

**Central Iowa Local Workforce Area
WIOA Local Plan
PY24-27
July 1, 2024, to June 30, 2028**

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SECTION 1 – INFRASTRUCTURE

A description of the local workforce development system in the local area.

1. Describe the local workforce delivery system in the local workforce development area (LWDA), including the following:
 - a. Name of the LWDA:
 - b. Identification of the counties included in the LWDA:
 - c. A roster of all LWDB members, including the organization representing and title/role and the city/county each is from, and identification of the LWDB Chairperson
 - d. Identification of Subcommittees of the LWDB and the chair of each
 - e. Identification of the Fiscal Agent (entity responsible for disbursement of Title I grant funds)
 - f. Identification of all LWDB Staff and brief description of their role(s)
 - g. Identification of the competitively selected WIOA Title I Adult, Dislocated Worker, and Youth service providers
 - h. Identification of the One-Stop Operator for the local area
 - i. Identification of the office locations in the local area
 - j. A description of the process used to draft the local plan

CENTRAL IOWA WORKFORCE DEVELOPMENT AREA

COUNTIES:

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

CHIEF ELECTED OFFICIALS representing the Local Workforce Area

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

CENTRAL IOWA LOCAL BOARD MEMBERS

Name		Business/ Employer	Job Title	County of Residence
William	Berning	Iowa Workforce Development	Title III Operations Manager	Polk
Megan	Crawford	Kreg Tool	Senior Talent Acquisition Partner	POLK
Kathleen	Davis	Iowa Vocational Rehabilitation Services	Rehabilitation Supervisor	Polk
Rob	Denson	DMACC	President	Polk
Jeremy	Dyvig	The Weitz Company, LLC.	Director Mission Critical	Dallas
Matt	Gaalas	Wells Fargo	Senior Business Execution	Polk
Tom	Hayes	South Central Iowa Federation of Labor	Chapter Vice President	Dallas
Amy	Landas	Vision Bank	Boone County Market President	Boone
Jeremy	Lindquist	Plumbers and Steamfitters LU 33	Training Director	Polk
Marcanne	Lynch	Mainstream Living	Director of Human Resources	Polk
Paula	Martinez	South Central Iowa Federation of Labor	President	Warren
Abigail	Miller	AgCertain	Mgr, Client and Business Services	Story
Lana	Pol	Geetings, Inc.	Owner	Marion
Michelle	Seibert	United Way	Economic Opportunity Officer	Polk
Jenae	Sikkink	Greater Des Moines Partnership	VP of Talent Development	Marion
Stacy	Sime	LifeServe Blood Center	CEO	Polk
Sonia	Sledge	Bolton & Menk, Inc.	Senior Talent Management	Jasper
Michelle	Schott	DMACC – Title II AEFLA	IET Program Coordinator	Polk
Teri	Vos	Pella Business Collaborative	Director, Work-Based Learning	Marion

CIWDB EXECUTIVE COMMITTEE

- **Board Chair** – Stacy Sime
- **Vice Chair** – Amy Landas
- **Secretary** – Michelle Seibert

CIWDB SUBCOMMITTEES

- **Planning & Operations Committee** – Sonia Sledge (Chair)
- **Finance Committee** – Michelle Seibert (Chair)
- **Disability Access Committee** – Marcanne Lynch (Chair)
- **Youth Committee** – Paula Martinez (Chair)

FISCAL AGENT/LOCAL GRANT RECIPIENT

Polk County Board of Supervisors (PY23)*

*Polk County contracts some finance functions to Central Iowa Juvenile Detention Center**

Polk County Auditor
Administration Building
111 Court Avenue, Room 230
Des Moines, IA 50309

CIWD BOARD STAFF SUPPORT

Eric Kress
Executive Director
Central Iowa Workforce Development Board
Office: 515-585-1467
eric.kress@ciwdb.org

The Executive Director is the lead administrator supporting the Chief Elected and Local Workforce Development Boards in the delivery of WIOA for the local workforce area. Duties include development of local policy and operating procedures, data management and record retention, strategic communication, public relations, and finance and program compliance.

The local area embraces available staff and administrative resources from the local grant recipient (Polk County) as available. This may include their business and finance team, human resources, and legal services. When necessary, the board procures appropriate contracts to support the administrative function.

- As of 6/2024, the CIWDB has procured the following resources to assist in WIOA administration.
 - Belin McCormick Attorneys at Law – Legal
 - Tom Diehl, CPA - Finance
 - Central Iowa Juvenile Detention Center – Human Resources/Employer of Record
 - Reginald McDade – Equal Opportunity Officer

CIWDB - TITLE I SERVICE PROVIDER – BEGINNING PERIOD OF PERFORMANCE PY24

Adult and Dislocated Worker Service Provider:

National Able Network, Inc, Matt Weis, CEO

Youth and Young Adult Service Provider:

Youth & Shelter Services, LLC Andrew Allen, CEO

CIWDB ONE-STOP OPERATOR

Iowa Workforce Development

Dbas: Central Iowa Core Partners Consortium

Contact: Sara Bath

CIWDA – ONE-STOP LOCATION

IowaWORKS (Comprehensive Center)

200 Army Post Road

Des Moines, IA 50315

DesMoinesIowaWORKS@iwd.iowa.gov

<https://www.iowaworkforcedevelopment.gov/des-moines>

CENTRAL IOWA LOCAL PLAN SUBMISSION PROCESS:

Key Date	Step
October 5, 2023	Local plan guidance received
October 20, 2023	Project plan and timeline created
November 9, 2023	Project plan and timeline provided to Central Iowa Local Workforce Development Board at the quarterly board meeting.
December 20, 2023	Local Area Plan Kick Off Meeting
December 23- January 24	Stakeholder focus groups held on topics including; <ul style="list-style-type: none"> • Strategic Vision • Board and Core Partners coordination • Core Partners and Wagner-Peyser Coordination • Business Engagement and Economic Development Coordination • Youth Services, Metrics, Title II Alignment • Supportive Services and Individual Training Accounts • Accessibility
February 8, 2024	Review strategies at the Central Iowa Local Board Meeting
February 16, 2024	Review strategies at the Chief Elected Official Board Meeting
February 27, 2024	Local plan posted for required 20-day public comment period on local board website. Public presentations dates and Zoom links posted.
March 7, 2024 – 11 am March 18, 2024 - Noon	Public Comment Sessions held via Zoom. Verbal comments noted. Web link provided to submit forms via Microsoft Forms.
March 20, 2024	Deadline for end of public comment period
March 21-27, 2024	Public comment and stakeholder feedback incorporated into the plan.
March 29, 2024	Approve local plan for submission
April 1, 2024	Local Plan Submitted to State for review.
April 11, 2024	Local Plan approved by the Central Iowa Local Workforce board at the quarterly board meeting.
April 19, 2024	Local Plan revised draft approved at the Chief Elected Official board meeting.
May 17, 2024	Conditional approval of the plan received by the state of Iowa core partners, with a deficiency list provided.
May 17-June 15, 2024	Local plan deficiencies addressed and written into revised local plan.
June 17, 2024	Revised local plan submitted to state of Iowa core partners.

SECTION 2 – STRATEGIC PLANNING ELEMENTS

Questions in this section are designed to address the aspects of the local area’s labor force, such as its composition and the determination of skills gaps between the talent needed by employers in the local area and the knowledge and skills held by workers and job seekers. It is recommended that these plans include data samples and streamlined graphics and tables that support the narrative provided. The local board must cite the source(s) used to collect all or part of the local area labor market.

1. **Economic Analysis:** Include a local area analysis of the:
 1. Economic conditions including existing and emerging in-demand industry sectors and occupations.
 2. Employment needs of employers in existing and emerging in-demand industry sectors and occupations.

Industry profiles for all 20 major sectors of the Iowa economy can be found [here](#) (Iowa Workforce Development-Industry Profiles) and were created using Bureau of Labor Statistics (BLS) and U.S. Census data. Each analysis compares the wages and employment within the industry over several years, by county, for the state, and the nation.

In-Demand and Emerging Industry Sectors – Central Iowa

Decile Rankings: *

Decile rankings are a tool to help evaluate and compare Industry projections based on numeric growth and the percent change. The decile ratings incorporate both sorted numeric and percent growth in assigning a decile. The industry sector with 10 decile ranked high in both numeric growth and percent change and indicates a better outlook. The industry sector with 1 decile ranked low in both numeric growth and percent change and indicates a low outlook. The decile ratings are intended to assist and empower decision makers; to enable customers to differentiate and segment industry sectors. For example, it assists customers to assess which sectors are growing faster or declining relative to other sectors.

Overall Decile Rating Categories*

- Top growth industries: 10,9,8
- Moderation Growth industries: 7,6,5
- Low/no growth industries: 4,3,2,1

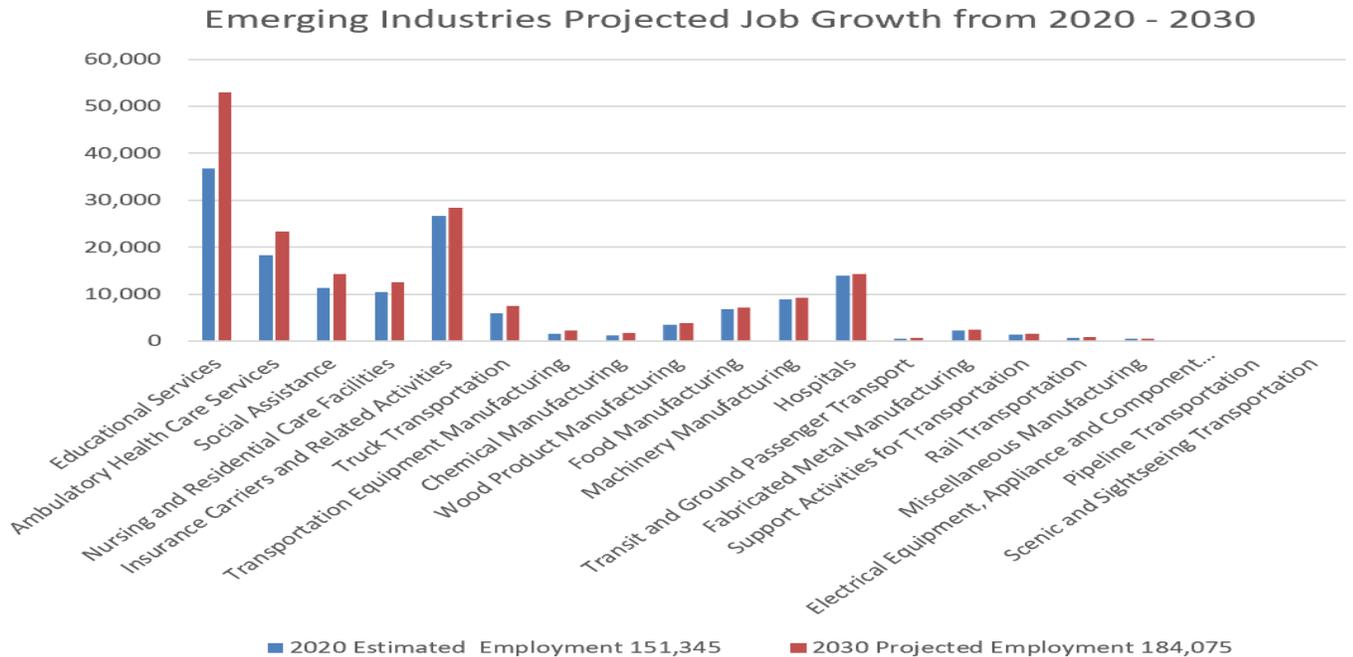
Top Growth Industries by Decile Rating	NAICS	2020 Estimated Employment	2030 Projected Employment	Total Growth	% Change	Decile Rank*
Total All Industries (Nonag)	000	461,865	532,230	70,365	15.2%	
Accommodation	721	3,800	6,065	2,265	59.6%	10
Educational Services	611	36,690	53,010	16,320	44.5%	10
Warehousing and Storage	493	1,950	3,540	1,590	81.5%	10
Performing Arts, Spectator Sports, and Related Industries	711	965	1,750	785	81.3%	10
Couriers and Messengers	492	2,445	3,840	1,395	57.1%	10

Amusement, Gambling, and Recreation Industries	713	4,475	6,570	2,095	46.8%	10
Management of Companies and Enterprises	551	9,760	13,045	3,285	33.7%	10
Administrative and Support Services	561	20,500	26,265	5,765	28.1%	10
Ambulatory Health Care Services	621	18,365	23,290	4,925	26.8%	10
Social Assistance	624	11,310	14,300	2,990	26.4%	10
Chemical Manufacturing	325	1,160	1,765	605	52.2%	9
Transportation Equipment Manufacturing	336	1,615	2,225	610	37.8%	9
Truck Transportation	484	6,020	7,465	1,445	24.0%	9
Specialty Trade Contractors	238	17,035	20,000	2,965	17.4%	9
Professional, Scientific, and Technical Services	541	24,140	27,630	3,490	14.5%	9
Support Activities for Agriculture	115	340	705	365	107.4%	9
Clothing and Clothing Accessories Stores	448	2,390	3,060	670	28.0%	9
Nursing and Residential Care Facilities	623	10,455	12,600	2,145	20.5%	9
Food Services and Drinking Places	722	25,985	29,165	3,180	12.2%	9
Transit and Ground Passenger Transport	485	565	770	205	36.3%	8
Electronics and Appliance Stores	443	1,305	1,625	320	24.5%	8
Personal and Laundry Services	812	3,805	4,370	565	14.8%	8
Furniture and Home Furnishings Stores	442	1,100	1,385	285	25.9%	8
Rental and Leasing Services	532	1,680	2,005	325	19.3%	8
Construction of Buildings	236	4,260	4,865	605	14.2%	8
Motion Picture and Sound Recording	512	450	600	150	33.3%	8
Securities, Commodity Contracts, and Other Investments	523	1,820	2,085	265	14.6%	8
Wood Product Manufacturing	321	3,470	3,910	440	12.7%	8
Heavy and Civil Engineering Construction	237	2,950	3,310	360	12.2%	8
Motor Vehicle and Parts Dealers	441	6,165	6,760	595	9.7%	8
General Merchandise Stores	452	8,440	9,170	730	8.6%	8
Insurance Carriers and Related Activities	524	26,675	28,455	1,780	6.7%	8
Credit Intermediation and Related Activities	522	23,575	25,080	1,505	6.4%	8
Self Employed and Unpaid Family Workers	671	33,435	35,165	1,730	5.2%	8

Source: Labor Market and Economic Research Bureau, Iowa Workforce Development

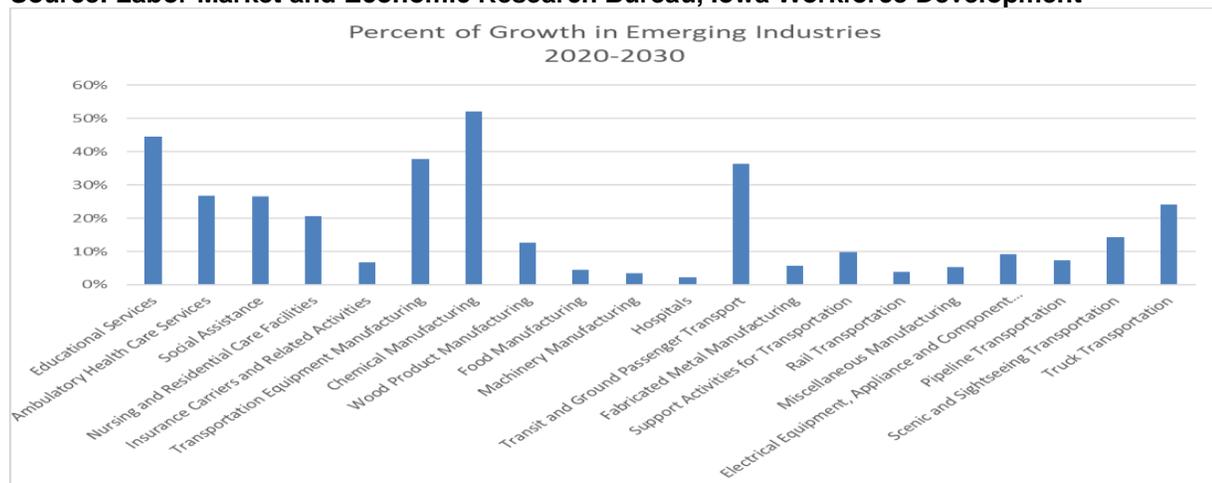
Industry Growth by Total Projected Job – Total Growth 2020-2030 (Descending Order)	NAICS	2020 Estimated Employment	2030 Projected Employment	Total Growth
Educational Services	611	36,690	53,010	16,320
Administrative and Support Services	561	20,500	26,265	5,765
Ambulatory Health Care Services	621	18,365	23,290	4,925
Professional, Scientific, and Technical Services	541	24,140	27,630	3,490
Management of Companies and Enterprises	551	9,760	13,045	3,285
Food Services and Drinking Places	722	25,985	29,165	3,180
Social Assistance	624	11,310	14,300	2,990
Specialty Trade Contractors	238	17,035	20,000	2,965
Accommodation	721	3,800	6,065	2,265
Nursing and Residential Care Facilities	623	10,455	12,600	2,145
Amusement, Gambling, and Recreation Industries	713	4,475	6,570	2,095
Insurance Carriers and Related Activities	524	26,675	28,455	1,780
Self Employed and Unpaid Family Workers	671	33,435	35,165	1,730
Warehousing and Storage	493	1,950	3,540	1,590
Credit Intermediation and Related Activities	522	23,575	25,080	1,505
Truck Transportation	484	6,020	7,465	1,445
Couriers and Messengers	492	2,445	3,840	1,395

Source: Labor Market and Economic Research Bureau, Iowa Workforce Development



Industry Growth by % 2020-2030 (Descending Order – minimum 5,000 projected employment)	NAICS	2020 Estimated Employment	2030 Projected Employment	Total Growth
Total All Industries (Non ag)	000	458,065	526,165	14.9%
Accommodation	721	3,800	6,065	59.6%
Amusement, Gambling, and Recreation Industries	713	4,475	6,570	46.8%
Educational Services	611	36,690	53,010	44.5%
Management of Companies and Enterprises	551	9,760	13,045	33.7%
Administrative and Support Services	561	20,500	26,265	28.1%
Ambulatory Health Care Services	621	18,365	23,290	26.8%
Social Assistance	624	11,310	14,300	26.4%
Truck Transportation	484	6,020	7,465	24.0%
Nursing and Residential Care Facilities	623	10,455	12,600	20.5%
Specialty Trade Contractors	238	17,035	20,000	17.4%
Professional, Scientific, and Technical Services	541	24,140	27,630	14.5%
Food Services and Drinking Places	722	25,985	29,165	12.2%
Motor Vehicle and Parts Dealers	441	6,165	6,760	9.7%
General Merchandise Stores	452	8,440	9,170	8.6%
Insurance Carriers and Related Activities	524	26,675	28,455	6.7%
Credit Intermediation and Related Activities	522	23,575	25,080	6.4%
Local Government, Excluding Education and Hospitals	930	11,410	12,060	5.7%
Self Employed and Unpaid Family Workers	671	33,435	35,165	5.2%
Food and Beverage Stores	445	11,445	12,035	5.2%
Food Manufacturing	311	6,850	7,160	4.5%
Machinery Manufacturing	333	8,900	9,200	3.4%
Merchant Wholesalers, Durable Goods	423	10,375	10,715	3.3%
State Government, Excluding Education and Hospitals	920	9,310	9,560	2.7%
Hospitals	622	13,925	14,225	2.2%
Merchant Wholesalers, Nondurable Goods	424	8,110	8,200	1.1%

Source: Labor Market and Economic Research Bureau, Iowa Workforce Development



We are spotlighting the emerging and in-demand industry sectors in the Central Iowa workforce area below after a review of the decile rank and growth projections, as well as performing some consolidation of industries. These industry sectors listed below are forecasted for high growth from 2020-2030 in both % of growth and total job need growth. 35% of total jobs in 2030 are forecasted to be in these industries. Each industry below has a hyperlink to the 2022 Iowa Industry Profile created by Iowa Workforce Development.

- [Educational Services](#)
- [Finance and Insurance](#)
- [Health Care and Social Assistance](#)
- [Manufacturing](#)
- [Construction and Skilled Trades](#)
- [Transportation and Warehousing](#)

Additionally, industries of Childcare (included in social assistance), [Retail](#), and [Accommodation and Food Service](#) are important to the Central Iowa economy and have significant workforce needs. However, a limitation of many of the occupations within the industry sectors is that they do not pay a livable wage or lead to a sustainable career, therefore negatively impacting the talent pipeline to support the business model. Occupations such as waitress, clerk, and childcare provider do make available entry level jobs that develop work experience and soft skill for workers. Employees may derive other benefits such as positive socialization and sense of service to society. Part-time workforce development strategies may also contribute to the workforce needs of these occupations. To fully meet the workforce needs of these industry sectors the CIWDB would recommend an ecological systems approach including a variety of economic development stakeholders to address the interconnected issues, along with workforce wages.

[Occupation: Employment & Wages](#)

Occupational projections, also known as forecasts, provide detailed information on the estimated activity for each occupation in areas of employment, growth rate, openings, wages, career preparation and skill requirements. Data is available for the State of Iowa and local areas [HERE](#). (Iowa Workforce Development – Industry Profiles) The outlook specific to the Central Iowa Local Workforce Area can be found [HERE](#)

IowaWORKS Career Planners are available for all Iowans to help them interpret labor market information and assist in determining a career pathway that is appropriate for the individual. That match should consider a candidate’s interests, experiences, and competencies, as well as employer’s needs and availability of good jobs in the area.

While some occupations may often correlate to specific industries and sectors, occupations often cross industries and sectors. For example, business and financial operations occupations could be in education, retail, or health care, etc. Our local board prioritizes career pathways and workforce system strategic coordination that supports both the industry sector priorities in the area and occupational needs. One way of doing so is recruiting board members to the board’s business positions that provide employment opportunities in those sectors and occupations. Resources used on outreach, career pathway development, and individual training accounts will also follow this strategic alignment.

Top Occupations	Estimated Employment	Mean Wage	Entry Wage	Experienced Wage
Retail Salespersons	11,370	\$15.21	\$10.54	\$17.54

Cashiers	11,210	\$12.44	\$9.97	\$13.68
Customer Service Representatives	10,620	\$20.77	\$14.64	\$23.83
Fast Food and Counter Workers	9,980	\$11.92	\$9.55	\$13.11
General and Operations Managers	9,710	\$47.71	\$22.69	\$60.22
Registered Nurses	8,550	\$31.88	\$26.35	\$34.64
Heavy and Tractor-Trailer Truck Drivers	8,020	\$24.80	\$18.15	\$28.13
Office Clerks, General	7,920	\$18.74	\$13.07	\$21.58
Laborers and Freight, Stock, and Material Movers, Hand	6,590	\$17.99	\$13.11	\$20.43
Stockers and Order Fillers	6,460	\$16.69	\$12.59	\$18.74
Bookkeeping, Accounting, and Auditing Clerks	6,330	\$22.60	\$15.92	\$25.94
Home Health and Personal Care Aides	6,260	\$14.18	\$11.59	\$15.47
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	6,170	\$14.83	\$11.02	\$16.73
Teaching Assistants, Except Postsecondary	5,600	\$27,909	\$21,574	\$31,076
Software Developers	5,030	\$47.78	\$34.17	\$54.59
Nursing Assistants	4,830	\$15.91	\$14.04	\$16.85
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,720	\$34.97	\$18.72	\$43.09
Waiters and Waitresses	4,680	\$12.26	\$8.79	\$13.99
Accountants and Auditors	4,520	\$36.55	\$24.84	\$42.40
Financial Managers	4,180	\$66.43	\$39.42	\$79.94
Elementary School Teachers, Except Special Education	4,000	\$56,841	\$39,004	\$65,760

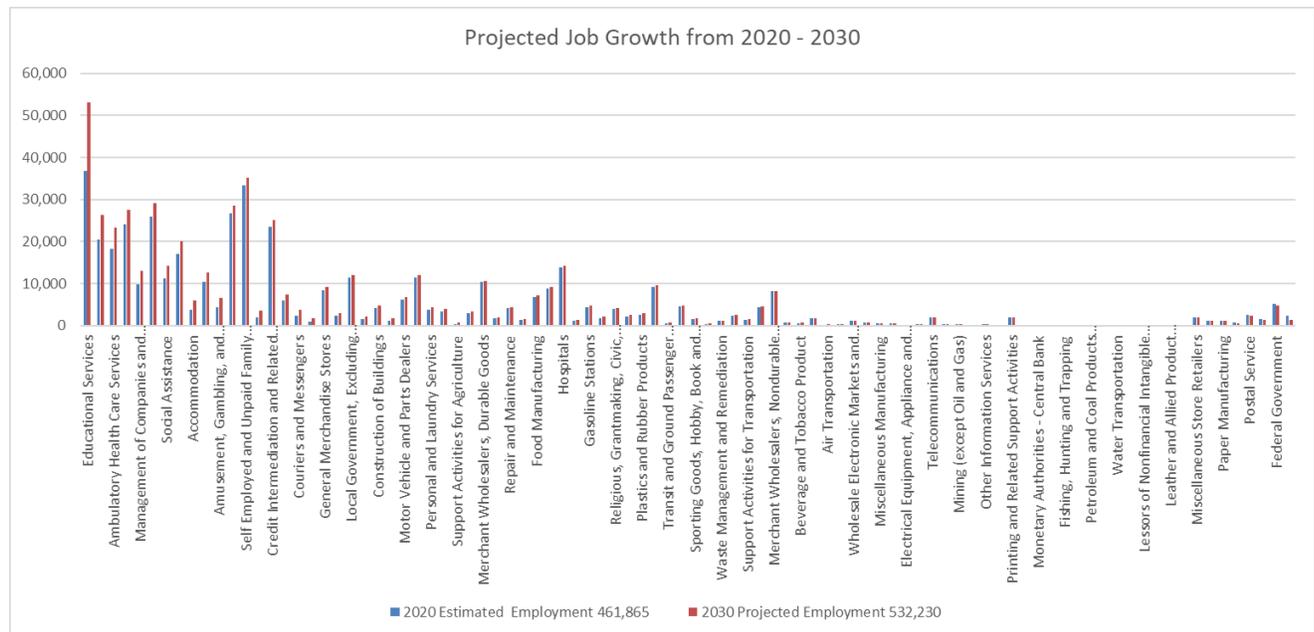
Source: Labor Market and Economic Research Bureau, Iowa Workforce Development

Occupations paying \$16.00/hr + are bolded. Wage according to Common Good Iowa for a single adult to earn a self-sufficient wage.

Top 10 Occupations – By Occupational Group	Estimated Employment	Mean Wage	Entry Wage	Experienced Wage
Office and Administrative Support Occupations	57,650	\$21.39	\$14.58	\$24.80
Sales and Related Occupations	42,590	\$21.26	\$10.96	\$26.41

Business and Financial Operations Occupations	36,010	\$36.47	\$22.91	\$43.24
Transportation and Material Moving Occupations	34,680	\$19.99	\$12.84	\$23.56
Food Preparation and Serving Related Occupations	32,830	\$13.19	\$9.60	\$14.99
Management Occupations	31,040	\$54.20	\$26.87	\$67.86
Educational Instruction and Library Occupations	26,680	\$25.24	\$12.72	\$31.50
Production Occupations	25,420	\$20.33	\$13.86	\$23.57
Healthcare Practitioners and Technical Occupations	22,940	\$39.96	\$20.19	\$49.85
Construction and Extraction Occupations	20,610	\$25.86	\$17.33	\$30.12

Source: Labor Market and Economic Research Bureau, Iowa Workforce Development



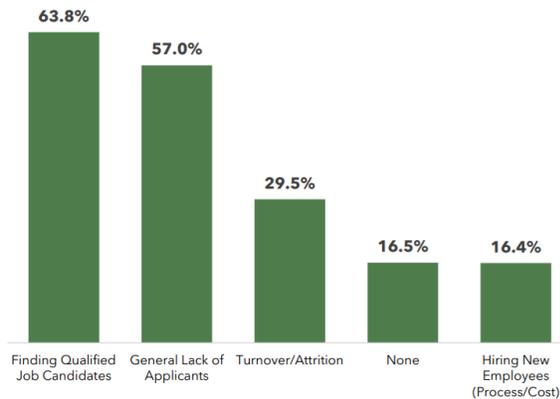
2. **Workforce Analysis:** Include a current analysis of:
 1. The knowledge and skills needed to meet the employment needs of employers in the local area, including employment needs in in-demand industry sectors and occupations.
 2. An analysis of the local workforce, including current labor force employment and unemployment data, information on labor market trends, and education and skill levels of the workforce, including individuals with barriers to employment.

2.1 Knowledge and Skills Needed

Iowa Workforce Development (IWD) conducted the [seventh Workforce Needs Assessment Survey](#) during the fall of 2022 through the spring of 2023. This survey collects information from employers across the state regarding their vacancies, workforce challenges, difficulties in hiring, perceptions of applicants, advertising outlets for job openings, and upcoming retirements—among other questions. In the Central Iowa LWDA, 9,903 locations were contacted. By the end of the survey period (March 2023), IWD received 2,430 responses from employers in the Central Iowa LWDA, for a response rate of 24.5% (by locations contacted).

WORKFORCE CHALLENGES

Top five most significant workforce challenges, reported by surveyed employers concerning employees in the past 12 months.

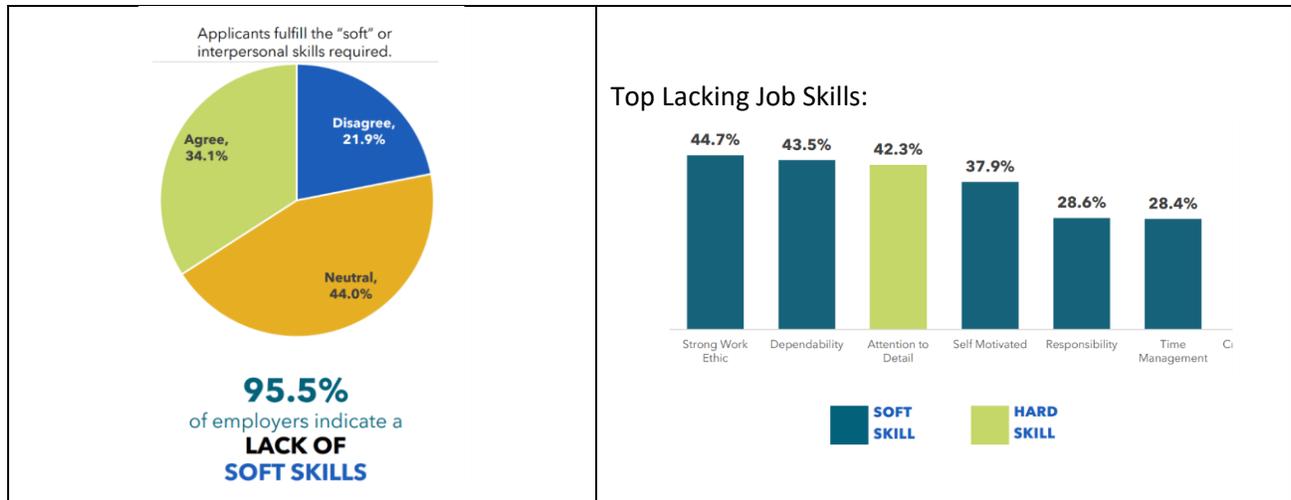


Top 10 responses to workforce challenges, reported by surveyed employers.

EMPLOYER RESPONSE	% USED
Revised Pay Scale	50.7%
Expanded Current Employees Responsibilities/Job Duties	43.6%
Hired a Less Qualified Applicant	41.9%
Increased Recruiting Efforts	38.9%
Chose Not to Fill a Job Opening	28.5%
Increased Overtime for Current Employees	26.9%
Provided Flexible Scheduling	24.9%
Revised Benefits	17.2%
Increased Training	17.0%
Lowered Requirements for Jobs	15.7%

The findings show the main issue facing business is a general struggle with the lack of qualified candidates and applicants. Businesses tended to respond to that challenge by trying to compete for employees by increasing wages, increasing current employee job duties, or lowering position requirements for new hires. Those strategies alone only provide short term solutions but aren't sustainable for a business's success in the long run. The study shows that the importance of developing a positive workplace culture is one of the most effective retention strategies, including the upskilling of current workers.

Perception of Applicants:



Source: Iowa Workforce Development Needs Assessment (2023)
<https://workforce.iowa.gov/media/1299/download?inline=>

Employers reported that the lack of soft skills significantly outweighed the lack of basic or hard skills in applicants. A soft skill is a personal attribute that supports situational awareness that helps to get the job done. Soft skills include communication skills, time management, ability to work with others as a team member, respectful conduct, dependability and honesty.

Knowledge and skill need of specific in-demand industries and occupations

The O-Net job zones are a group of occupations that are similar in:

- how much education people need to do the work,
- how much related experience people need to do the work, and
- how much on-the-job training people need to do the work.

The five Job Zones are:

- Job Zone 1 - occupations that need little or no preparation
 - Some of these occupations may require a high school diploma or GED certificate.
 - Little or no previous work-related skill, knowledge, or experience is needed for these occupations. For example, a person can become a waiter or waitress even if he/she has never worked before.
 - Employees in these occupations need anywhere from a few days to a few months of training. Usually, an experienced worker could show you how to do the job.
- Job Zone 2 - occupations that need some preparation
 - These occupations usually require a high school diploma
 - Some previous work-related skill, knowledge, or experience is usually needed. For example, a teller would benefit from experience working directly with the public.
 - Employees in these occupations need anywhere from a few months to one year of working with experienced employees. A recognized apprenticeship program may be

associated with these occupations.

- Job Zone 3 - occupations that need medium preparation
 - Most occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree.
 - Previous work-related skill, knowledge, or experience is required for these occupations. For example, an electrician must have completed three or four years of apprenticeship or several years of vocational training, and often must have passed a licensing exam, in order to perform the job.
 - Employees in these occupations usually need one or two years of training involving both on-the-job experience and informal training with experienced workers. A recognized apprenticeship program may be associated with these occupations.
- Job Zone 4 - occupations that need considerable preparation
 - Most of these occupations require a four-year bachelor's degree, but some do not.
 - A considerable amount of work-related skill, knowledge, or experience is needed for these occupations. For example, an accountant must complete four years of college and work for several years in accounting to be considered qualified.
 - Employees in these occupations usually need several years of work-related experience, on-the-job training, and/or vocational training.
- Job Zone 5 - occupations that need extensive preparation
 - Most of these occupations require graduate school. For example, they may require a master's degree, and some require a Ph.D., M.D., or J.D. (law degree).
 - Extensive skill, knowledge, and experience are needed for these occupations. Many require more than five years of experience. For example, surgeons must complete four years of college and an additional five to seven years of specialized medical training to be able to do their job.
 - Employees may need some on-the-job training, but most of these occupations assume that the person will already have the required skills, knowledge, work-related experience, and/or training.

To help communicate the knowledge and skills needs of the workforce to meet employer's needs, we will reference this system for some of the most in-demand occupations in in-demand sectors.

Job Zone	In-demand Occupation	Educational Needs
Job Zone 1		Some of these occupations may require a high school diploma or GED certificate.
Job Zone 2	Customer Service Representative, Tellers, Home Health Aids, Miscellaneous Assemblers and Fabricators; Laborers and Freight, Stock, and Material Movers, Hand; Carpenters, Heavy and Tractor- Trailer Truck Drivers	These occupations usually require a high school diploma
Job Zone 3	Teacher Assistant, Nursing Assistants, Electricians	Most occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree.
Job Zone 4	Certified Teacher, Insurance Sales Agent, Registered Nurses,	Most of these occupations require a four-year bachelor's degree, but some do not.
Job Zone 5		Most of these occupations require graduate school.

[Educational Services](#)

The Educational Services sector comprises establishments that provide instruction and training in a wide variety of subjects. Specialized establishments, such as schools, colleges, universities, and training centers, provide this instruction and training.

In 2022, there were 3,012 Educational Services establishments across Iowa. Elementary & secondary schools had the most educational establishments in Iowa with 1,579 locations and 94,682 employees. With 431 establishments, the other schools & instruction industry had the second-most locations, but only had 3,166 employees. Colleges & universities had the second-highest employment, with 32,982 employees.

The most in-demand jobs in this sector are: **Certified teachers (Job Zone 4)** and **Teacher assistant (Job Zone 3)**.

[Finance and Insurance](#)

The Finance and Insurance sector comprises firms primarily engaged in financial transactions (i.e., involved in the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions. The sector can be divided into three principal activities: (1) raising funds by taking deposits and/or issuing securities; (2) pooling of risk by underwriting insurance and annuities; and (3) providing specialized services facilitating or supporting financial intermediation, insurance and employee benefit programs. In addition, monetary authorities carrying out central banking functions are included in the sector.

Insurance carriers and related activities was the largest subsector in the sector, with 46,971 positions. Credit intermediation and related activities closely followed, with 41,378 positions. Securities, commodity contracts, investments was a distant third, with 5,522 job filled.

The most in-demand jobs in the sector are **Customer Service Representatives (Job Zone 2), Insurance Sales Agents (Job Zone 4), and tellers (Job Zone 2).**

Health Care and Social Assistance

The Health Care and Social Assistance sector comprises firms providing health care and social assistance for individuals. The sector includes both health care and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities. The industries in this sector are arranged on a continuum starting with providing medical care exclusively, continuing with those providing health care and social assistance and finally finishing with only social assistance. The services provided in this sector are delivered by trained health practitioners and social workers with requisite experience.

In 2022, there were 12,701 Health Care and Social Assistance locations across Iowa. Ambulatory health care services represented the majority of establishments, with 5,856 locations, or 46.1 percent. Hospitals had the fewest number of establishments in this sector at 265, but had the highest employment with 69,545 positions. Social assistance had the secondmost locations (5,075) but the fewest employees (37,606). This is likely due to the prevalence home-based establishments in which only a handful of caretakers are employed.

The most in-demand jobs in this sector are **Registered Nurses (Job Zone 4), Home Health and Personal Care Aides (Job Zone 2) Nursing Assistants (Job Zone 3).**

Manufacturing

The Manufacturing sector is comprised of firms engaged in mechanical, physical or chemical transformation of materials, substances, or components into new products. Firms are often described as materials-handling equipment. However, firms that transform materials or substances into new products by hand or in the worker's home and those engaged in selling to the general public [products made on the same premises which they are sold, such as bakeries, candy store, and custom tailors, may also be included in this sector.

In 2022, there were 4,272 Manufacturing locations across Iowa. Fabricated Metal Product Manufacturing had 648 locations and an average annual wage of \$61,571. Food Manufacturing had one location less, 647 locations, but their annual average wage was \$64,414. These subsectors had the next highest locations other than All Other Manufacturing (excludes, Food, (311), 332,334, & 336 sectors) that had 2,233 locations. Computer & Electronics Product Manufacturing had 106 locations, but offered the highest average annual wage of \$102,934.

The most in-demand jobs in this sector are **Miscellaneous Assemblers and Fabricators (Job Grade 2), Laborers and Freight, Stock, and Material Movers, Hand (Job Grade 2).**

Construction and Skilled Trades

The Construction sector is comprised of establishments primarily engaged in the construction of buildings, engineering projects (e.g., highways and utility systems) or in the construction trades. Establishments primarily engaged in the preparation of sites for new construction or primarily engaged in subdividing land for sale as building sites are also include in this sector. Construction work done may include new work, additions, alterations or maintenance and repairs. Activities of these establishments generally are managed at a fixed place of business, but usually perform construction activities at multiple Project sites.

In 2022, there were 1,002, Heavy & Civil Engineering Construction locations across Iowa. Speciality Trade Contractors has the most establishments in Iowa with 6,048. The next largest is the Construction of Buildings with 2,643 locations across the state.

The most in-demand jobs in this sector are **Laborers (Job Grade 2), Electricians (Job Grade 3), and Carpenters (Job Grade 2).**

Transportation and Warehousing

The Transportation & Warehousing sector includes industries providing transportation of passengers and cargo, warehousing goods, scenic and sightseeing transportation, and support activities related to modes of transportation. Establishments in these industries use transportation equipment or transportation related facilities as a productive asset. The type of equipment depends on the mode of transportation are air, rail, water, road, and pipeline. Excluded from this sector are civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services.

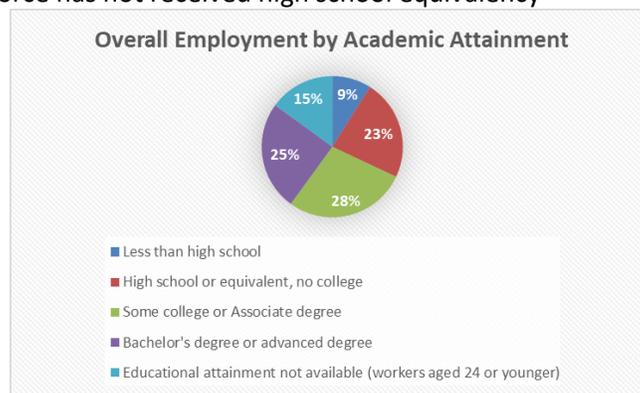
In 2022, there were 5,099 Transportation & Warehousing locations across Iowa. This sector's employment is distributed between a couple of major categories. The larger is the Truck Transportation which had 2,959 establishments and employed 28,957. The second largest was the Postal Services with 815 and employed 7,411 employees.

The most in-demand job in this sector is: **Heavy and Tractor-Trailer Truck drivers (Job Grade 2)**

2.2 - Workforce Analysis

Labor Force: Educational Attainment Overall

- 53% of our workforce has some post-secondary education
- 25% of our workforce has a bachelor's degree
- 15% of our workforce has not received high school equivalency



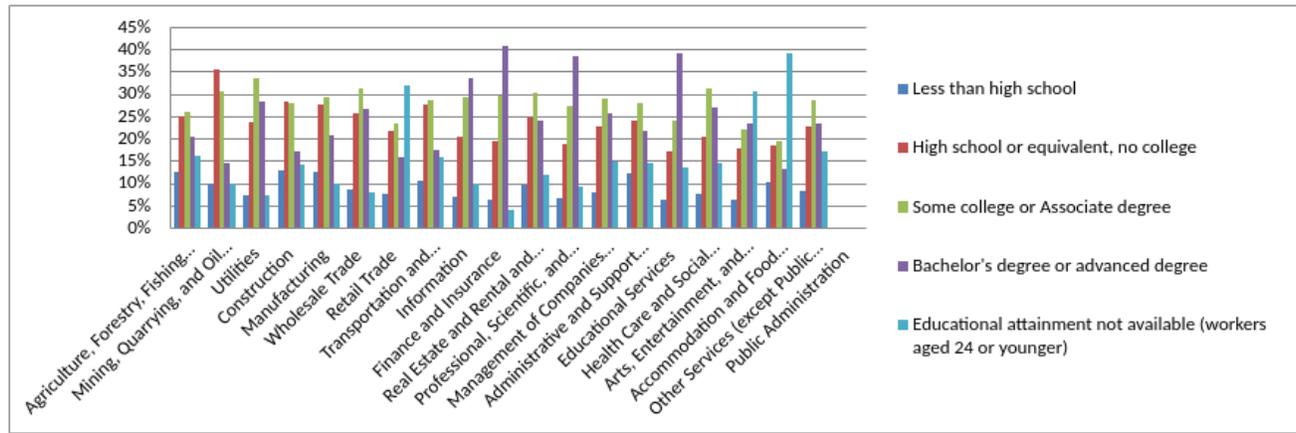
Labor Force: Educational Attainment Sector Analysis

- A high percentage (13%) of the construction and manufacturing workforce do not have a high school diploma. While that lessens the barrier of not having a high school diploma on obtaining a

quality job, it may impact upward mobility and opportunities for advancement in the workforce.

- Finance and Insurance 41%, Education Services 39%, and Professional, Scientific, and Technical Services 38%, have the highest % of bachelor's or advanced degrees employees. This shows that jobs in this sector are reliant on and value traditional college and university training and education.
- Most in-demand occupations are required to have a high school diploma. The 15% of our workforce that does not have that is at a disadvantage for sustaining a good job. Those out of the workforce may be lacking the basic skills that go along with achieving a high school diploma.

Sector Workforce by Educational Attainment

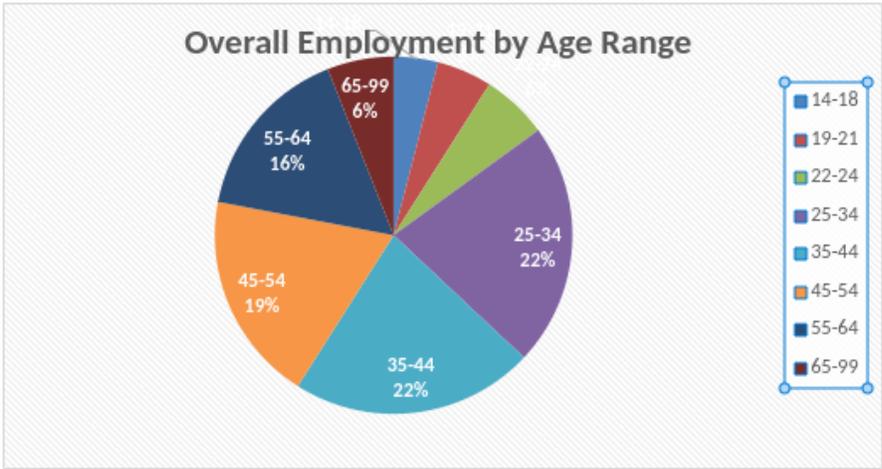


	Less than high school	High school or equivalency only	Some college or Associate degree	Bachelor's or advanced degree	Educational attainment not available (workers <24)
Agriculture, Forestry, Fishing and Hunting	13%	25%	26%	20%	16%
Mining, Quarrying, and Oil and Gas Extraction	10%	35%	30%	15%	10%
Utilities	7%	24%	34%	28%	7%
Construction	13%	28%	28%	17%	14%
Manufacturing	13%	28%	29%	21%	10%
Wholesale Trade	9%	26%	31%	27%	8%
Retail Trade	8%	22%	23%	16%	32%
Transportation and Warehousing	11%	27%	29%	18%	16%
Information	7%	21%	29%	34%	10%
Finance and Insurance	6%	19%	30%	41%	4%
Real Estate and Rental and Leasing	9%	25%	30%	24%	12%
Professional, Scientific, and Technical Services	7%	19%	27%	38%	9%

Management of Companies and Enterprises	8%	23%	29%	26%	15%
Administrative and Support and Waste Management and Remediation Services	12%	24%	28%	22%	14%
Educational Services	6%	17%	24%	39%	14%
Health Care and Social Assistance	7%	20%	31%	27%	14%
Arts, Entertainment, and Recreation	6%	18%	22%	23%	31%
Accommodation and Food Services	10%	18%	19%	13%	39%
Other Services (except Public Administration)	8%	23%	28%	23%	17%
Public Administration					
Total	9%	23%	28%	25%	15%

Labor Force: Age Overall

- 22% of our current workforce (currently age 55+) will likely be in retirement mode in 10 years and at risk of leaving our workforce.

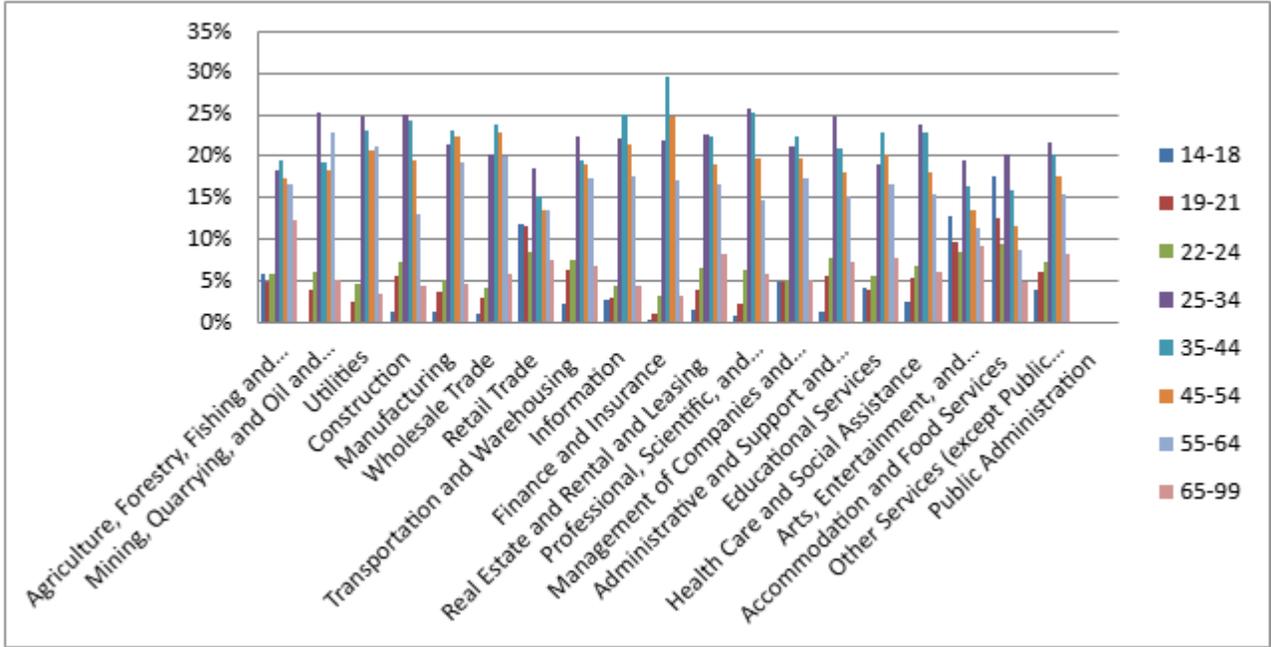


Labor Force: Age and Sector Analysis

- Accommodation and Food Services, Art, Entertainment and Recreation, and Retail Trade, have a high rate of 14–24-year-olds. These roles may provide basic job skills, work history, customer service and soft skills.
- Jobs in Agriculture, Forestry, Fishing and Hunting have the highest percentage of their workforce age 55+. (29%)
- The in-demand and emerging industry sector or educational services has 25% of its workforce age 55+ adding to the urgency of developing the talent pipeline in this industry.
- Our labor force is aging. Efforts should be made to keep aging workers in the workforce longer, perhaps through part-time employment if employees voluntarily choose to leave the full-time workforce.

Industry by age	14-18	19-21	22-24	25-34	35-44	45-54	55-64	65-99
Agriculture, Forestry, Fishing and Hunting	6%	5%	6%	18%	19%	17%	17%	12%
Mining, Quarrying, and Oil and Gas Extraction		4%	6%	25%	19%	18%	23%	5%
Utilities		2%	5%	25%	23%	21%	21%	3%
Construction	1%	6%	7%	25%	24%	19%	13%	4%
Manufacturing	1%	4%	5%	21%	23%	22%	19%	5%
Wholesale Trade	1%	3%	4%	20%	24%	23%	20%	6%
Retail Trade	12%	12%	8%	18%	15%	14%	14%	8%
Transportation and Warehousing	2%	6%	7%	22%	19%	19%	17%	7%
Information	3%	3%	4%	22%	25%	21%	18%	4%
Finance and Insurance	0%	1%	3%	22%	29%	25%	17%	3%

Real Estate and Rental and Leasing	2%	4%	7%	23%	22%	19%	17%	8%
Professional, Scientific, and Technical Services	1%	2%	6%	26%	25%	20%	15%	6%
Management of Companies and Enterprises	5%	5%	5%	21%	22%	20%	17%	5%
Administrative and Support and Waste Management and Remediation Services	1%	5%	8%	25%	21%	18%	15%	7%
Educational Services	4%	4%	6%	19%	23%	20%	17%	8%
Health Care and Social Assistance	2%	5%	7%	24%	23%	18%	15%	6%
Arts, Entertainment, and Recreation	13%	10%	8%	19%	16%	13%	11%	9%
Accommodation and Food Services	17%	12%	9%	20%	16%	11%	9%	5%
Other Services (except Public Administration)	4%	6%	7%	22%	20%	18%	15%	8%
Total	4%	5%	6%	22%	22%	19%	16%	6%



Labor Force: Race Overall

- Minorities (non-white) make up 10% of our workforce
- Black is the largest minority population of our workforce at 4%

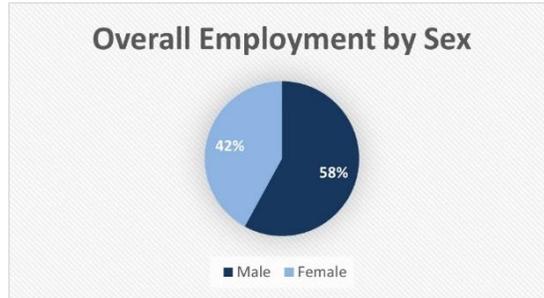
Labor Force: Race by Sector

- Minorities (non-white) are highly represented in the in-demand and emerging industries of transportation and warehousing (17%), as well as manufacturing (17%).
- Minorities (non-white) are underrepresented in the in-demand and emerging industries of construction (6%) and educational services (8%).
- Race disproportionately impacts workers' ability to gain employment in certain jobs and industries that are traditionally tied to higher wages and the need for post-secondary education.

	White Alone	Black Alone	Asian Alone	Two or More Race Groups	Minority Combined
Agriculture, Forestry, Fishing and Hunting	95%	2%	2%	1%	5%
Mining, Quarrying, and Oil and Gas Extraction	98%	1%			1%
Utilities	96%	2%	1%	1%	4%
Construction	94%	3%	1%	2%	6%
Manufacturing	83%	7%	9%	2%	17%
Wholesale Trade	93%	3%	2%	1%	7%
Retail Trade	89%	5%	3%	2%	11%
Transportation and Warehousing	83%	11%	3%	2%	17%
Information	91%	4%	3%	2%	9%
Finance and Insurance	92%	3%	4%	1%	8%
Real Estate and Rental and Leasing	92%	4%	2%	2%	8%
Professional, Scientific, and Technical Services	91%	2%	6%	1%	9%
Management of Companies and Enterprises	92%	4%	3%	2%	8%
Administrative and Support and Waste Management and Remediation Services	82%	12%	3%	2%	18%
Educational Services	93%	3%	3%	2%	8%
Health Care and Social Assistance	88%	7%	3%	2%	12%
Arts, Entertainment, and Recreation	92%	4%	2%	2%	8%
Accommodation and Food Services	83%	7%	5%	3%	17%
Other Services (except Public Administration)	91%	3%	3%	2%	9%
OVERALL	90%	4%	3%	2%	10%

Labor Force: Sex Overall

- Men make up 58% of the current workforce.

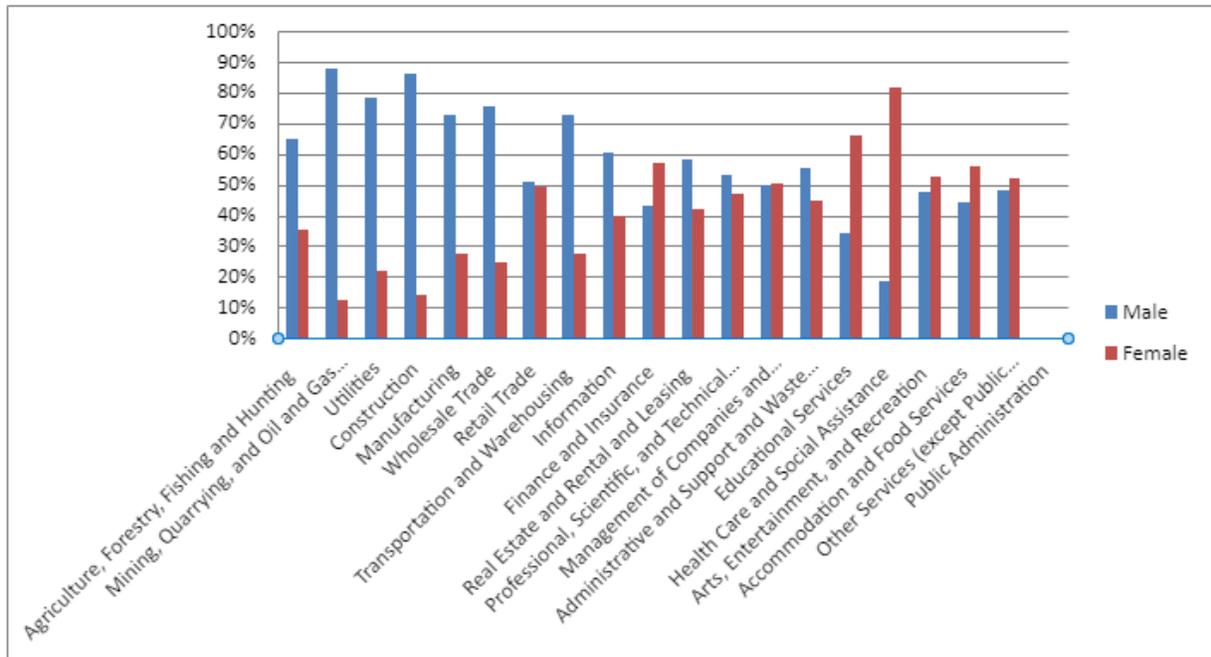


Labor Force: Sex by Sector

- Men make up 58% of the current workforce.
- Men are underrepresented in the in-demand and emerging industries of educational services (34%) and health care/social assistance (19%) compared to their overall representation of 58% of the workforce.
- Women are underrepresented in the in-demand and emerging industries of construction (14%) and manufacturing (28%). They also represent just 27% of the transportation workforce.
- Sex stereotypes may play a role in the underrepresentation of women and men in roles that historically are associated with one sex. Examples would be construction being seen as a male job, teaching a female job. These stereotypes may prevent job candidates accessing career pathways in respective positions.

	Male	Female
Agriculture, Forestry, Fishing and Hunting	65%	35%
Mining, Quarrying, and Oil and Gas Extraction	88%	12%
Utilities	78%	22%
Construction	86%	14%
Manufacturing	73%	28%
Wholesale Trade	75%	25%
Retail Trade	51%	49%
Transportation and Warehousing	73%	27%
Information	60%	40%
Finance and Insurance	43%	57%
Real Estate and Rental and Leasing	58%	42%
Professional, Scientific, and Technical Services	53%	47%
Management of Companies and Enterprises	50%	50%
Administrative and Support and Waste Management and Remediation Services	55%	45%
Educational Services	34%	66%
Health Care and Social Assistance	19%	81%

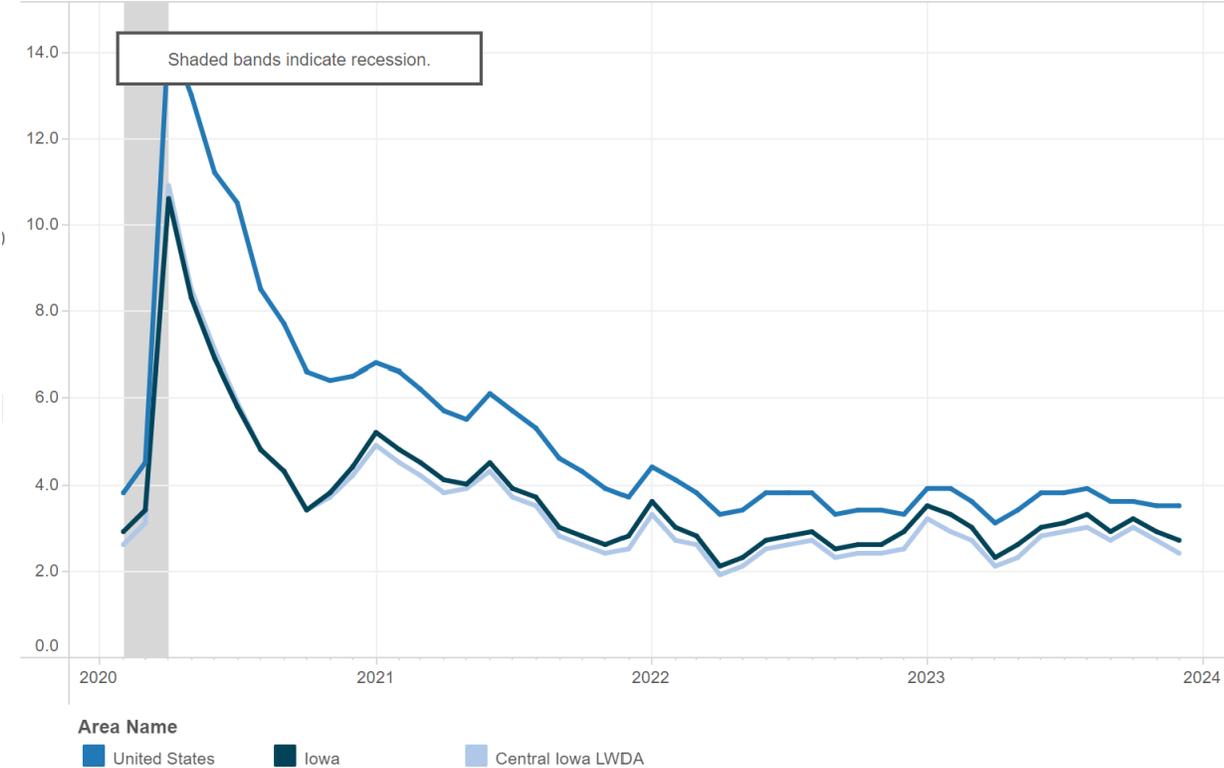
Arts, Entertainment, and Recreation	48%	52%
Accommodation and Food Services	44%	56%
Other Services (except Public Administration)	48%	52%
Public Administration		
Total	58%	42%



Iowa LMI

Unemployment in Central Iowa largely mirrors the statewide trendline, while slightly outperforming the rest of the state. Without a major event impacting our economy, low unemployment is likely to continue in the future due to overall demand for workers and slowing population replenish rates, birth rates, and the retirement of baby boomers. Changes to policy related to the shortening of duration of time an individual can receive unemployment benefits may also slightly lower the unemployment rate compared to prior time periods. The unemployment rate does not account for those able to participate in the labor force that do not receive unemployment, including those who choose not to work.

Unemployment Rate (%) by Month (Not Seasonally Adjusted)



December 2023 – Unemployment Rate

County	Labor Force	Employed	Unemployment	Unemployment Rate
Boone	14,620	14,320	300	2.1%
Dallas	53,800	52,700	1,100	2.0%
Jasper	17,930	17,460	470	2.6%
Madison	8,700	8,500	200	2.8%
Marion	19,470	19,110	360	1.8%
Polk	275,300	268,000	7,300	2.6%
Story	58,600	57,500	1,100	1.9%
Warren	29,200	28,500	700	2.4%

Iowa Workforce Development – LMI

Labor Force Participation Rate

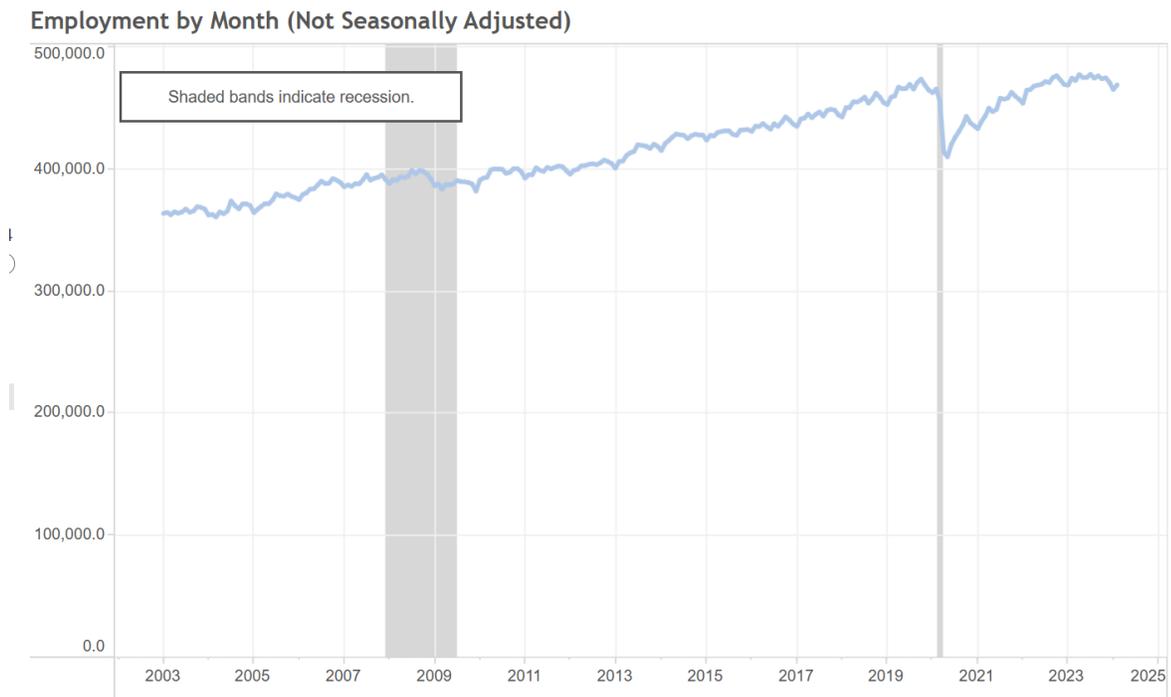
With low unemployment and not enough available workers to fill open positions, the CIWDB recommends the Labor Force Participation as the leading metric for evaluating workforce development activities. Based on the current workforce shortage strategies to engage as many people as possible to contribute to the workforce is necessary. That includes motivating those voluntarily not participating in the workforce, encourage immigration into the area, and removing barriers for those that want to work.

Central Iowa LWDA Labor Force Summary Annual Averages

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Labor Force	420,900	422,500	432,300	442,000	443,600	449,600	455,700	464,600	476,300	459,000	467,300	480,300	486,300
Employment	398,100	402,000	413,000	424,700	428,600	435,400	443,200	453,700	464,300	435,500	450,300	467,900	473,300
Unemployment	22,700	20,500	19,300	17,300	15,000	14,200	12,500	10,900	12,000	23,400	17,000	12,400	13,000
Unemployment Rate	5.4%	4.8%	4.5%	3.9%	3.4%	3.2%	2.7%	2.4%	2.5%	5.1%	3.6%	2.6%	2.7%

Iowa Workforce Development - LMI

Central Iowa – Total employment growth



Iowa Workforce Development - LMI

The Laborshed Information Study iowalmi.gov/laborshed conducted by Iowa Workforce Development (2022) provides statistics on population 18+, employed, unemployed, homemakers, retirees. The study found that in Central Iowa, there are 904,486 people between the ages of 18-64. Of those, 747,976 (82.6%) are participating in the labor force. Encouraging those voluntarily not in the labor force to enter through part time work or volunteerism, could help meet labor shortage needs. That could additionally include those above 64 or under 18 not looking for full-time employment.

GREATER DES MOINES REGIONAL LABORSHED ANALYSIS

EMPLOYMENT STATUS (ESTIMATED TOTAL)*

(754,341) 83.4%	Employed
8.0% (72,359)	*Unemployed
3.0% (27,135)	Homemakers
5.6% (50,651)	Retired

*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.



County Data (*U.S. Census 2017-2021)	Iowa	Central Iowa	Boone	Dallas	Jasper	Madison	Marion	Story	Warren	Polk
Population Estimates (July 2020)	3,200,519	878,330	26,609	108,016	37,938	17,036	33,642	99,673	54,327	501,089
Number of households*	1,275,893	335,402	10,720	37,970	14,370	6,377	13,241	37,944	19,517	195,263
Median household income in past 12 months (in 2020-2021 dollars)*	\$65,429	\$74,322	\$70,984	\$93,492	\$63,189	\$79,306	\$66,822	\$62,578	\$85,189	\$73,015
Per capita income in past 12 months (in 2020-2021 dollars)*	\$34,817	\$37,417	\$36,145	\$47,488	\$32,358	\$39,024	\$34,545	\$33,211	\$38,087	\$38,475
Total employment (2021)	1,352,146	386,847	6,842	40,688	8,364	2,664	17,071	31,361	8,653	271,204
High school graduate or higher; % of persons age 25+*	92.80%	94.98%	94.10%	95.90%	94.10%	96.50%	94.00%	96.90%	95.80%	92.50%
Bachelor's degree or higher, % of persons age 25+*	29.70%	238.95%	25.60%	50.40%	19.10%	24.80%	30.90%	51.10%	32.30%	38.00%
Households with a computer*	91.70%	93.50%	92.40%	95.90%	90.30%	92.30%	91.20%	95.80%	95.10%	94.70%
Households with a broadband internet subscription*	84.90%	85.20%	83.90%	90.30%	84.40%	85.20%	83.70%	77.10%	88.50%	88.20%
Persons with a disability, under age 65*	8.10%	7.40%	8.40%	4.50%	8.50%	6.40%	9.40%	6.10%	7.60%	8.00%
Persons without health insurance, under age 65*	5.80%	4.90%	5.00%	4.10%	4.40%	5.90%	4.10%	5.60%	4.20%	5.60%
Race: White alone*	89.80%	92.40%	96.20%	88.80%	95.00%	96.70%	95.90%	86.70%	96.00%	83.80%
Persons in poverty	11.10%	9.00%	7.80%	5.30%	9.30%	7.40%	8.60%	17.90%	5.40%	10.10%

3. **Workforce Development, Education and Training Analysis:** Include an analysis of:
 1. The strengths and weaknesses of workforce development activities.
 2. Capacity to provide workforce development activities to address the education and skill needs of the workforce, including individuals with barriers to employment.
 3. The employment needs of employers.

STRENGTHS of Workforce Development Activities in Central Iowa

- Training Providers: Variety, Quantity, and Quality.
 - Community College System – Des Moines Area Community College (DMACC) has world class facilities, programs, and a strong brand to meet many of the needs for post-secondary education in Central Iowa. DMACC campuses are spread throughout the area and have a variety of environments and programs to provide training in many occupations. Campus locations are:
 - Ankeny 2006 South Ankeny Boulevard Ankeny, IA 50023 (Polk County)
 - Boone 1125 Hancock Drive Boone, IA 50036 (Story County)
 - Carroll 906 North Grant Road Carroll, IA 51401-2525 (outside CIWDA)
 - Newton 600 N. 2nd Ave. West Newton, IA 50208 (Jasper County)
 - Urban 1100 7th Street Des Moines, IA 50314 (Polk County)
 - West 5959 Grand Avenue West Des Moines, Iowa 50266 (Polk County)
 - [Other Specialty Locations](#)
 - Universities – Many colleges and universities are available in Central Iowa. They include state and private universities and provide a variety of specializations and course work for those pursuing a bachelor's or graduate post-secondary degree. There are also remote and satellite options available to engage learners.
 - Iowa State (Story County)
 - Drake (Polk County)
 - Grandview (Polk County)
 - Des Moines University (Polk County)
 - Mercy College of Health Sciences (Polk County)
 - Simpson College (Warren County)
 - Central College (Marion County)
 - Various Satellite Campuses; including but not limited to Viterbo, the University of Iowa, University of Northern Iowa, William Penn University, and Upper Iowa.
 - Work-Based Learning
 - K-12 Schools – There are many outstanding Work-Based Learning programs throughout Central Iowa, many of which are housed within K–12 school districts, and most often operated by the school district themselves. Programs partner with training institutions such as DMACC and Iowa Skilled Trades, and private employers-provide various student work-based learning experiences. Innovative campuses and program models are also being pioneered, including but not limited to the Des Moines Public Schools Central Campus and the Waukee Community School District's Workforce and Innovation Learning

Center.

- A map of public schools with Work-Based Learning (WBL) opportunities can be found at (Source: http://iowastudentoutcomes.com/WBL_outcomes)
 - Boone County: 3 school districts, with 3 high schools;
 - Dallas County: 7 public school districts, 1 non-public high school, with 8 high schools;
 - Jasper County: 5 public districts, with 7 high schools;
 - Madison County: 3 public school districts with 3 high schools;
 - Marion County: 5 public high school districts and 2 non-public schools with 7 high schools;
 - Polk County: 9 public high school districts, and 4 non-public high schools with 21 high schools;
 - Story County: 7 public school districts with 7 high schools;
 - Warren County: 5 public school districts with 5 high schools.
- Private and Non-Profit Work-Based Learning Providers – Programs like Iowa Jobs after Graduation (IJAG) have a Central Iowa and statewide presence. Avenue Scholars, a private provider, is in partnership with the Des Moines Public School System, and provides innovative, long-term career and training resources to work-based learning for Iowa students. WIOA Title I Youth provides individual support for those 14-24 most vulnerable, most typically targeted those disengaged from school. That makes programs like IJAG and Avenue Scholars great referral partners for those students.
- Apprenticeships – There are state resources available to support work-based learning initiatives in Central Iowa, as well. A well-known resource is the *Earn and Learn* website. (earnandlearniowa.gov) Apprenticeship does just that, it couples learning with earning a wage. Programs provide on the job training with classroom training and credential attainment.
- Iowa Skill Trades – Local Union Training Facilities and Programs – Iowa Skilled Trades offers many training schools, apprenticeship, and mentors in in-demand jobs across Central Iowa. They partner with businesses and schools for work-based learning and support appropriate candidates in achieving nationally recognized highly transferable journeyman credentials. <https://iowaskilledtrades.com/>
- Program Providers
 - Central Iowa has several programs and partners that serve individuals with barriers to employment. Below is not an exhaustive list, but are a few examples that include initiatives for:
 - Veterans Services: [Returning Citizens Initiative](#) - Operations Manager – Shelley Seitz, Iowa Workforce Development. Skillbridge and Home Base Iowa.
 - Newcomers and Refugees. [Bureau of Refugee Services](#), Program Manager, Edgar Ramirez. DMACC/Evelyn K Davis Center, Refugee Alliance of Central Iowa

- (RACI), Lutheran Services, Genesis Youth Foundation, Oakridge Neighborhood, and other organizations also support newcomers and refugee employment.
- Individuals with Disabilities – Title IV Iowa Vocational Rehabilitation Services and Department for the Blind, as well as organizations like ChildServe, Easter Seals, On with Life, and Goodwill.
 - All of our IowaWORKS Memorandum of Understanding (MOU) Required Partners provide services to individuals with barriers to employment.
- Economic Development Partners – We have strong Economic Development organizations in Central Iowa and look forward to growing relationships among them. Some current strategic partners include:
 - Greater Des Moines Partnership
 - United Way of Central Iowa
 - Story County Chamber of Commerce
 - Employment Council of Iowa (ECI)
 - Marion County Economic Development
 - Pella Area Economic Development

Opportunities to Improve Workforce Development Activities

- Technological Infrastructure
 - Referral software for client management- IowaWORKS Des Moines MOU partners lack software for internal client referral management and coordination. The CIWDB will ensure a system review and quality improvement initiative to support partners. The result will include developing a software-based system that will enable on-demand updates, information security, and performance analyzation.
 - Coordination of Outreach through electronic communication- Central Iowa partners often operate in “silos” related to outreach. A strategic communication assessment will be conducted to assess the status of outreach and inventory electronic communication modes of existing partners. Websites, social media handles, and newsletters will be reviewed for streamlined communication leverage the IowaWORKS brand in a strategic manner. Communication should be brand compliant, accessible, and distributed with the audience segment in mind. We will embrace state level enhancements, such as the new Labor Market Information site, and in 2024 an Unemployment Insurance revitalization initiative will be launched.
 - Connections between business and training providers; including Work Based learning programs. - Common feedback is that work-based learning programs need business participation, but struggle to create and develop those relationships. Intermediaries are needed but funding has been reduced for some of the traditional state-funded programs that target that role. Employers often state they do not have the operational capacity to connect, develop and provide work-based learning opportunities. Businesses also report fatigue in having many different points of contact for work-based learning programs leading to confusion or competition among programs rather than

coordination, streamline, and efficiency. The local board will work collaboratively with businesses, intermediaries, and workforce programs to encourage availability of support for work-based learning.

Capacity to provide workforce development activities to address the education and skill needs of the workforce, including individuals with barriers to employment.

- Impact of Population and Labor Force Growth on Workforce capacity – Baby Boomers are leaving the workforce and there is a low birth rate across the country. The population replenish rate and immigration rate may be limiting the labor force in its ability to meet business demand for workers. Our labor force needs to be rebuilt to meet demand for workers post the covid-19 pandemic. The local area will work economic development partners to attract new lowans and new business to Central Iowa. That could include providing data for talent attraction initiatives or working to remove barriers for newcomers to gain jobs in Central Iowa.
- Capacity to serve Individuals with Disabilities – The CIWDB is concerned about the system capacity for serving lowans with disabilities. Iowa Vocational Rehabilitation Services has carried the majority of the load in the IowaWORKS Des Moines office, and the demand often exceeds ability to serve, with symptoms such as waitlists for services. These trends are not specific to just Central Iowa alone, but also national trends. We will explore the addition of a Title I Disability Navigator to support increasing system capacity for service individuals with disabilities, not just through IVRS, but other community-based resources and IowaWORKS programs. Additionally, we will support Iowa Workforce Development’s efforts of the Ticket to Work network to assist individuals on SSDI in finding jobs and helping them with benefit planning.
- Capacity to serve English Language Learners – We are concerned about our ability to meet the demand for English Language Acquisition. Our Title II ELL classes currently have waitlists, and an expansion of programming is necessary to meet the emerging needs of newcomers and refugees in Iowa. Title II staff are exploring ways to sustainably increase services to meet demand and connect with other community-based ELL partners. We will strengthen relationships with community-based organizations that serve newcomers, immigrants, and refugees, as well as look for ways to contextualize English language learning with vocational training.

4. **Vision** - Include a description of:
 1. The LWDB's strategic vision to support the economic growth and economic self-sufficiency of the local area, including:
 - i. Goals for preparing an educated and skilled workforce, including youth and individuals with barriers to employment.
 - ii. Goals relating to performance accountability measures based on the performance indicators.
 2. The LWDB's strategic vision to align local resources, required partners, and entities that carry out core programs to achieve strategic vision and goals.

CIWDA Vision:

All Central Iowans are engaged and thriving in our workforce.

This vision was developed through a strategic planning session including elected officials, local board members, and service providers of the Central Iowa workforce area. The term “engaged” was chosen to express that participation in the workforce system is broader than personally having paid employment. Engagement could also include activities such as advocacy, volunteerism, or contributing to the success of any individual or entity making up the workforce system. “Thriving” was included to communicate that people measure satisfaction in many ways, and not all employment success is strictly defined in monetary benefits. Thriving could also include deriving benefits such as social interaction and sense of contribution to society. The board strives for all Central Iowans to take interest in the success of the workforce system.

CIWDB Values: Informed, Innovative, Accountable, Flexible, Responsive

These values were included to support a successful workforce system. They speak to boards intent to ensure that they are staying informed of what is happening across Central Iowa. The board will be innovative in its approach to strengthening the workforce and responsive to community needs whether those are predictable or those that spontaneously emerge. The board wants a workforce system accountable to its constituents and flexible in operations to meet needs. Examples of this include leveraging training activities such as Intergrated Educational and vocational training to teach English, digital literacy, simultaneously with vocational training in response to layoffs in the agricultural industry.

Central Iowa Goals and Strategies for preparing an educated workforce system, including people with barriers to employment:

- Goal: Strengthen the connectedness of the workforce system across Central Iowa.
- Goal: Strategic Communication across the Central Iowa workforce area.
- Goal: Target at risk youth and young adults and job seekers with a disability and engage them in the workforce.

5. **Strategies** – Taking into account the analyses described in sections 1-3 above:
 1. Describe the strategy to work with the entities that carry out the core programs and

required partners to align resources available in the local area to achieve the strategic vision and goals described in section 4 above.

Central Iowa Goals and Strategies for preparing an educated workforce system, including people with barriers to employment:

- Goal: Strengthen the connectedness of the workforce system across Central Iowa.
- Strategies:
 - Engage non-WIOA required community partners across Central Iowa in the workforce system.
 - Support sector partnerships in collaboration with community stakeholders.
 - Coordinate with local economic development partners to avoid duplication of services and build a pipeline for business board local board members.
 - Engage business leaders to overcome issues in training, upskilling and retaining workforce in their sectors; including challenges in utilizing available workforce with barriers.
 - Coordinate and facilitate access to supportive services and quality organizations that provide such services.

- Goal: Strategic Communication across the Central Iowa workforce area.
- Strategies:
 - Create and execute external communication and brand strategies that create a unified presentation for the Central Iowa Workforce Area, IowaWORKS, and its program partners.
 - Improve internal communication to ensure all IowaWORKS partner programs are aware of the key activities of all WIOA required partners and have adequate resources to coordinate client centered referrals and integrated program efforts.
 - Ensure Career Pathways are accessible to all Iowans and are focused on overcoming barriers for underrepresented populations.
 - Promote best practices and bright spots throughout Central Iowa to support meeting workforce needs, provide technical assistance and innovative solutions.

- Goal: Target at risk youth and young adults and job seekers with a disability and engage them in the workforce.
- Strategies:
 - Create strategic links to school-based programs working with youth and young adults and people with a disability ages 16-24 who need support after exiting their school environment.
 - Strategic partnerships with alternative and rural schools in the secondary school system to increase access to work-based learning client support and workforce preparation and participation.

- Expand and support linkages from Title I Youth and Youth Adult services to other youth serving required partner programs such as Job Corp, Vocational Rehab, and HiSet participants.
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SECTION 3 – IowaWORKS SYSTEM COORDINATION

Questions in this section are designed to address collaboration and coordination across workforce system partners to ensure the LWDB is administering an effective and efficient local workforce system.

1. The workforce development system in the local area, including the identification of:
 - The programs included in the system.
 - Describe the steps the LWDB will take to locally implement and support the state strategies identified in the State Plan and work with the entities carrying out core programs and other workforce development programs, including programs of study authorized under the Carl D. Perkins Career and Technical Education Act of 2006, to support service alignment.

Required Partner Program	Local Provider
Title I Adult and Dislocated Worker Services Title I Youth Services	National Able Network, Inc. Youth & Shelter Services
Title II Adult Education and Literacy	DMACC
Title III Wegner Peyser Employment Services	Iowa Workforce Development
Title IV Vocation Rehabilitation Services	Iowa Vocational Rehab
Title IV	Iowa Dept for the Blind
Senior Community Services Employment Program (SCSEP)	AARP Foundation, ABLE Network
National Farmworker Jobs Program (NFJG)	Proteus
Native American Programs	American Indian Council
Temporary Assistance for Needy Families (TANF) - PROMISE Jobs	Iowa Workforce Development
Unemployment Compensation	Iowa Workforce Development
Jobs for Veterans State Grant (JVSG)	Iowa Workforce Development
Reentry Employment Opportunities (REO)	Iowa Workforce Development
Reemployment Services and Eligibility Assessment (RESEA)	Iowa Workforce Development
Job Corps	Job Corps
Carl D. Perkins	DMACC
Trade Adjustment Assistance	Iowa Workforce Development
Community Services Block Grant Providers and Community Action Agencies	IMPACT Mid Iowa Planning Alliance

STATE OF IOWA WORKFORCE VISION AND STRATEGIES

Guided by Governor Reynolds’s vision to build an aligned and integrated workforce system, Iowa’s WIOA Unified State Plan establishes two goals and corresponding strategies for the state workforce system.

Iowa’s Vision:

An aligned, flexible, and streamlined workforce delivery system that meets the needs of employers and all Iowans for a skilled and diverse workforce.

Goals and Strategies:

Goal I: Increase the engagement and awareness of Iowa's current, potential, and future workforce to the continuum of high-quality education, training, and career opportunities in Iowa.

State Strategy 1.1: Align and implement an accessible, integrated service delivery model incorporating all workforce system partners.

State Strategy 1.2: Ensure all Iowa students have opportunities for meaningful work-based learning experiences.

State Strategy 1.3: Target services to underserved populations, including individuals with disabilities, minorities, returning citizens, women, rural Iowans, new citizens, veterans, etc.

Goal II: Increase employer engagement and awareness of the IowaWORKS system as the premier provider of business services for a skilled and diverse workforce.

State Strategy 2.1: Support local workforce boards in the development and enhancement of sector partnerships.

State Strategy 2.2: Create and implement a unified and collaborative business engagement model.

State Strategy 2.3: Increase the awareness and engagement by employers in work-based learning opportunities.

The Local Workforce Area will take the following steps to support the State of Iowa Goals.

State Goal 1: Increase the engagement and awareness of Iowa's current, potential, and future workforce to the continuum of high-quality education, training, and career opportunities in Iowa.

The local area takes its role seriously in achieving One-Stop Certification of the local IowaWORKS job center, delivering excellence in effectiveness, accessibility, and continuous improvement in our services. However, we also realize that it is important to align these services outside the walls of the IowaWORKS center and involve non-WIOA Memorandum of Understanding (MOU) partners in our work. This commitment to including community-based partners will support state strategy 1.1 by making opportunities for education, training, and careers available to all Central Iowans.

We will support the efforts of all students with work-based learning experiences (strategy 1.2) in many ways. One is through the development of relationships with the outstanding school-based learning providers across our K-12 schools. We will support their work through technical assistance and development of an intermediary network and promoting business partnership to assist in placement. We will ensure work-based learning programs know services are available for 1 on 1 intensive case management services for their students who have the greatest needs and form referral relationships. Intentional relationships will be formed with rural and smaller school districts that lack work-based learning resources and look to fill the gap. We will embrace the increased cap on in-school youth funding and more liberally work with some of our students in alternative school formats across Central Iowa who meet that classification but need help. We can also focus on

serving young adults who have graduated from high school but have yet to find their stride in the workforce, including suggesting “earn to learn” formats when appropriate. Referrals from school-based resources will be critical in the identification of youth to serve in our program once out of school.

In addition to the strategies mentioned for reaching youth, we are also committed to working with other underrepresented populations, as reference in state strategy 1.3. We will lead innovative approaches to redistribute the work in serving individuals with a disability away from solely on IVRS and explore other Core Partner programs and community resources that can assist in creating a workforce system that embraces the needs to workers with a disability. We will form strategic partnerships and continue our exploration of integrated employment and training (IET) tactics with English language learners and newcomers. We will do the same with our department of corrections to support re-entry initiatives.

Goal II: Increase employer engagement and awareness of the IowaWORKS system as the premier provider of business services for a skilled and diverse workforce.

We will embrace sector partnership technical advice to support state strategy 2.1. Our local board has strong ties to economic development partners that have a mutual interest in success, including the Greater Des Moines Partnership and United Way of Central Iowa. We will promote the evidence-based success of sector partnerships, encouraging investment in sector initiatives.

In the IowaWORKS Des Moines office, we have a strong internal infrastructure for business collaboration among partners supporting state strategy 2.2. Board members and staff are active in working with Business Engagement consultants to strategically manage relationships across the area not just with business but other government and non-for-profit organizations. The One-Stop Operator convenes monthly meetings for all partner business engagement reps to compare business and contacts and collaborate on activities. Furthermore, there are strong links to DMACC’s business engagement team members. A board subcommittee on business services will be formed to increase the business voice in operations.

By combining sector solutions with collaboration in business services, we can leverage those efforts to also increase engagement by employers in work-based learning opportunities (state strategy 2.3). Even when available programs are not under our direct provision of IowaWORKS, we can serve as navigators to statewide programs and resources to ensure there is “no wrong front door” for business questions as we do our individual client

Furthermore, our board is committed to operational excellence, using data to analyze, support and design strategy and measure performance. We will ensure that we “begin with the end in mind” related to WIOA Common Measures and understand that our enrollment, assessment, training suitability, and career pathways should be aligned with attainment of those goals. We are assessing our Title I WIOA activities to establish benchmarks and best practices and communicate the economic impact of activities. By further studying of workforce data, we can also identify emerging trends and disparities that need attention in our local workforce. We have created a balanced dashboard to measure the local workforce area and board’s success. We review the dashboard in monthly committee meetings and quarterly board meetings. We are also

committed to improving technology for service provision.

2. The Central Iowa Workforce Development Board will work with the entities carrying out the core programs to:
 - Expand access to employment, training, education, and supportive services for eligible individuals, particularly individuals with barriers to employment.
 - Facilitate the development of career pathways and co-enrollment, as appropriate, in core programs.
 - Improve access to activities leading to a recognized postsecondary credential, including a credential that is an industry-recognized certificate or certification (define), portable, and stackable.

The CIWD area will expand access to employment, training, education, and supportive services for eligible individuals, particularly individuals with barriers to employment in a few ways. We will create strategic linkages between community-based organizations (CBO) and core programs outside the walls of the IowaWORKS comprehensive center in Des Moines. That outreach will be delivered by creating access to IowaWORKS core partner staff in locations throughout our counties, including but not limited to schools, libraries, chambers, non-profit, and community-based organizations. These locations are trusted and familiar to residents and will encourage interaction with their local workforce system. We can also increase the awareness of CBOs of our services and educate them on accessing the workforce system. That will enable those CBOs to support client navigation and facilitate access for clients in their local communities. These community-based outreach locations will be identified by local board members and chief elected officials for the workforce area.

A strategic communication plan will be created and implemented for Central Iowa workforce system coordination. The plan will identify system stakeholders and define accountability for contacts and relationship management with all stakeholders and include local board members, board staff, Wagner-Peyser business engagement team members, and other core partner business representatives. We will tailor and segment communication to groups and will include strategies for Economic Development entities, organizations that serve job candidates with Title I eligible barriers, government officials, and business associations.

The current local area, CIWD board, and IowaWORKS electronic communication platforms and assets will be inventoried and synergized to ensure coordinated communication among platforms and owned media. This will alleviate the brand confusion that comes from having so many well regarded but at times competing identities at play. This coordinated communication may include newsletters, social media pages, websites, and other modes of communication. Each too will have a defined strategy, frequency, measure, and audience to ensure communication is appropriate and effective.

We will also leverage state outreach resources such as the new mobile IowaWORKS unit. This outreach effort will increase brand awareness of IowaWORKS. Outreach efforts will aid in external coordination and will encourage co-enrollment of services with not just WIOA core and required partners, but other

CBOs across our service area. In some of our communities, IowaWORKS is not seen as a local resource, but a “Des Moines or state based” resource. This outreach will help them embrace us as part of their local resources. The community engagement will ensure that the IowaWORKS system is seen as the premier provider of business services for a skilled and diverse workforce.

In-demand sector and occupational outreach campaigns will be created that will invite job seekers into the workforce and create an inclusive vision for involvement. Campaigns will introduce careers in ways accessible and considerate of cultural elements to ensure candidates of all backgrounds visualize themselves in roles that may not be customary and make success appear achievable. This will increase access to services for people with barriers and who are underrepresented.

The CIWDB will facilitate the development of career pathways and co-enrollment, as appropriate, in core programs. The launch of sector partnerships in coordination with other local economic development stakeholders will support this. Sector partnerships for in-demand industries are key to evaluating the performance of the system and directing career pathways. Through these partnerships, training partners, job skills, competencies, and certifications can be identified and prioritized by those with the most at stake. The coordination of these partnerships will be facilitated with collaboration of other economic development stakeholders, such as the United Way of Central Iowa and the Greater Des Moines Partnership. Doing so will ensure there isn’t a duplication of services and avoid business representative fatigue and confusion.

We will lead the development of Central Iowa specific career pathways. Outreach tools will be created and made accessible to stakeholders across the area. Tools will be both digital and hard copy and engage individuals in a way that clearly helps them navigate that pathway, as well as understand career progression and future opportunities. Career pathways will be generated in a way that is influenced by the diversity of underrepresented populations in in-demand jobs across central Iowa. Pathways generated will be created only in in-demand jobs and industries.

Local Board policy will follow this emphasis in creating policy, awarding funding and determining Title I client assessment and suitability for training.

The CIWDB will focus on industry recognized, portable and stackable credentials. The CIWDB believes it is important that educational attainment is portable and owned by the employee. Employees have the right to seek good jobs in employment situations that best suit them. It is important that training credentials are achieved in a way that makes the employee marketable and attractive to employers across the area. In evaluating training activities and providers on the Eligible Training and Provider List (ETPL), this will be a key consideration for career planners to discuss with clients. Stackable training focus is to invest in training modes that can be built upon or leveled up, multiplying the value of the initial training investment that supports career pathways and long-term goals for the job seeker.

The CIWDB defines industry recognized credential as “qualifications of a specific set of competencies related to a particular industry or occupation. They are developed and offered by, or endorsed by,

industry associations, organizations, or vendors. Industry recognized credentials are sought or accepted by multiple employers within the industry or sector. They serve to recognize skill attainment and facilitate hiring, retention, or advancement.

- Credentials may also be supported by licensing requirements at the national, state, or local level.
- Credentials from accredited institutions, such as colleges, are desirable.
- Certification from local labor unions, such as “journeyman” also are desirable in that they are created for the employee, not the employer.

We will ensure technology investment in referral software for core partners. We will invest in software and process improvement that enhances communication and follow-up between core partners. Due to the nature of WIOA partner services being operated by many entities, challenges in client and organizational confidentiality and information sharing exist. That limits the ability for interacting, note sharing, and follow up with “real time” access for career planners. A common front door will be created to manage and check up on program-to-program referrals; and support integrated partner efforts to support clients.

We will encourage co-enrollment between Title I and Title II and/or Title IV activities to increase system capacity. Involvement in these programs has been limited by the operational capacity of organizations delivering the services. Demand for services at times outweighs the individual title or organization's capacity to meet the demand for client services if delivered in a siloed approach. We will be hiring a Disability Navigator under Title I to support co-enrollment or reallocation of customers between Title IV when capacity is needed. The Disability Navigator will also create strategic relationships with other community-based organizations that may meet customers' needs. The navigator will also work with our Disability Access Committee to increase the capacity of serving all our IowaWORKS staff through training, as well as supporting business education.

Our Title II HiSet and ELL classes are filled with potential job seekers acquiring a basic skill to improve their prospects of gaining a good job. The class instructors have built relationships with clients leading to client trust. That relationship can be leveraged to build bridges between Title II instructors and clients, and Title I Career Planners in both Adult and Young Adult training activities.

3. Describe the strategies and services that will be used in the local area to:
- Facilitate engagement of employers in workforce development programs, including small employers and employers in in-demand industry sectors and occupations.
 - Support a local workforce system that meets the needs of employers in the area.
 - Better coordinate workforce development programs and economic development.
 - Strengthen links between the one-stop delivery system and unemployment insurance programs.
 - Implement initiatives such as transitional jobs, incumbent worker training programs, on-the-job training programs, customized training programs, other work-based learning opportunities, registered apprenticeships, industry and sector strategies, career pathway initiatives, utilization of effective business intermediaries, and other business services and strategies designed to meet the needs of local employers.

To facilitate engagement of employers in workforce development programs, including small employers and employers in in-demand industry sectors and occupations, we will support sector solutions in in-demand industries. This will support the creation of career pathways, informing training design; including tactics to create accessibility for a workforce with barriers, and assessing current training providers and system. Furthermore, these partnerships can provide resources to serve on local boards and sub-committees and develop a pipeline for Work-Based Learning placements.

To support a local workforce system that meets the needs of employers in the area we will continue to engage and educate our Chief Elected Officials in WIOA. We will ask them to define key employers in their counties and essential non-WIOA local workforce system partners to create linkages. The board will also become an established resource in data acquisition and networking for local agencies. We will continue county-wide meetings with organizations, government, and education leaders to increase awareness, discover, and support the needs of each.

To better coordinate workforce development programs and economic development, we will leverage the board representative for economic development and community-based organization seats to coordinate activities. The Economic Development representative can broadcast LWDB information to their network of professionals through the Greater DSM Partnership and other modes. We can utilize Economic Development partners in identification of business board members, including strategic nomination by economic development areas and sub-communities. This will help us avoid duplication of services, including sharing strategies and plans and collaborating on sector partnership initiatives.

To strengthen linkages between the one-stop delivery system and unemployment insurance programs, we will focus on the following strategies:

- Communicate and brand the IowaWORKS as the “reemployment” center, not the unemployment center.
- Ensure strong internal connections between program providers and RESEA. RESEA

reaches out to unemployment claimants offering program support to gain employment.

- Adopt the Iowa *WORKS* American Job Center state divisions goal of decreasing the unemployment exhaustion rate by 5% by 2025.

We will continue or implement the following initiatives designed to meet the needs of local employers.

- Industry and Sector Strategies drive program design; local policy and priorities.
 - We are committed to the success of Sector Partnerships in Central Iowa.
 - We will work in alignment with other stakeholders to not duplicate efforts or contribute to employer fatigue in participating in these initiatives.
- Incumbent Worker Training (IWT)
 - A strategic shift will be made in the use of Dislocated Worker Funds from layoff response to upskilling of incumbent workers through IWT grants. This is in response to trends in low unemployment and rapid response events in the past years. That initiative will be re-evaluated annually in budget development process.
 - Upskill existing workforce – Partner to increase productivity and support retention efforts, as well as support equity in the workforce.
- Other Work-based Learning Programs (WBL)
 - We will form strong relationships with WBL program providers.
 - We will co-enroll Title I services with other work-based learning providers when youth graduate from their services.
 - Focus on Work-Based learning for Title I Youth and Young Adult in schools that do not have Work-Based learning staff or on-site programs.
- Registered Apprenticeship (RA)
 - Embrace the use of RA as part of the full Work-Based learning continuum, as well as career exploration, job shadowing, paid work experience, on the job training and internship.
 - Support aspiring registered apprenticeship programs in developing a quality apprenticeship.
 - Educating clients on the value proposition of “earn and learn” platforms as opposed to traditional post-secondary education pathways.
- Career Pathway Initiatives
 - Develop advanced communication aids that are:
 - Specific to Central Iowa and in-demand jobs
 - Target and contextualize for underserved populations.
- Customized Training Programs
 - Utilize for Integrated Employment and Training (IET) programs, Rapid Response initiatives, or Incumbent Worker training (IWT).
 - Contracts and customized training programs can be prioritized when they provide economies of scale and help respond in a timely manner to client needs.
- Business Services/Intermediaries
 - Continue coordinated business engagement team member meetings; and enhance

involvement in it by local board business representatives.

- Ensure collaboration between Wegner-Peyser Business Engagement Consultants and DMACC Business Engagement team members.
- Choosing not to focus on:
 - Transitional Jobs

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4. Describe how the LWDB will coordinate local workforce investment activities with economic development activities that are carried out in the local area and how the LWDB will promote entrepreneurial skills training and microenterprise services.

The CIWDB will leverage their board representative for both Economic Development and Community Non-Profit seats to coordinate activities with these entities. The Economic Development representative is a hub of area wide relationships with local chambers and economic development corporations. This role will serve as liaison to broadcast CIWDB information to the network of professionals and gather information to inform local board activity. Furthermore, these local economic development and business serving organizations can build our board strength by nominating business members to serve on the board.

The Greater Des Moines Partnership also takes a system leadership role across central Iowa and the state in advancing entrepreneurial skills training and microenterprise services. A relationship has been built between the board and the Greater Des Moines Partnership's lead staff member on the topic to discuss opportunities not just for individual microenterprise, but the role of entrepreneurial thinking and partnership within large businesses. The Executive Director, as well as local system partners, participate in the Greater Des Moines Partnership's Workforce Coalition.

The Mid-Iowa Planning Alliance is an organization that has a board of economic development professionals from across Central Iowa counties and provides essential transportation and housing funds, among other supportive services, to Central Iowa. The CIWD Board Executive Director has a growing relationship with MIPA, to bring the workforce component to grant applications to drive funds to support Central Iowans.

The CIWD Board also commission an economic impact study of WIOA Title I Activities in the summer of 2024. That research will be shared with local economic development professionals to enhance the understanding and potential of WIOA on the local economy.

The local board composition also requires two seats filled by small business. They can be key thought leaders to create policy and programs to support the ability of small businesses and entrepreneurs to be successful. Taking an active role in the facilitation of the Employers Council of Iowa (ECI) is another route to provide technical advice and support to small business and entrepreneurs. The local areas Equal Opportunity Officer is also actively involved in ECI, and that mutual interest and connection will be leveraged.

For individuals with disabilities, the local area leverages a few key programs. The Ticket to Work program has a wide variety of Employment Networks in Central Iowa. The Iowa Workforce Development EN is most centrally a part of the local area's strategy due to its integration in the Des Moines IowaWORKS office. It coordinates career coaching and benefits planning for clients on social security disability.

The local workforce area is also moving forward initiatives such as "Core 4" to move job ready participants with a disability into jobs quicker with an integrated approach among core partners. Furthermore, the One Stop Operator and Disability Access Committee host Focus Groups for individuals with disabilities, and

panels of businesses that exhibit best practices in hiring, to help bridge the connection.

Title IV Iowa Vocational Rehabilitation has a self-employment program that can support entrepreneur ideas for individuals with a disability. Their summer workshops also incorporate entrepreneurial thinking through ideas such as “Shark Tank” contests where groups of students develop business ideas and pitch them to a panel of community partners. Successes witnessed in IVRS self-employment include a traveling haircut business and a jewelry making business.

Some research on the demand for entrepreneurial skills training and microenterprise services can be found in the Kaufman Indicators of Entrepreneurship (<https://indicators.kauffman.org/state/iowa>) study. It shows that in Iowa, the rate of new entrepreneurs in 2021 was 0.22%, meaning that 2.2 out of 1,000 adults became new entrepreneurs, on average, each month. This compares to 0.36% nationally. There were 2.8 jobs created by startups per 1,000 people in Iowa in 2021.

CIWDB and community members have experience with several of the following organizations and perceives of an affinity group that could consists of Artist INC Des Moines; Community Foundation of Greater Des Moines; DMACC Business Resources; Evelyn K. Davis Center; Iowa Center for Economic Success; Iowa Economic Development Authority; Iowa Small Business Development Center (SBDC); Lutheran Services in Iowa's Global Greens Program; National Association of Women Business Owners – Iowa (NAWBO-Iowa); SCORE; Solidarity Microfinance; Targeted Small Business Program; U of I Venture School; U.S. Small Business Administration (SBA); Women's Business Center. There might need to be a separate committee and matrix of resources available on the website that focuses on entrepreneurs.

5. Describe the one-stop delivery system in the local area, including:
 - How the LWDB will ensure the continuous improvement of eligible providers through the system and that such providers will meet the employment needs of local employers, workers, and job seekers.
 - How the LWDB will facilitate access to the services provided through the one-stop delivery system, including in remote areas, through the use of technology and other means.
 - How entities within the one-stop delivery system, including one-stop operators and the one-stop partners, will comply with section 188 of WIOA, if applicable, and applicable provisions of the Americans with Disabilities Act of 1990 regarding the physical and programmatic accessibility of facilities, including providing staff training and support for addressing the needs of individuals with disabilities.
 - i. Include how the LWDB will utilize Disability Access Committees (DACs) as a strategy.
 - ii. Describe the process that an individual would use to request accommodation as well as how an individual will know what accommodations/assistive technology equipment are available.
 - iii. Describe how partners/operator will ensure individuals with disabilities can participate in workshops and services offered throughout the center.
 - The roles and resource contributions of the one-stop partners.

The LWDB understands and values the importance of the ETPL and ensuring consumer choice for training activities. While the ETPL is managed at the state level, the LWDB can still impact the quality and access to it. The board will ensure the continuous improvement of eligible providers through the system and that such providers will meet the employment needs of local employers, workers, and job seekers. We will do this by:

1. Analyzing labor market information and service enrollment data to assess community need for and equitable access to public workforce development system services and training,
2. Adjusting and enhancing the variety of WIOA-funded training types and other services offered, particularly where evidence supports promising training approaches and strategies, and
3. Providing accurate quarterly updates on expenditures for WIOA training programs and quarterly performance reports.

Furthermore, by building strong relationships with community-based organizations that serve eligible individuals we can ensure access to training that meets the needs of job seekers. We can ensure that we identify training programs that are better prepared to serve individuals with barriers. By providing access to supportive services, it can create a stronger foundation for clients to not just access, but complete training activities on the ETPL.

The CIWDB will facilitate access to services outside of the comprehensive center through strategic outreach. Some of those tactics will include:

- Utilize drop-in hours at community-based locations to extend services to areas that have

- geographical limitations to accessing our comprehensive center in Des Moines.
- Foster strategic community partnerships with organizations that have relationships with eligible participants for Title I services.
- Hold town halls to educate workforce stakeholders on availability of services and the local system structure.
- Support the launch of a new IowaWORKS Mobile unit for outreach events across the state of Iowa.

We will continue to leverage the strength of our Disability Access Committee (DAC). Each of our committees has a chart of work to guide their focus. The committee's charge is listed below.

- Oversee provision of services to individuals with disabilities through the one-stop delivery system.
- Ensure provision of staff training to provide employment support and accommodation for individuals with disabilities.
- Ensure provision of appropriate disability-related training to employers throughout the Local Area.

The DAC committee meets bi-monthly. The DAC Committee is led by a Business Member of our local board to help us understand business needs and bridge the gap between job seekers and businesses in employing individuals with a disability. We also have board members, training providers, and community resources on the committee. We will add a committee member who is a client with a disability.

The DAC assists in in-service training calendar/design. It ensures that we annually educate the local board and core partner staff on topics related to the One-Stop Certification Physical and Program Accessibility standards. The CIWDB also certifies the local center according to state guidelines, and that certification process includes physical and programmatic accessibility. The One-Stop Operator partners with the DAC and Equal Opportunity Officer (EO) to provide ongoing staff training and in-services to support accessibility. An annual training plan is created identifying the center's staff needs

The committee supports the local area Equal Opportunity (EO) functions; including monitoring and auditing of those duties, as well. Our EO initiatives are focused on coordination with state strategies and the state EO officer, and creating and sharing best practices that can be scaled throughout the state; other areas and IowaWORKS offices. The DAC committee is creating an assistive technology manual for use in the IowaWORKS Des Moines office. The manual shows an inventory of available resources on site and provides instructions on how to access and utilize those resources. Furthermore, it also highlights other accessibility tools that are not disability related, such as language translation and interpretation services.

The Central Iowa Workforce Development Board Disability Access Committee (DAC) conducts annual site audits of the IowaWORKS center. The site audits evaluate several factors for compliance and form recommendations for improvement.

We hold an annual in service in October for career planners informing and educating on what technology or assistance is available in the office and how to use it. The DAC committee audits that the technology is

available and well-maintained. We acknowledge gaps may exist. To compensate, we conduct customer driven focus groups to support better understanding of client needs and removing those gaps. Three focus groups have been held in the program year 2023. The local Equal Opportunity Officer (EO) also audits the site for signage compliance and ensures the functionality and accessibility of assistive technology to staff and clients.

Our DAC also believes in the importance of client self-advocacy. We want to advocate reducing the negative stigma of accommodation, but also advise clients on approaches to ask employers for accommodation in a way that does not compromise their ability to gain employment. We are expanding our NDEAM (National Disability Employment Awareness Month) Month activities for 2024. It will emphasize more technical assistance, advocacy, introduction of resources, and education for front line managers. We will also focus on sharing “bright spots” from the community that can be shared and replicated by others.

Furthermore, integrated resource teams are being launched to best utilize all partner resources for accessibility and accommodation. They are being championed by our One Stop Operator. We are also focusing on the “Core 4” state initiative to serve IVRS clients that are in “status 20” or deemed ready to work for job placement.

The roles and resource contributions of the one-stop partners:

Accessibility to the services provided by the IowaWORKS Centers and all Partner agencies is essential to meeting the requirements and goals of the IowaWORKS network. Job seekers and businesses must be able to access all information relevant to them via visits to physical locations as well as in virtual spaces, regardless of gender, age, race, religion, national origin, disability, veteran’s status, or based on any other classification protected under state or Federal law.

1. Physical Accessibility – IowaWORKS centers will maintain a culture of inclusiveness and the physical characteristics of the facility, both indoor and outdoor, will meet the latest standards of accessible design. Services will be available in a convenient, high traffic, and accessible location, considering reasonable distance from public transportation and adequate parking (including parking clearly marked for individuals with disabilities). Indoor space will be designed in an “equal and meaningful” manner providing access for individuals with disabilities.

Both internally and externally, the Center meets the latest standards of physical accessible design. The parking lot includes wheelchair van accessible parking, curb ramps and exterior entrance ramps. All public entrances to the Center are wheelchair accessible and have automatic doors. Where there is not an accessible doorway, signs label where one can be found.

Internally, all Center routes are wheelchair accessible. Access to all computers, printed information and physical Center resources can be reached and accessed by wheelchair users, and additional staff assistance is available upon request for those individuals with additional mobility challenges.

To accommodate transportation barriers, the Center is on a Des Moines Area Regional Transit Authority (DART) route. With a stop next to the Center, job seekers can easily access workshops and services via

public transportation.

2. Virtual Accessibility – The Local WDB will work with the State Workforce Development Board (SWDB) to ensure that job seekers and businesses have access to the same information online as they do in a physical facility. Information must be clearly marked and compliant with Section 508 of the U.S. Department of Health and Human Services code. Partners will comply with the Plain Writing Act of 2010; the law that requires that Federal agencies use "clear Government communication that the public can understand and use" and all information kept virtually will be updated regularly to ensure dissemination of correct information.

The IowaWORKS website is available to all customers with an internet connection, and is a statewide tool powered by the IowaWORKS Geo Solutions Case Management System. It is the responsibility of each partner producing additional materials under the IowaWORKS umbrella to ensure all virtual materials (websites, surveys, flyers, etc.) are compliant with Section 508 of the U.S. Department of Health and Human Services code and are frequently updated to ensure information accessed online is accurate. Virtual workshops, trainings, and other services conducted via video conferencing technology (Zoom, MS Teams, Google Meets, etc.) include Closed Captioning services for job seekers that are Deaf or hearing impaired. The CIWDB is creating an outreach tool kit that is both brand compliant and accessible. It will be housed on Canva and available to all partners.

3. Communication Accessibility – Communications access means that individuals with sensory disabilities can communicate (and be communicated with) on an equal footing with those who do not have such disabilities. All Partners agree that they will provide accommodations for individuals who have communication challenges, including but not limited to individuals who are deaf and hard of hearing, individuals with vision impairments, and individuals with speech-language impairments and barriers.

Staff fluent in American Sign Language (ASL) or bi-lingual and on-site at the IowaWORKS center are expected to make a good faith effort to assist clients at all times. Staff can also request an interpreter for classes, workshops, training, and scheduled appointments as necessary, through the CIWDB, or their own contracts and resources. Partners will be charged for direct costs incurred for their requests. All accommodations requests can be made through any Center staff. Language Link is available for phone interpretation and video on demand interpretation as needed to supplement any existing partner contracts or gaps in for like services.

4. Programmatic Accessibility – All Partners agree that they will not discriminate in their employment practices or services based on gender, gender identity and/or expression, age, race, religion, national origin, disability, veteran's status, or based on any other classification protected under state or Federal law. Partners must assure that they have policies and procedures in place to address these issues, and that such policies and procedures have been disseminated to their employees and otherwise posted as required by law. Partners further assure that they are currently in compliance with all applicable state and Federal laws and regulations regarding these issues.

All Partners will cooperate with compliance monitoring that is conducted at the local level to ensure that all IowaWORKS Center programs, services, technology, and materials are physically and programmatically accessible and available to all. Additionally, staff members will be trained to provide services to all,

regardless of range of abilities, mobility, age, language, learning style, or comprehension or education level. An interpreter will be provided in real time or, if not available, within a reasonable timeframe to any customer with a language barrier. Assistive devices, such as screen-reading software programs (e.g., JAWS and DRAGON) and assistive listening devices must be available to ensure physical and programmatic accessibility within the IowaWORKS network.

The Central Iowa Workforce Development Board Disability Access Committee (DAC) conducts annual site audits of the IowaWORKS center. The site audits evaluate several factors for compliance and form recommendations for improvement.

Vocational Rehabilitation and Iowa Department for the Blind are available for consultation if accommodation questions arise, as well as the local EO officer. They are also available to provide training and refer to specific resources, as needed. If a job seeker has a need for a reasonable, they can make a request to any staff. Staff provide accommodation if easily available and/or discuss with management if further assistance is needed.

The local board has funding to support disability access needs that arise and cannot be provided by individual program funding streams. Requests can be made through the DAC committee.



6. A description and assessment of the type and availability of adult and dislocated worker employment and training activities in the local area.

Adult and Dislocated Worker (DW) services are available across all eight counties, Boone, Dallas, Jasper, Madison, Marion, Polk, Story and Warren. Relationships are being built with community-based organizations to increase outreach and access to services.

Adult and Dislocated Worker Employment and Training Activities include:

- Individualized Career Services- These services involve significant staff time and customization to individual needs, and generally will be provided by staff funded by WIOA Title I program. Individuals may be eligible, complete an assessment and meet suitability requirements for investment.
 - Comprehensive assessments of skill levels and service needs.
 - Development of individual employment plans.
 - Group and/or individual counseling and mentoring.
 - Short-term pre-vocational services.
 - Internships and work experiences linked to careers.
 - Workforce preparation activities.
 - Financial literacy services.
 - Out-of-area job search and relocation assistance.
 - English language acquisition and integrated education and training programs.
 - Work-Based Learning opportunities.
 - Integrated Resource Team meetings for dual-enrolled clients.

- Basic Career Services - customers registered in IowaWORKS will have access to any of the basic career services immediately and continuously without further eligibility or documentation requirements. Generally, these services are less intensive and may be provided by staff funded by WIOA Title I programs and by WIOA Title III Wagner-Peyser Employment Service.
 - Determination of eligibility for adult or dislocated worker assistance.
 - Outreach, intake, and orientation to One-Stop delivery system services.
 - Initial assessment of skill levels, including literacy, numeracy, and English proficiency.
 - Labor exchange services, encompassing job search, placement assistance, and career counseling.
 - Provision of information on in-demand industry sectors and nontraditional employment.
 - Referrals and coordination with other programs and services.
 - Workforce and labor market statistics information.
 - Performance and program cost information on training service providers.

- Information on local area performance accountability measures.
 - Information about supportive services and appropriate referrals.
 - Assistance in establishing eligibility for financial aid for training and education programs.
 - Information and assistance for filing UI claims.
- Training Services may be deemed suitable for an eligible Title I candidate. If so, individual training accounts can be opened for that participant and may include any of the following:
 - Occupational skills training, including training for nontraditional employment
 - On-the-job training
 - Incumbent worker training
 - Programs that combine workplace training with related instruction, which may include cooperative education programs
Apprenticeship and Integrated Employment and Training initiatives.
 - Training programs operated by the private sector
 - Skill upgrading and retraining
 - Entrepreneurial training
 - Job readiness training provided in combination with the training services
 - Adult education and literacy activities, including activities of English Language acquisition and integrated education and training programs
 - Customized training conducted with a commitment by an employer or group of employers to employ an individual upon successful completion of the training
 - Connections to Registered Apprenticeship Programs
- Follow-up services must be made available to all participants enrolled in the Adult, Dislocated Worker, and Youth programs up to the end of the 4th quarter after the exit quarter. Additional services may be available to participants beyond this period with LWDB approval. The types and duration of these services must be based on the needs of the individual. Follow-up services provide support and guidance after exit to facilitate sustained employment and educational achievement, advancement along a job and/or educational ladder, and personal development. Examples of follow-up services include:
 - Career Planning and Development
 - Educational Planning and Preparation
 - Leadership Development
 - Adult Mentoring
 - Work Related Peer Support Groups
 - Supportive Service (to meet participants employment goals) If these services are provided, they should be documented on the participant's Individual Employment

Plan (IEP).

- Incumbent Worker Programs - Are being launched as Employer Retraining Grants to upskill current employees to allow them to be more competitive in the workplace and avoid layoffs. Efforts like these will target in-demand industries and underrepresented populations when. Current focus is on bringing English language acquisition and digital literacy to the workplace in partnership between Title I and Title II.
- Rapid Response - When a layoff occurs, a rapid response team provides immediate assistance and support to affected employees. Their primary goal is to help individuals navigate the challenges that arise from job loss and connect them with resources to ease the transition.
 1. IWD Program Coordinator receives WARN notice (Worker Adjustment Retraining Notice) from affected company. Once received they:
 - a. Enters Rapid Response Event into IowaWORKS
 - b. Notify Local Board, IowaWORKS Operations Manager, Title 1 Program Coordinator
 2. Title 1 Program Coordinator contacts affected company within 48 hours of notice to set up employer meeting. Once set up:
 - a. Enters activity code E11 into IowaWORKS under employer
 - b. Send confirmation email and virtual calendar invite to company, Trade Coordinator and IowaWORKS Operations Manager along with the Employer Questionnaire Document
 3. Employer meeting is held with all invited parties reviewing the following:
 - a. Purpose of the Rapid Response
 - b. Employer Questionnaire
 - c. Services available for affected workers
 - d. Logistics of Worker Information Meeting
 - e. Distribution of Rapid Response survey for the affected workers
 4. IowaWORKS Operations Manager, Title 1 Program Coordinator will host a Rapid Response summary meeting with staff assigned to event (within 48 hours of employer meeting) to go over employer survey – date of event, logistics and other potential community agencies that should be invited and to go over other activities the employer requests (job fairs, workshops).
 5. Title 1 Program will complete the following IowaWORKS transactions:
 - a. Enter Activities under employer
 - b. Enter case note with Rapid Response details
 - c. Send out affected worker surveys
 - d. Create WIM Rapid Response Event
 - e. Create Invite to send to employer
 6. Wagner Peyser staff will complete the following tasks:
 - a. Prepare folders for affected workers
 - b. Prepare PowerPoint if needed
 - c. Invite recommended community partners
 - d. Boun at DHS

- e. EBSA – Employee Benefit Security Administration
- f. Prepare sign in sheet for the affected workers
- 7. Worker Information Meeting will be held
- 8. Following the Worker Information Meeting:
 - a. Wagner Peyser staff will result out those affected workers who attended event
 - b. Wagner Peyser staff will send email summary to team regarding number in attendance, partner attendance, what went well and potential improvements
- 9. Title 1 will send thank you to affected employer HR

Assessment and Availability:

- The IowaWORKS Des Moines One Stop Operator has a robust internal referral system among core and required partners that refers clients to Title I. The referral system is in an ongoing process of continuous improvement with new software being implemented.
- Additionally, bi-weekly meetings or core partners, monthly Business Services Team meetings, and quarterly required partner meetings enhance access and awareness of Title I Adult and Dislocated worker services among partners.
- Weekly orientation for Title I potential participants is held at the IowaWORKS Des Moines office. Virtual orientation is also offered.
- Title I staff travel across the local area to meet participants where they are; including libraries, colleges, and community-based organizations to create access.
- Strong linkages are in place with Title II AEFLA; including co-enrollment of Jumpstart Intergrated English learning and vocational training courses. Those Jumpstart courses currently focus on CDL, CNA, with more courses launching in the next year.
- An increasing focus on building relationships and collaborations with newcomer, Immigrant and refugee serving organizations is underway with ethnic community-based organizations. The Refugee Alliance of Central Iowa serves as a hub for coordination.
- Annually, the CIWDB reviews policies related to Title I Training and Supportive Services to ensure they meet the needs of the local area. Service provider staff assist in identification of policy needs and provide research. The local board determines and approves policy.

Recent history of population served:

The Central Iowa LWDA's WIOA Title I programs served 148 adults, 131 dislocated workers, and 204 youth/young adults in PY22. Comparing the demographics of those served with the demographic composition of the region helps to determine if programs are effectively reaching their target populations and where there may be gaps in service delivery. It is important to note that because individuals may be co-enrolled in WIOA Title I programs, duplicate headcounts may be included in aggregate totals.

Age and Gender Distribution

Table 1 details the age distribution of the Central Iowa LWDA's labor force and WIOA Title I participants in PY22. The data suggests that **while participants generally mirror the area's workforce demographics, opportunities for enhanced outreach and support exist, particularly for older workers.**

In the Central Iowa LWDA, adults in the prime working age bracket (25 to 54 years) make up less than half (47%) of the area's labor force, yet they represent two-thirds (66%) of the unemployed population. Accordingly, this demographic was the primary recipient of services under the Adult and Dislocated Worker (DW) programs in PY22, making up 72% and 75% of participants, respectively.

In contrast, older workers, aged 55 and over, represent a significant 31% of the labor force and just over a quarter (26%) of the unemployed population. Despite their substantial presence in the labor force, older workers only accounted for 11% of adults and 23% of dislocated workers in the program year. This discrepancy suggests a potential gap in engagement and outreach to this demographic

Younger workers, aged 24 and under, make up 22% of the area's labor force and 9% of its unemployed population. Although the Youth/Young Adult (YA) program's age distribution cannot be directly compared to the overall labor force demographics, the data clearly indicate that the target population was effectively engaged, with 80% of participants aged 18-24 and 20% aged 14-17.

Table 1. Age Distribution of Labor Force and WIOA Title I Participants, Central Iowa LWDA (PY22)

Age Group	Labor Force	Unemployed	Adult & DW	Adult	DW	Youth/YA
> 25	22%	9%	10%	18%	2%	100%
25 - 54	47%	66%	73%	72%	75%	
55 - 64	23%	18%	14%	10%	18%	
65 +	9%	7%	3%	1%	5%	
Source: CIWDB and the US Census Bureau						

Table 2 details the gender distribution of the Central Iowa LWDA's labor force and WIOA Title I participants during PY22. The data shows that **while males account for the majority (61%) of the unemployed population, they are significantly under-represented in all three WIOA Title I programs.** Specifically, males comprise only 43% of WIOA Title I participants overall, representing 47% of adults, 35% of dislocated workers, and 45% of youth/young adults. This discrepancy suggests the existence of barriers that hinder male participation in workforce development initiatives, such as a lack of awareness, accessibility challenges, and other social and cultural factors that discourage males from seeking assistance.

Table 2. Gender Distribution of Labor Force and WIOA Title I Participants, Central Iowa LWDA (PY22)

Population Male(%) Female(%) Unknown/Other (%)

Labor Force	51	4	
Unemployed	61	39	0
All WIOA Title I:	43	55	
Adult	47	53	0
DW	35	59	6
Youth/YA	45	53	2

Race/Ethnicity

Table 3 details the racial and ethnic distribution of the Central Iowa LWDA and WIOA Title I participants in PY22. As shown, **the racial and ethnic composition of WIOA Title I participants diverges significantly from the general population, particularly in the representation of Black/African American and Hispanic/Latino individuals.**

Table 3. Racial/Ethnic Breakdown of Central Iowa LWDA and WIOA Title I Participants (PY22)

Race/Ethnicity	Central Iowa LWDA	All WIOA Title I	Adult	DW	Youth/YA
White	80%	55%	51%	69%	50%
Black/African American	7%	21%	25%	12%	25%
Hispanic/Latino	6%	9%	8%	5%	12%
Asian	5%	3%	4%	5%	2%
Two or more races	2%	7%	6%	3%	9%
Other/unknown Source: CIWDB and the US Census Bureau	0%	5%	6%	6%	3%

The Central Iowa LWDA itself has limited diversity, with 80% of the population identifying as White, 7% as Hispanic/Latino, 5% as Black/African American, and 5% as Asian. However, the composition of WIOA Title I participants in PY22 reflects considerably greater diversity. For example, Black/African American individuals, who constitute only 5% of the general population, are significantly overrepresented in WIOA programs, accounting for 25% of adult workers, 12% of dislocated workers, and 25% of youth and young adults. Similarly, Hispanic/Latino individuals, who make up 7% of the general population, represent 12% of adult participants and 8% of youth and young adults in these programs.

This overrepresentation of Black/African American and Hispanic/Latino individuals may be attributed to higher levels of unemployment among these groups, indicating a more pronounced need for employment assistance. Additionally, it likely reflects a higher incidence of factors such as economic disadvantage, basic skills deficiency, and other barriers identified as WIOA priority criteria. These disparities underscore the importance of WIOA programs in addressing and mitigating employment and educational barriers faced by historically underrepresented and disadvantaged groups.

Educational Attainment

Table 4 highlights the diverse educational backgrounds of WIOA Title I participants in the Central Iowa LWDA during PY22. In general, the educational attainment levels of program participants do not meet those observed in the broader population.

Educational attainment within the Central Iowa LWDA is relatively high, with 26% of the population holding a bachelor's degree and 13% possessing a graduate or professional degree. In contrast, Adult and Dislocated Worker program participants have higher concentrations of individuals with high school diplomas or GEDs (51% and 38%, respectively) and lower representation at the bachelor's level or higher (11% and 19%, respectively).

The educational profiles of Youth/Young Adult participants is markedly different, with 41% lacking a high school education and very few advancing to higher education- merely 1% each in some college, associate degree, and bachelor's degree categories. This reflects the effective engagement of out-of-school youth, a primary target population of the program

Other Participant Characteristics

Table 5 highlights the diverse challenges faced by participants in the Central Iowa LWDA's WIOA Title I programs in PY22. Unemployment emerged as the predominant barrier across the three programs, with incidence rates of approximately 80% for adults, 92% for dislocated workers, and 77% for youth/young adults. Disabilities, economic hardship (indicated by SNAP receipt), offender status, and pregnancy or parenting responsibilities were other significant barriers affecting individuals across the three programs.

Underemployment and veteran status were less common among participants suggesting that these groups might be underserved by the area's WIOA Title I programs. Additional research is required to assess the service needs of these populations and to determine the extent to which their needs are currently being met.

Youth/Young Adult participants face unique challenges compared to those in the Adult and Dislocated Worker programs. Basic literacy skill deficiencies were identified in 169 individuals, indicating a significant barrier to employment readiness. Many participants were school dropouts, suggesting that outreach to the program's target population, out-of-school youth, has been effective. Homelessness and related issues also significantly impacted this group, with 39 identified as homeless, runaways, or foster children.

These findings underscore the necessity of tailored interventions and support services to address the diverse barriers faced by WIOA Title I participants. Designing programs that effectively mitigate the varied and unique challenges of participants enhances the efficacy of workforce development programs, ensuring comprehensive support is provided to those most in need.

Table 4. Other Characteristics of WIOA Title I Participants, Central Iowa LWDA (PY22)

Participant Characteristics	All WIOA Title I (#)*	Adult(#)	DW(#)	Youth/YA(#)
Unemployed	396	118	120	158
Deficient in basic literacy skills	267	61	37	169

Disability (physical or mental)	190	51	25	114
SNAP recipients	114	49	15	50
Offender	74	31	18	25
Pregnant or parenting	72	31	19	22
Underemployed	65	23	8	34
School dropout	63	10	2	51
Homeless, runaway, or foster child	52	12	1	39
Veterans	20	10	9	
Total includes individuals co-enrolled in multiple programs.				
Source: CIWDB				

7. How the LWDB will coordinate workforce investment activities in the local area with statewide rapid response* activities.

Locally, we do have a cross program Rapid Response team that responds to WARN notices.

Current Team Composition:

- Local Rapid Response Team Lead
- WIOA Title I Program Manager
- Wagner Peyer- Title III Operations Manager
- One Stop Operator
- Local Trade Coordinator
- Business Engagement Representatives (3)
- Title II: Program Coordinator

This team meets with the business leadership when an event occurs and a WARN notice is issued. They discuss the services that can be provided for the displaced employees with business leadership. Rapid Response also requests the completion of worker information surveys. These surveys can be provided to the state agency to formulate a workforce profile of the displaced workers. The profile information can be utilized to introduce career pathways or identify barriers that may need to be overcome for employees to be relocated to good jobs. The team provides large group informational sessions or individual support for employees based on the level of access and needs of the displaced employees. Individual services can be basic or intensive; and may include reskilling, training, or supportive services.

When WARN notice events reach a large enough scale that warrants state involvement, we embrace technical assistance and efficiencies that can be gained from working with statewide staff associates, initiatives, and resources. That could include coordinating joint participation in worker informational sessions with other workforce areas or statewide projects. In the past, our response team has provided leadership to web-based events for a statewide audience in that manner.

Partnership could include statewide projects or reskilling initiatives. One example was past success in local delivery of statewide programs such as "TechWorks." Additionally, we can support statewide intervention by being a bridge to local stakeholders and facilitating conversation and relationships to support an organized approach to meeting client needs. That could be convening local chamber, economic development partners, elected officials, and training partners to inventory resources and align commonalities among all.

If additional funding is needed above formula dollars for displaced worker activities, the local area will explore and discuss application for additional funding, for example, National Dislocated Worker Grants from the department of labor.

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8. The type and availability of youth workforce investment activities in the local area, including those for youth with disabilities, including identifying successful models of such activities.

The 14 Required Elements of Title I Youth and Young Adult Program are listed below:

1. Tutoring, study skills training, instruction, and evidence-based dropout prevention and recovery strategies that lead to completion of the requirements for a secondary school diploma or its recognized equivalent (including a recognized certificate of attendance or similar document for individuals with disabilities) or for a recognized post-secondary credential
 - a. These services have been provided by Title I staff through drop-in hours such as YSS' Youth Shelter, Woodward Academy and youth centers.
2. Alternative secondary school services, or dropout recovery services, as appropriate;
 - a. Including Job Corp, Ember Recovery Campus, Woodward Academy and School based alternative schools.
3. Experiential learning opportunities, consisting of paid and unpaid work experiences that have, as a component, academic and occupational education, which may include:
 - a. Summer youth workshops braided with Future Ready Iowa Summer Internships grants, paid work experiences at job sites, and on the job, training contracts with local employers.
4. Occupational skills training, which shall include priority consideration for training programs that lead to recognized postsecondary credentials that are aligned with in-demand industry sectors or occupations in the local area involved.
 - a. Through DMACC, Workforce Training Academy, and Apprenticeship programs.
5. Education offered concurrently with and in the same context as workforce preparation activities and training for a specific occupation or occupational cluster.
 - a. Partnership with organizations like Fifth Judicial that serve justice involved youth and summer workshops.
6. Leadership development opportunities, which may include community service and peer-centered activities encouraging responsibility and other positive social and civic behaviors, as appropriate
7. Supportive services
 - a. Bus passes and mileage reimbursement.
8. Adult mentoring for the period of participation and a subsequent period, for a total of not less than 12 months
 - a. Delivered by Title I staff.
9. Follow-up services for not less than 12 months after the completion of participation, as appropriate
 - a. Through person to person contact between Career Planners and exiting clients.
10. Comprehensive guidance and counseling, which may include drug and alcohol abuse counseling and referral, as appropriate.
 - a. Referral to community based partners.
11. Financial literacy education

- a. Part of the initial client assessment and web based micro courses.
12. Entrepreneurial skills training – based on the specific client situation
13. Services that provide labor market and employment information about in-demand industry sectors or occupations available in the local area, such as career awareness, career counseling, and career exploration services; and – Use of O-NET and Virtual reality career exploration, as well as job site tours.
14. Activities that help youth prepare for and transition to postsecondary education and training.

Our local program determines what services a youth participant receives in partnership with the client based on their objective assessment results and individual service strategy. Our program is not required to provide every element to participants and should partner with other entities to provide program elements that cannot be provided.

Furthermore, the local board has a Youth Standing Committee that serves as strategy leaders. The committee helps determine best practices, policy for supportive services, strategic partners and spending strategy for In School and Out of School services.

We are in the process of conducting a WIOA Title I economic impact study with Lightcast. That is scheduled to be completed by summer 2024. It will provide us with data to benchmark our Title I activities and strategize the use of our resources. It will also help us identify underrepresented populations in our service provision so we can form strategic partnerships to correct.

Out of School Youth (OSY) /In School Youth (ISY) Strategy:

The current WIOA policy requires that at least 75% of Title I Youth and Young Adult funds are used to support Out of School Youth (IOSY). The state of Iowa has received a waiver to allow the 75% requirement for OSY to be reduced to 50%, allowing for more funds to be spent on In School Youth (ISY) at the discretion of the local area. Central Iowa appreciates the local flexibility allowed by the waiver; however, Program Year 24 does not intend to adjust strategy for program delivery to serve more ISY due to the current demand for services from OSY.

An OSY eligible youth and young adult are aged 16-24 and not attending school. An OSY eligible young adult may have previously attained a high school degree, however, but are no longer enrolled in school and possess a qualifying barrier. This OSY focus on youth adults not attending school is one of the unique aspects to Title I Youth and Young services that allows us to serve an audience most other youth program do not. We intend to continue our focus on OSY and ensure the most vulnerable youth and young adults in our communities are not left behind.

Beginning in July 2024, Title I Youth and Young Adult services will be contracted through Youth and Shelter Services (YSS). YSS provides essential services to some of our most vulnerable youth across Central Iowa, specializing in homeless youth, foster youth, and youth with mental and substance abuse issues. They are opening two exciting new resources for WIOA co-enrollment. Rooftop Gardens and Ember Recovery Campus. Both programs will target OSY and provide work-based learning elements.

Additionally, our Title I Youth and Young Adult services will focus on referrals with key partners that have relationships with eligible youth. In addition to YSS, organizations like IVRS, WeLift Job Center, Evelyn D Davis, Woodward Academy, and the Fifth Judicial District have existing partnerships. Additionally, strong relationships and referrals from school-based partners, such as IJAG, can also streamline the transition

from those in their school-based programs graduating high school, but are at risk of losing the support they derived from being in school based programs. Post graduation, they can be enrolled into Title I as OSY.

ISY eligible youth are attending school, age 14-21, low income and have a qualifying barrier. Title I ISY enrollment will focus on rural schools that do not have Work-Based Learning Coordinators and “alternative schools” that meet the definition of ISY. Referrals from partner organizations for students that need intensive 1 on 1 support will also be welcomed and invited.

Work Experience Strategy- We are in the process of setting benchmarks and best practices for the type of work-based learning experiences; including Registered Apprenticeships, Paid Work experiences, and On-the-Job Training Contracts. We want to ensure investments can support the staffing needs of business partners when appropriate for the individual. For example, paid work experience may be great for learning job skills for the individual but may not provide a net benefit to a partner business as a contributing employee. When appropriate, we want to ensure work experience is gained by also providing benefits to the employer by contributing to their labor force. Overall, a well-balanced approach to each type of Work Based Learning Strategy is ideal. Career Exploration will continue through use of Virtual Reality and other means to support the development of individual employment plans.

Youth workshops have been offered by Title I Youth and Young Adult staff to extend soft skill training to community-based partners as a form of outreach and creating linkages for referrals. Due to funding constraints, those services may have to be limited in the future with more of a focus on individual case management as the caseload has risen, and funding has been reduced.

Central Iowa has used seasonal youth workshops working with cohorts of youth with significant barriers, through concentrated 2 to 4-week experiences. Those workshops have helped students form goals and we have used stipends and youth incentive payments to encourage achievement and milestone attainment.

We have created strong local partnerships for youth program provision. There are too many to name all of them, however, as evidenced by the 2023 Summer Future Ready Iowa Internship Grant recipients, those included DMACC (Evelyn K Davis), Boone School District, and WeLIFT. Youth Shelter & Services continues to be one of our strongest partners for referring youth to services.

Youth with the most significant disabilities are enrolled in IVRS programming. When youth have more moderate disabilities, we refer or co-enroll with Title I Youth and Young Adult.

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9. How the LWDB will coordinate relevant secondary and postsecondary education programs and activities with education and workforce investment activities to coordinate strategies, enhance services, and avoid duplication of services.

DMACC is our Title II AEFLA grantee. We are actively promoting Co-enrollment initiatives between Titles I and II targeting ELL and HiSET future graduates. Title II has hired an IET coordinator that has aided our efforts. IET's provide contextualized language acquisition work-based learning and is an immediate focus to serve clients, get them in the workplace sooner, but also maintain integrity and safety. Title I staff also have recorded information videos to be played at AEFLA classes, as well as make regular visits to classes for introductions. The Title I and II programs also do share assessment information, such as CASAS results, and O-Net career interest profile information.

We will leverage the role of the representative post-secondary higher education on our board to best inform and strategize areas of opportunity. Currently the President of DMACC. We will also leverage the role of Registered Apprenticeship representative on our board to increase utilization of RAs by Central lowans and support the role CTE intermediary staff.

By forming strong relationships with school-based programs, we can also coordinate referrals of graduating students into appropriate career and training services. Ensuring organizations like Job Corp and IJAG are part of our youth committee and can help with the youth handoff from secondary to post-secondary activities.

Our CTE / Perkins Act staff are doing some of the following work to assist in coordination of activities; sector solutions; intermediary work (renewed funding pending) partnerships with IVRS in schools and providing basic career services such as mock interviews, Teachers in the Workforce programs; summer internship program for teachers to educate on work-based learning.

10. How the LWDB will coordinate WIOA Title I workforce investment activities with the provision of transportation and other appropriate supportive services in the local area.

We will take a leading role in Central Iowa in ensuring not only WIOA Title I customers can access supportive services, but also facilitating the awareness of supportive services offered within the community to all job seekers and organizations. That includes creating lists of supportive services available throughout the area and conducting outreach to educated individuals and organizations on how to access them. We will create a supportive services aid for community distribution and navigation.

Board funded supportive services are only available to Title I enrolled participants. When providing supportive services in Title I programs, we will ensure the support is leading toward sustainability. We will first help clients navigate resources already available to them without the need for Title I funds. When not available, we will turn to private sources and refer to quality service providers. Financial literacy will be promoted as a supportive service in the next period.

Policy for supportive services will be reviewed annually by the local board. Funding limits will be reviewed and compared to availability of funds and administrative of services to ensure they are well managed and compliant with federal, state, and local policies to ensure strong stewardship of funds.

Services are meant to be transitional for clients, while also empowering them for their own self-efficacy and financial sustainability. For clients who need it, we include financial literacy courses as part of the supportive service provision.

Each year's budget has a set aside amount of funds required to be spent on supportive services. That ensures that these important wrap around services do not get spent elsewhere and become the reason that participants do not complete their individual employment plans.

Our full policies for Supportive Services can be found on our [website](https://iowawdb.gov/central-iowa/), (<https://iowawdb.gov/central-iowa/>) including types and limitations.

11. Plans, assurances, and strategies for maximizing coordination, improving service delivery, and avoiding duplication of Wagner-Peyser Act services and other services provided through the one-stop delivery system.

Wagner-Peyser services include but are not limited to activities such as resume writing, mock interview, career assessment, provision of labor market information, job search, 1 on 1 career planner appointments (in-person and virtual), exploratory services, workshop delivery to job seekers and businesses, job fairs, business services, and partner referrals. Many of these services can also be delivered by other core partners and community organizations.

Core Partners meet bi-weekly to discuss partner collaboration and are attended by at least 1 member of each core partner program. Meetings are facilitated by the One Stop Operator (OSO). Additionally, a cross-program event planning team meets monthly, also facilitated by the OSO. That team discusses coordination of community outreach events and event attendance to consolidate efforts. The OSO's third team, the business services team meets monthly, as well. This group is made up of Business Engagement Consultants and business representatives from the other core partner programs. The business team discusses recent business visits and job placement needs for job candidates to facilitate the connection of job seeker to business.

Title III Wagner Peyser takes the lead role on providing Wednesday morning state training available to all IowaWORKS staff members. The local One Stop Operator drives local training that supports collaboration and information building about all MOU partners at the IowaWORKS center to reduce duplication and support referrals and co-enrollment. The One Stop Operator also manages a robust referral portal for the partners.

The "Core 4" initiative is an integrated resource team effort to better triage job seekers that could benefit from co-enrollment. The OSO for Central Iowa is leading the statewide initiative to apply beyond Central Iowa. The benefit is a more streamlined customer experience and more efficient and effective use of limited resources.

Our core partners also collaborate on delivering workshops and panels for the community. They include efforts such as National Disability Employee Awareness Month workshops and other community focus groups. Outreach efforts to offer drop-in-services and access to IowaWORKS staff in and outside of the comprehensive center in rural communities have been coordinated by Title I. Title II staff strengthen our presence in our community colleges.

Exploratory services are coordinated, but at times are delivered by the program of expertise, which may be a requirement for the partners use of funding. Examples include Title IV must only provide exploratory services to those with a disability. Title I youth and young adult services have a specific expertise on engaging the younger population. Title III Wagner-Peyser services are the only program of the core partners that supports unemployment access. Title I assists the process when job candidates in need are referred from that program that need retraining or upskilling and intensive career services

to gain sustainable employment.

Title I and IV leverage Wagner Peyser services including job search, resume assistance and mock interviews or workshops such as how to complete a FAFSA. While Title III can help provide access to a language line for job candidates, Title I funds can be used to provide more intensive translation or interpretation services when needed to support eligible clients. Wagner Peyser staff can also assist in assessments, such as Northstar Digital Literacy, NCRC, or OPAC.

Title III Business Engagement Consultants assist business connections by providing them Labor Market Information and access to the IowaWORKS job positing site. That allows other core partners to refer to those staff to provide similar services on their behalf.

12. How the LWDB will coordinate WIOA Title I workforce investment activities with adult education and literacy activities under WIOA Title II, including how the LWDB will carry out the review of local applications submitted under Title II.

DMACC is our Title II AEFLA grantee. We are actively promoting Co-enrollment initiatives between Titles I and II targeting ELL and HiSET future graduates. Title II has hired an IET coordinator that has aided our efforts. IET's provide contextualized language acquisition work-based learning and is an immediate focus to serve clients, get them in the workplace sooner, but also maintain integrity and safety. Title I staff also have recorded information videos to be played at AEFLA classes, as well as make regular visits to classes for introductions. The Title I and II programs also do share assessment information, such as CASAS results, and O-Net career interest profile information.

Research is also being conducted for IET's for those in reentry. Collectively, this focus has strengthened our partnerships with organizations like the Refugee Alliance of Central Iowa and the state of Iowa Reentry Services. IET's also have the potential of being part of our Dislocated Worker Incumbent Worker programs, and are currently being piloted.

WIOA mandates Local Boards to coordinate activities with education and training providers within the Local Workforce Development Board (LWDB) area [WIOA Section 107(11)(d) and Title 20 Code of Federal Regulations 679.370(n)]. In accordance with WIOA Title II, the Iowa AEFLA grant applications (section 231 and Section 243/IELCE) requires a Local Board(s) to review each application to determine whether the proposed services are consistent with the strategies, needs, and activities of the local plan. Upon completing this review, the Local Board must submit a recommendation that rates the degree of alignment and offers suggestions for better alignment with the local plan.

There are 13 federal considerations that Title II eligible providers must respond to in the AEFLA application. Local Boards are invited to review the entire application. However, the following considerations are most relevant to local plan alignment:

- Consideration 1 – Needs Assessment;
- Consideration 4 – Alignment with proposed activities and services;
- Consideration 10 - Coordination with partners to access educational services and remove barriers;
- Consideration 11 - Coordination with community resources in promoting career pathway strategies.

Review Process for Local Boards

In past application review process, the CIWDB followed a five-step process for the review of WIOA, Title II AEFLA applications:

1. Providers will submit their AEFLA applications to the designated state entity.

2. The state entity will review and determine eligibility. Only those eligible will be forwarded for review.
 3. The state agency will provide the LWDB's designated point of contact access to the online AEFLA applications with a rubric for an alignment review based on the LWDB's approved local plan.
 4. The LWDB's point of contact, with the assistance of a board sub-committee, must complete and submit the review and any recommendations to the state workforce entity. Volunteers that may hold a conflict of interest will be recused from participating in the review.
 5. The state entity will consider the results of the review by Local Boards in making awards.
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13. Provide copies of executed cooperative agreements which define how all local service providers, including additional providers, will carry out the requirements for integration of and access to the entire set of services available in the local one-stop delivery system. This includes cooperative agreements (as defined in WIOA Sec. 107(d)(11)) between the Local WDB or other local entities described in WIOA Sec. 101(a)(11)(B) of the Rehabilitation Act of 1973 (29 U.S.C. 721(a)(11)(B)) and the local office of a designated State agency or designated State unit administering programs carried out under title I of the Rehabilitation Act (29 U.S.C. 720 et seq.) (other than Sec. 112 or part C of that title (29 U.S.C. 732, 741) and subject to Sec. 121(f)) in accordance with Sec. 101(a)(11) of the Rehabilitation Act (29 U.S.C. 721(a)(11)) with respect to efforts that will enhance the provision of services to individuals with disabilities and to other individuals, such as cross training of staff, technical assistance, use and sharing of information, cooperative efforts with employers, and other efforts of cooperation, collaboration, and coordination.

[Memorandum of Understanding](#) (2021) - will be updated summer 2024.

14. The competitive process that will be used to award sub-grants and contracts for WIOA Title I activities.

Procurement Standards (3/1/24)

The CIWDB will include appropriate protections from conflict of interest.

The following requirements will be followed as part of the competitive process and include:

1. Written Policies and Procedures

- a. Such policies and procedures must describe the competitive process for selecting a one-stop operator and the manner in which it will address the settlement of all contractual and administrative issues, such as protests, appeals, and disputes.

The CIWDB will provide a competitive process for selection the OneStop Operator and/or Service provider(s). All proposals or sealed bids received by the submission deadline will be initially reviewed for responsiveness and compliance with the specifications and requirements in the RFP/IFB.

The proposals passing the initial review will be scored by the review committee according to the following criteria, with attention to clarity, completeness, and quality:

- i. Cover Sheet
- ii. Executive Summary
- iii. Organization Overview
- iv. Program Narrative
- v. Budget & Budget Narrative
- vi. Attachments

- b. The CIWDB is required to complete the One-Stop operator and/or Service Provider(s) competitive process every four years. Six (6) months prior to the end of the four (4) years, the CIWDB will begin the procurement process in order to meet the guidelines.

For Service Providers: the CIWDB may extend the initial one-year contract for up to an additional three (3) years, in increments of one year, depending on program performance, availability of funds, and if it is determined to be in the best interest of the local area.

c. Appropriate Methods of Procurement for Competitions

- i. As a non-federal entity, the CIWDB will use the following methods of procurement (described at 2 CFR 200.320):
- ii. Sealed Bids

iii. Competitive Proposals

iv. Sole Source

2. Full and Open Competition

- a. A funding level range or an up to amount must be provided in the RFP that ensures the responsibilities in the Statement of Work can be performed.
- b. Such competition must be conducted for all procurement transactions.
- c. Written procedures must allow for sufficient time for all phases of the procurement process to be carried out in a manner that would not unduly restrict competition.
- d. The RFP must be open for a minimum of 20 business days.
- e. open and free competition and must not preclude bidders and offerors from qualifying during the solicitation period.
- f. Procurements that are. Pre-qualified lists must be current and include enough qualified sources to ensure in excess of the simplified acquisition threshold (currently set at \$150,000 by 48 CFR 2.1) cannot use the small purchase procurement.
- g. Entities performing a competitive procurement must ensure the proposed costs of the one-stop operator are allowable, meaning that they are reasonable, necessary, and allocable.
- h. Restricting competition is not allowed. Activities that may be considered to be restrictive of competition include, but are not limited to:
 - i. Placing unreasonable requirements on firms for them to qualify to do business.
 - ii. Requiring unnecessary experience and excessive bonding.
 - iii. Non-competitive pricing practices between firms or between affiliated companies.
 - iv. Non-competitive contracts to consultants that are on retainer contracts.
 - v. Organizational conflicts of interest.
 - vi. Specifying only a “brand name” product instead of allowing “an equal” product to be offered and describing the performance or other relevant requirements of the procurement.
 - vii. Any arbitrary action in the procurement process.

Standards of Conduct

The CIWDB will uphold the following standards of conduct to ensure fairness, objectivity, ethical standards, and other related standards of conduct during all phases of the procurement process:

1. Mitigating apparent or real conflicts of interest. Conflicts of interest would arise when the employee, officer or agent, any member of his or her immediate

family, his or her partner, or an organization which employs or is about to employ any of the parties indicated has a financial or other interest or a tangible personal benefit from a firm considered for a contract.

2. The CIWDB shall avoid organizational conflict of interest; CIWDB members and board personnel shall avoid personal conflict of interest and the appearance of conflict of interest in awarding the One-Stop Operator and/or Service Provider.

3. Disclosure of any real or apparent conflict of interest, whether individual, or organizational. Written standards of conduct must identify the process for recusal of individuals or organizations that are members of the CIWDB who disclose a real or apparent conflict of interest.

4. The announcements of solicitation requirements including proposal evaluation factors which will be used to assess bids or proposals will be released to all bidders at the same time.

5. Information given in response to a question from one bidder will be shared with all known potential bidders.

6. Any member of the CIWDB or board support involved in a procurement process will not be employed by any bidder for that same procurement.

Penalties, Sanctions, and Disciplinary Actions

The CIWDB will provide for penalties, sanctions, or other disciplinary actions for violations of standards of conduct by chief lead elected officials, board members, board staff, fiscal agent staff, bidders, service providers, contractors, vendors, or their agents.

Any attempt by a potential sub-recipient, service provider, or vendor to make any payment, gratuity, or offer of employment or kickbacks to any individual involved in a procurement process will lead to disqualification of that entity's proposal.

The CIWDB will maintain a description of the firewalls and internal controls to mitigate conflict of interest in circumstances including, but not limited to, situations where an entity acts in more than one role in the one-stop delivery system or performs more than one function in the procurement process, as well as situations where the non-federal entity uses a sole source selection.

Confidentiality of the Information Contained in the Proposals Submitted for Consideration

It is the policy of the CIWDB to prohibit ex-parte communication with any board member, board staff, consultants, or other persons serving as an evaluator during the procurement process. Respondents that directly contact board members or

evaluators risk elimination of their proposals from further consideration. No individual who is a proposal evaluator will collaborate and/or communicate with any respondent.

Evaluators will be asked to sign a “Conflict of Interest Certification for Request for Proposal” stating they have not communicated or collaborated with any respondent. Any communication by telephone, email, letter, face-to-face conversation, or other off-the- record contact is strictly prohibited. Any discovered ex-parte communication will be provided to the Chair of the CIWDB and Chief Lead Elected Official for review and appropriate action. Bidders who improperly influence the proposal review and evaluation process in any way will be subject to disqualification.

No entity that develops or drafts specifications, requirements, statements of work, IFBs or RFPs, and proposal evaluations will be allowed to compete under the procurement.

Transparency and Responsibility

The procurement process must be conducted with transparency and responsibility from the planning phase to the closeout phase.

1. Information about the CIWDB selection and certification of both One-Stop and/or Service provider will be made available by electronic means and open meetings, in accordance with Sunshine Provision.
2. Information must be made available to auditors and Federal reviewers.
3. When selecting an entity as the one-stop operation, the CIWDB must consider the entity’s programmatic and fiscal integrity, compliance with public policy, record of past performance and other factors that demonstrate transparency and responsibility.
4. The CIWDB must ensure that an entity is not debarred, suspended, or otherwise excluded from or ineligible to participate in Federal assistance programs or activities.

15. Each local area must submit an expected level of performance for each of the primary indicators of performance for the first two years covered by the plan. The Local Area is required to reach agreement with the State on local-negotiated levels of performance for the indicators for each of the first two years of the plan.

Local areas may identify additional indicators in the plan. Please identify any such local indicators in the Additional Indicators of Performance section.

Title I Adult Program

Performance Indicators	PY24 Expected Level of Performance	PY24 Negotiated Level of Performance	PY25 Expected Level of Performance	PY25 Negotiated Level of Performance
Employment (Second Quarter After Exit)	77.5%		77.5%	
Employment (Fourth Quarter After Exit)	76.0%		76.0%	
Median Earnings (Second Quarter After Exit)	\$7,000		\$7,000	
Credential Attainment Rate	71.0%		71.0%	
Measurable Skill Gains	60.5%		60.5%	

Title I Dislocated Worker Program

Performance Indicators	PY24 Expected Level of Performance	PY24 Negotiated Level of Performance	PY25 Expected Level of Performance	PY25 Negotiated Level of Performance
Employment (Second Quarter After Exit)	82.5%		82.5%	
Employment (Fourth Quarter After Exit)	84.0%		84.0%	
Median Earnings	\$10,500		\$10,500	

(Second Quarter After Exit)				
Credential Attainment Rate	72.0%		73.0%	
Measurable Skill Gains	63.0%		63.0%	

Title I Youth Program

Performance Indicators	PY24 Expected Level of Performance	PY24 Negotiated Level of Performance	PY25 Expected Level of Performance	PY25 Negotiated Level of Performance
Employment (Second Quarter After Exit)	73.0%		75.0%	
Employment (Fourth Quarter After Exit)	73.0%		75.0%	
Median Earnings (Second Quarter After Exit)	\$4,100		\$4,100	
Credential Attainment Rate	40.0%		59.0%	
Measurable Skill Gains	41.0%		50.5%	

16. The actions the LWDB will take toward becoming or remaining a high-performing WDB, consistent with the factors developed by the State WDB.

NOTE: This section is not required for the PY2024 local plan submission as the SWDB must first establish criteria to define a high-performing local board.

17. How training services will be provided through the use of individual training accounts (ITAs), including:
- If contracts for training services will be used.
 - How the use of contracts will be coordinated with the use of ITAs.
 - How the Local WDB will ensure informed consumer choice in the selection of training programs regardless of how the training services are to be provided.
 - If contracts for training services will be used.
 - How the use of contracts will be coordinated with the use of ITAs.
 - How the Local WDB will ensure informed consumer choice in the selection of training programs regardless of how the training services are to be provided.

We plan to establish the use of training contracts. They could be effective for contextualizing training, conducting outreach to encourage underrepresented populations to enter a field, and promote scaled opportunities to enter in-demand occupations. Past statewide examples that demonstrated success of contracts includes the state IT project utilizing “TechWorks.” We are currently exploring the use of Integrated Employment and Training courses targeting ELL’s for in-demand industries. The specificity of those projects may require contracted training to best suit the needs of individuals.

Contracts will be coordinated with ITAs. The cost of training will be clarified to identify the direct cost per participant regardless of the number of participants in a training contract. That cost must still be competitive and will be allocated to Individual Training Accounts. It is expected that those choices would have a strong value proposition for clients when compared to alternative options that are available but lack economies of scale.

We will ensure informed consumer choice in the selection of training programs regardless of how the training services are to be provided. If contracts are used to promote a pathway into a specific occupation, we will create a tagline for each promotional piece letting the client know that other training options are available if they so desire.

18. The process used by the LWDB to provide a 20 business days’ public comment period prior to submission of the plan, including an opportunity to have input into the development of the local plan, particularly representatives of businesses, education, and labor organizations.

Key Date	Step
February 27, 2024	Local plan posted for required 20-day public comment period on local board website. Public presentations dates and Zoom links posted.
March 7, 2024 – 11 am March 18, 2024 - Noon	Public Comment Sessions held via Zoom. Verbal comments noted. Web link provided to submit forms via Microsoft Forms.
March 20, 2024	Deadline for end of public comment period
March 21-27, 2024	Public comment and stakeholder feedback incorporated into the plan.

PUBLIC COMMENT RECORD

Session 1 attendees: Marcanne Lynch, Reggie McDade, Devon Batson, William Berning, Michelle Schott, Dustin Lynch, Eric Sundermeyer, Sara Bath, Paul LaMunyon, Samantha Marlatt, Eric Kress.

Session 2 attendees: Marcanne Lynch, Teri Johanson, Toni Reimers, Heather Brooks, Alejandra Sinicio, Matt Weis, Paul LaMunyon, Devon Batson, Wendy Greenman, John Windheuser, Katheleen Davis, Samantha Marlatt, T. Waldmann-Williams.

Written Comment 1: One thing I noticed is the definition of soft skill and I see it came from the workforce needs assessment. It makes it sound like a soft skill is your personality and can't be taught.

A soft skill is a personal attribute that supports situational awareness that helps to get the job done. Soft skills include communication skill, time management, ability to work with others as a team member, respectful conduct, dependability and honesty.

Resolution: Updated definition in the local plan.

Written Comment 2: I think the plan looks great! It has so much helpful information and is presented in a very clear/concise manner, which is much appreciated.

The one thing I noticed was the multiple references to the IDOE (Iowa Department of Education) regarding Title II. Our program is no longer administered under IDOE but moved to Iowa Workforce Development (IWD) as of July 2023. If you could make changes to the document that

reflects those processes under IWD, that would be great.

Resolution: Updated in the Local Plan revision.

Comment 3: Verbal comment on the importance of youth work. - RM

Comment 4: Verbal comment on the need to educate the local board on performance goals. - LH

Comment 5: Verbal comment on the importance of outreach and informing schools. - TR

Comment 6: Verbal comment requesting information on the availability of training providers. - AS

Comment 7: Verbal inquiry of the number of students at the poverty rate. - TR

Comment 8: Verbal inquiry on the retention rate of college students. - TR

Moving forward, the CIWDB will continue to request feedback for annual reports and revisions of the local plan. Board members proactively study labor market information, stay informed of community trends that impact our workforce, and respond to those events in our community. That awareness will impact the adaptation of the local plan. Furthermore, performance metrics are evaluated both quarterly and annually to determine strategy for outreach and outcomes, and they will be revised as needed.

Local board and committee meetings are open to all community members to provide feedback. A feedback submission tool will be placed on our local website for comments on the plan. The board will be active in participating in community coalitions and networks to stay informed of trends.

The local plan will also be interpreted through supporting communication pieces; both in print in digitally, that can assist in the communication and engagement in the plan in the local community.

19. How one-stop centers are implementing and transitioning into an integrated, technology-enabled intake and case management information system for programs carried out under WIOA and by one-stop partners.

Technology has been identified in this plan as an area of opportunity to increase our quality of service. The WIOA state plan does intend to streamline technological platforms and transition from existing software to a common platform, but that will take time. We will embrace the new Labor Market Information website, and soon an Unemployment Insurance modernization effort will be launched.

IowaWORKS Des Moines MOU partners currently lack an appropriate software management tool for internal client referral management and coordination. The CIWDB is in the process of a system review and quality improvement initiative to support partners with client referral coordination. The result will include implementing a software-based system that will enable on-demand updates for career planners, ensure information security, and allow performance analyzation. Furthermore, we will look for opportunities in Title I to add career and training tools to increase access to services, especially those reliant on web-based connections.

We are prioritizing the training and awareness of Assistive Technology for accessibility at the IowaWORKS center. We hold annual training for career planners to refresh their understanding of what technology is available to them, and how to use it. We are nearing completion of a training manual for new staff on these items. Our Disability Access Committee, working through the Equal Opportunity officer, audits the technology to ensure it is in working condition.

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20. A description of how the LWDB will ensure priority of service for the WIOA Title I-B Adult career and training services will be given to recipients of public assistance, other low-income individuals, and individuals who are basic skills deficient (20 CFR 680.600).

The CIWDB will adhere to all statutes, regulations, policies, and plans regarding priority of service, including, but not limited to, priority of service for veterans and their eligible spouses, and priority of service for the WIOA title I Adult program, as required by 38 U.S.C. §4215 and its implementing regulations and guidance, and WIOA sec. 134(c)(3)(E) and its implementing regulations and guidance.

Adult Priority of Service: WIOA establishes a priority requirement with respect to funds allocated to a local area for adult individualized career services and employment and training activities; there is no priority applied for receipt of basic career services. Funds must give priority to recipients of public assistance, other low-income individuals, individuals who are basic skills deficient, and individuals with barriers to employment. Priority must be implemented regardless of the amount of funds available to provide services in the local area.

Application of Priority

We will follow all [state policies](#) related to WIOA Title I-B priority of service.

1. To veterans and eligible spouses included in the groups given statutory priority for WIOA Adult formula funding. This means that veterans and eligible spouses who are also recipients of public assistance, other low-income individuals, or individuals who are basic skills deficient would receive first priority for services with WIOA Title I Adult formula funds for individualized career services and training services.
2. To non-covered persons (that is, individuals who are not veterans or eligible spouses) who are included in the groups given priority for WIOA Title I Adult formula funds.
3. To veterans and eligible spouses who are not included in WIOA's priority groups.
4. To priority populations established by the Governor and/or Local Workforce Development Board (Local WDB).
5. To non-covered persons outside the groups given priority under WIOA.

Priority of Service for Adult Program Funds must be provided in the following order:

1. Recipients of public assistance
 - a. Temporary Assistance to Needy Families (TANF)
 - b. General Assistance (GA)
 - c. Refugee Cash Assistance (RCA)
 - d. Supplemental Security Income (SSI)
 - e. Supplemental Nutrition Assistance Program (SNAP)
 - f. Other income based public assistance

2. Low Income Individuals

- a. Receives, or in the past 6 months has received, or is a member of a family that is receiving or in the past 6 months has received, assistance through the SNAP, TANF, SSI under Title XVI of the Social Security Act, or state or local income based public assistance program; or
 - b. Receives an income or is a member of a family receiving an income that in relation to family size, is not in excess of the current U.S. DOL 70 percent Lower Living Standard Income Level Guidelines and U.S. Department of Health and Human Services Poverty Guidelines, or
 - c. Is a homeless individual, or
 - d. Is an individual with a disability whose own income meets the income requirements above, but whose income does not meet this requirement
 - e. The CIWDB will allow adults and dislocated workers who are employed to be enrolled in Intensive and Training services if they are low-income adults or adults/dislocated workers who are earning under the local area's self-sufficiency definition which is 150% LLSIL related to family size.
3. Individuals Who Are Basic-Skills Deficient must meet at least one of the following:
- a. Lacks a high school diploma or equivalency and is not enrolled in secondary education; or 159
 - b. Is enrolled in Title II adult education (including enrolled for English Language Acquisition); or
 - c. Has poor English-language skills and would be appropriate for ESL, even if the individual isn't enrolled at the time of WIOA participation; or
 - d. The career planner makes observations of deficient functioning, and, as justification, records those observations in the data management system; or
 - e. Scores below 9.0 grade level (8.9 or below) on the Test of Adult Basic Education (TABE); Comprehensive Adult Student Assessment Systems (CASAS) or other allowable assessments as per National Reporting System (NRS) developed by the U.S. Department of Education's Division of Adult Education and Literacy; or
 - f. Individual does not earn the National Career Readiness Certificate (NCRC) (e.g., one or more of the scores are below a Level 3 on the Workplace Documents, Applied Math, or Graphic Literacy assessments)
4. Individuals with Barriers to Employment. Individuals with barriers to employment may include:
- a. Displaced homemakers
 - b. Indians, Alaska Natives, and Native Hawaiians
 - c. Individuals with disabilities, including youth who are individuals with disabilities
 - d. Older individuals (age 55 and older)
 - e. Ex-offenders
 - f. Youth who are in or have aged out of the foster care system

- g. Individuals who are:
- h. English language learners
- i. Individuals who have low levels of literacy (an individual is unable to compute or solve programs, or read, write, or speak English at a level necessary to function on the job, or in the individual's family, or in society); and
- j. Individuals facing substantial cultural barriers
- k. Eligible migrant and seasonal farmworkers
- l. Individuals within two years of exhausting lifetime TANF eligibility
- m. Single parents (including single pregnant women)
- n. Long-term unemployed individuals (unemployed for 27 or more consecutive weeks)
- o. Underemployed Individuals. CIWDB Outlines the following criteria to qualify as an Underemployed Individual under the Adult and Dislocated Worker Programs:
 - a. Currently employed on a less than full time basis and is seeking full time employment.
 - b. Currently in a position that is below their level of skills and training.
 - c. Currently does not meet the definition of a low-income individual, but their current job's earnings are not sufficient compared to their previous job's earnings from their previous employment. Must be at 80% or below previous earnings.

The above list is used only for applying priority for the individual to receive individualized career services and training services. Certain individualized career services or training services may require pre- and post-test scores to measure skills gain for the specific activity; in this case 160 the determination is made by administering an acceptable skills assessment or by using scores from any partner's previous assessment.

Partners will target recruitment of special populations that receive a focus for services under WIOA, such as individuals with disabilities, low-income individuals, basic skills deficient youth, and English language learners.

The Geographical Preference for Central Iowa is that the participant must be a resident within the following counties: Polk, Story, Dallas, Boone, Madison, Warren, Jasper and Marion or attending one of the following local school districts: All Districts within the Heartland AEA and the Des Moines Area Community College boundaries. Preference is also given to those living outside of the LWDA but the Central Iowa AJC or satellite offices are the closest location to access America's Job Center services. For individuals living outside of these boundaries who request assistance from Central Iowa LWDB, approval must be requested/received from the WIOA area of residency and documented in the data management system.

Application of Priority of Services includes the follow tactics:

- Title I staff and the One Stop Operator provide information about the program to core partner programs including the details pertaining to priority of service. Core partners meet bi-weekly.
- Title I staff collaborates with Vocational Rehabilitation, Adult Education, TANF, and SNAP E&T to coordinate referrals and enroll individuals in both programs when it is beneficial.
- Service providers will work with the LVER and DVOP specialists to encourage additional referrals to the WIOA programs for veterans.
- Title I provides a weekly information session for job seekers who have been referred to the program. During this session, they discuss the priority of service with the referrals.
- Title I staff engage in outreach and partnership efforts with agencies, community-based organizations, businesses and other relevant organizations that serve individuals who meet the priority criteria. This collaboration aims to connect with these individuals, provide them with information about the program, and potentially enroll them in the services offered.
- The Des Moines IowaWORKS Center supports priority of service for veterans and low-
- Identifying eligible individuals at point of entry, Identifying veterans and other covered persons using acceptable documentation.
- Ensuring covered person receives access to the service or resource earlier in time than non-covered person(s); including
 - If the service or resource is limited, the covered person receives access to the service or resource instead of or before the non-covered person; including assisting veterans and eligible spouses before other customers.
 - Promoting job fairs for veterans and eligible spouses and allowing access 1 hour before the public.
- Service providers, if allowable, pair job training with childcare and other supportive services that enable priority populations to participate;
- Service providers offer training appropriate for the education levels of typical public assistance recipients (i.e., not only training with prerequisites of 12th grade reading levels);
- Identifying employers who are interested in hiring veterans.

Adult Priority Process – Participant and Wait List Process

To outline the procedure for managing the prioritization of service for adult participants, monitoring service percentages, and handling referrals when funding is limited or delayed.

The Local Board monitors the comprehensive list of all participants. It compares the current participant list to the priority populations and looks for gaps in service. If gaps exist, it proactively forms relationships with community-based organizations that serve that demographic.

A Wait List is kept that shows individuals referred to other partners when adult funding is limited or delayed. When funding becomes available, review the Interest List to identify participants to be contacted. Potential participants are contacted in this order.

1. Participants fall under Priority Population categories.
2. Date referred (earliest dates first).
3. Special Considerations.

Contact includes:

- a. Reaching out to participants in the order determined by the prioritization criteria.
 - b. Documenting each contact attempt and update the Interest List accordingly.
 - c. Updating the Wait List to reflect participants who have been contacted and those who have received services.
 - d. Ensuring the lists are accurate and up to date at all times.
 - e. Generating reports on the prioritization and referral process as required.
 - f. Sharing these reports with relevant stakeholders to maintain transparency and accountability.
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21. A description of how the LWDB will provide Veterans priority of service.

We will follow all state policies related to [WIOA priority of service](#), as well as IowaWORKS operating standards and best practices related to customer service at the job center.

All customers are greeted and asked if they are a Veteran or the spouse of a Veteran. Staff thank them for their services, if so, and make them available of services. Those customers receive a customized folder highlighting opportunities and programs specific to Veterans. Additional efforts are made to connect at risk/homeless Veterans with a Veterans Representative immediately, who is on site during all hours of operations. All staff are trained in the services available to Veterans. Upon leaving, the Veterans is escorted to the front door and is thanks for their services and for visiting the job center and invited to return.

Additional best practices include:

- We partner annually with the Boone National Guard and Story County Chamber of Commerce for a career fair. We also held a Career Fair at the Perry National Guard armory.
- In September 2023 multiple programs staff participated in the Homeless Veterans Stand Down in Des Moines.
- Monthly career fairs are coordinated with Camp Dodge, encouraging newly transitioned guard members to register in IowaWORKS and to utilize our services.
- In November, an annual Veterans Day Event is held at the Des Moines Office.
- When we have hiring events we often if not always reserve the first half hour to Veterans
- Our IowaWORKS system holds new job postings for the first 24 hours for Veterans only
- We have a specific set of computers in our exploratory area designated for Veterans
- We refer any service member we interact with to either DVOP's or HBI depending on their status for case management services if they are interested.
- We have events at Camp Dodge on a regular basis to encourage newly transitioned guard members to register in IowaWORKS and to utilize our services.

Statistics from 4/1/23 to 3/31/24.

- 1,618 veterans were assisted at the Des Moines IowaWORKS office. An increase of 43% from the prior period.
- 92 new veteran clients were assisted and 252 were in case management services.
- Home Base Iowa career planner served 140 veterans/spouses.

Furthermore, to align with state strategies of our American Job Center division, we will commit to supporting one of the state department goals. That is to increase the number of Veterans and transitioning service members and spouses who register in IowaWORKS and receive an individualized career service by 25% by 2025.

22. Assurances

- a. By submitting this local plan, the Local Workforce Development Board assures it has established all local policies and procedures required by State WIOA policy and federal legislation and that all local policies are made available on the local area website.
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