provide essential basic skills to over 2,000 individuals annually. Their HiSET classes are provided to over 1,200 per year and empower individuals by receiving a diploma or equivalency, providing the skills and necessary qualifications to gain sustainable employment. DMACC has two members serving on our Central Iowa Workforce Development Board. Rob Denson, President of DMACC, serves as the representative of Higher Education. Michelle Schott, Integrated Education and Training Coordinator, serves as the Title II representative on the board.

### PARTNERSHIP HIGHLIGHTS

#### Rapid Response & Immediate Support

- Rapid Response Team in Perry
- Worker Information Meetings in Perry
- Career Fairs in Perry—DMACC, CIWDB, and IowaWORKS brought together employers.

#### Training & Upskilling Opportunities

- CDL Jumpstart— To support dislocated workers learning English, Title I and II partnered to create a pathway into the trucking industry.
- English Language Learner (ELL) Classes
- English for Employment Series at the American Job Center (AJC) – Designed to assist unemployed individuals in building workplace communication skills for job readiness.

#### Co-Enrollment & Workforce Strategies

- Providing DMACC-specific information sessions for Work Experience Programs (WEP) & On-the-Job Training (OJT) for students enrolled in IET programs
- Business Engagement Consultants and Title I staff assisted DMACC with setting up an Employer Panel for IET graduates to help connect them to employers
- IowaWORKS Resource Table at ELL Celebration Event



# TITLE I PERFORMANCE OUTCOMES

Between June 2023 and July 2024, the Central Iowa area exceeded 10 out of 15 goals across three programs.

ADULT	GOAL	ACHIEVED
Employment Rate 2nd Quarter after Exit	73%	83.8%
Median Earnings 2nd Quarter after Exit	\$6,100	\$11,315
Employment Rate 4th Quarter after Exit	67%	77.8%
Credential Attainment within 4 Quarters after Exit	66%	72.7%
Measurable Skill Gains	44%	66.7%

DISLOCATED WORKER	GOAL	ACHIEVED
Employment Rate 2nd Quarter after Exit	81.5%	84.2%
Median Earnings 2nd Quarter after Exit	\$9,000	\$11,152
Employment Rate 4th Quarter after Exit	82%	90.2%
Credential Attainment within 4 Quarters after Exit	69.5%	65.2%
Measurable Skill Gains	44%	75%

YOUTH	GOAL	ACHIEVED
Employment Rate 2nd Quarter after Exit	74%	73.9%
Median Earnings 2nd Quarter after Exit	\$3,800	\$4,369
Employment Rate 4th Quarter after Exit	74%	71.1%
Credential Attainment within 4 Quarters after Exit	57%	41.7%
Measurable Skill Gains	41%	33.9%

## SOURCE

<https://public.tableau.com/app/profile/iowalmil/viz/WIOAPerformanceOutcomes/WIOAPerformanceOutcomes>

# The Ripple Effect

## ECONOMIC IMPACT STUDY

In March 2024, the Central Iowa Workforce Development Board commissioned the WIOA Title I Economic Impact Study conducted by Lightcast. The study aimed to:

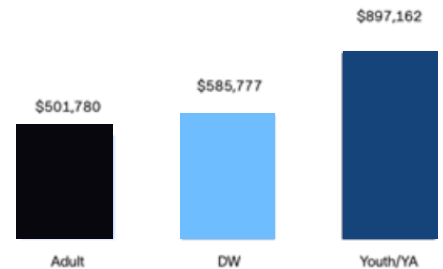
- Analyze the performance of Title I activities using Program Year 22 data from July 2022 to June 2023 for this study.
- Understand the value proposition of WIOA in Central Iowa
- Provide an operational benchmark for Title I programs and services to inform program and fiscal oversight of the service providers.

Targeted training, education, and support services can improve workers' employability and earnings while fulfilling employers' labor needs. The CIWDB's programs and partnerships provide benefits that extend throughout the regional economy. The Impact Study revealed a significant return on investment.

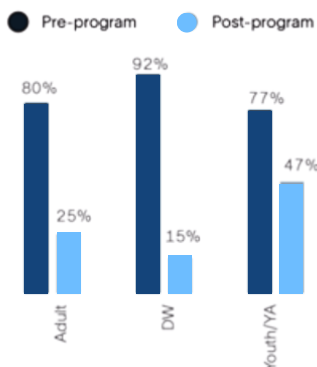
### FEDERAL TAXPAYERS INVESTED \$1.98M CIWDB'S TITLE I PROGRAMS IN PY22. WHAT DID THEY GET IN RETURN?

Title I program participants saw positive shifts in employment status and significant earnings growth. As individuals secure employment and their earnings increase, there's a notable rise in local and state tax contributions and reduced burdens on social welfare systems. At the same time, skilled workers enable businesses to grow, and they, too, contribute more taxes.

Funding Per Program, PY 22



Pre- and Post-program Unemployment Levels



Average Annual Earnings Increase Per Participant

Program	Avg. Earnings Increase
All WIOA Title I	\$16,599
Adult	\$16,836
DW	\$24,539
Youth/YA	\$8,422

Source: Data provided by CIWDB

#### TAXPAYER PERSPECTIVE

Present value benefits  
**\$6.55 million**

Present value costs  
**\$1.98 million**

Net present value  
**\$4.57 million**

Benefit-cost ratio	Rate of return
3.3	40.7%

Lightcast estimates that over 10 years, total taxpayer benefits add up to \$6.55M. The resulting Benefit-Cost Ratio is 3.31—i.e., for every dollar invested in CIWDB's programs, taxpayers receive \$3.31 in benefits. That's a 40.7% rate of return!

# STRONG WIOA ECONOMIC RETURNS

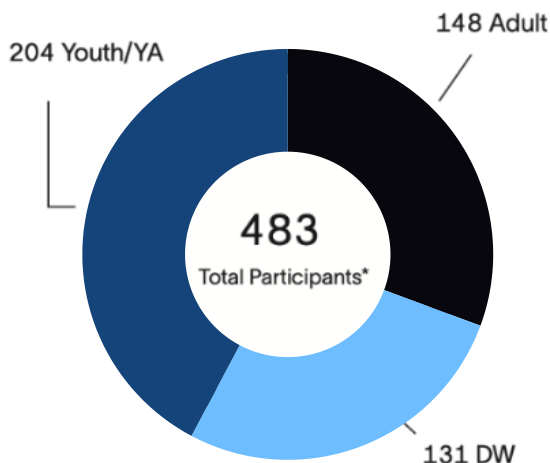
- Benefit-to-Cost Ratio: 3.3 with a 40.7% rate of return.
- The program generated a total of \$6.55 million in benefits to taxpayers.
- For every \$1 invested, \$1.86 in avoided government and taxpayer costs was returned.
- A standout result was the performance of the Youth program.

**\$1.2 million** in payroll and benefits was provided for **22 full-time workers** located in Central Iowa who operated the program.

**\$776,000** in additional operational expenses were invested in the local economy for service delivery.

## CIWDB OPERATIONAL IMPACT ON THE LOCAL ECONOMY

Central Iowa WIOA Title I Participants, PY22



\*Total includes individuals co-enrolled in multiple programs.

CIWDB operations themselves contributed value to the region, employing 22 full-time employees and spending \$1.2M on payroll and benefits and \$776,000 on facilities, supplies, and professional services in PY22. When in-region spending by the organization and its employees, is added, the total economic impact is \$2.86M.

To read the full study visit the [Resources section of ciwdb.org](#).



# GET ENGAGED

WAYS TO CONNECT WITH THE ORGANIZATION



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