

Maximizing WIOA's Potential

A Regional Approach to Workforce Development
Presentation for Metropolitan Washington Council of Governments
Region Forward Coalition
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Background

- ▶ Greater Washington Workforce Development Collaborative is partnership of local foundations, philanthropists, and businesses focused on workforce development throughout the DC Metro area, with a particular focus on low-income, underemployed and unemployed residents.
- ▶ Created opportunities for workforce policy organizations from Maryland, DC and VA to meet, share notes, strategize
- ▶ All were working to support effective implementation of WIOA
- ▶ Determined that a comparative analysis of State Plans would help promote implementation of best practices and support regional collaboration
- ▶ Released the report with COG because COG is best positioned to support regional efforts, and the content aligns with COG's ongoing commitments

GWDC is a project of the Community Foundation of the National Capital Region (for information: www.CFNCR.org, 202-955-5890)

Regional Analysis of WIOA State Plans

- ▶ Workforce Innovation and Opportunity Act
 - ▶ Reauthorization of Workforce Investment Act
 - ▶ Passed in 2014, full implementation by July 1, 2017
 - ▶ Same programs as WIA: Adult, Dislocated Worker and Youth Training; Adult and Family Literacy; Wagner-Peyser; and Vocational Rehabilitation
- ▶ Among the significant changes between WIA and WIOA:
 - ▶ All programs must report on the same outcome measures - requires collaboration and accountability across agencies and service populations
 - ▶ WIOA clearly prioritizes low-income individuals and those with barriers to employment (those living in “equity emphasis areas”)
 - ▶ Strong emphasis on Business Leadership, Industry/Sector Driven Strategies and Career Pathways

Our Goal in Comparing WIOA State Plans

Answer the following questions:

- ▶ How does each jurisdiction seek to meet the needs of vulnerable populations who face significant barriers to employment?
- ▶ To what extent does each State plan maximize the opportunities presented by WIOA, especially in terms of:
 - ▶ Sector Partnerships
 - ▶ Career Pathways
 - ▶ In-demand training
 - ▶ Performance Measures
 - ▶ Integration of SNAP and TANF
- ▶ What are strong practices within each jurisdiction that can be shared and adopted by the others to achieve a more effective and coordinated regional workforce system?

Findings: Promising Practices

Examples

- ▶ Virginia
 - ▶ SNAP Employment and Training Ex-offender Program
 - ▶ PluggedIn VA: Community College/NGO career pathways partnership, a product of the Career Pathways Workgroup
- ▶ Maryland
 - ▶ Skilled Immigrants Task Force
 - ▶ Maryland EARN: Demand-driven career pathways initiative
- ▶ DC
 - ▶ Use living wage standard and low barriers to entry as criteria for High Demand Industry designation
 - ▶ Workforce on Wheels mobile AJC

Findings: Shared Challenges

- ▶ Common gaps:
 - ▶ Career Pathway services for adult learners (those whose literacy and math skills are at 6th grade level or lower)
 - ▶ Services for Individuals with Disabilities - high unemployment rates and wait lists for services. New that VR services are integrated with general Workforce Development - much to teach and learn!!
 - ▶ Barrier Remediation - none of the jurisdictions presented a comprehensive approach at the state level; transportation costs and childcare are among most common obstacles
- ▶ Each jurisdiction has strengths to offer (e.g., in VA, Career Pathways for Individuals with Disabilities demonstration)

Creating a forum to share best practices regionally would be beneficial.

COG's Human Capital Goals through the Lens of *Maximizing WIOA's Potential*

- ▶ SUPPORT INVESTMENT IN ECONOMIC CLUSTERS – Continue efforts to focus on the seven regional economic clusters to help grow the region's current export economy, support systems, and **attract talent to the region**.
 - ▶ How can COG help GROW or FIND and CULTIVATE talent in the region?
- ▶ CONTINUE TO STUDY AND INVEST IN ACTIVITY CENTERS – Analyze performance of individual Activity Centers ...to identify “high performers.” These high performer Centers will provide a set of diverse, aspirational examples of strong Centers to help communities benchmark their progress, and **facilitate regional knowledge sharing and dissemination of best practices**.
 - ▶ What are the practices behind the “high performers”? E.g., Have there been any successes in local hiring in low-income areas?

COG's Human Capital Goals, continued

- ▶ SUPPORT WORKFORCE DEVELOPMENT THROUGH INFRASTRUCTURE INVESTMENT - COG is leading a regional team of public and private sector leaders ... to **create a robust system for training and credentialing** to meet the need for stormwater management.
 - ▶ Are there other industries that COG works in where this could be replicated?
- ▶ COLLABORATE WITH WORKFORCE INVESTMENT BOARDS (WIBS) AND WORKFORCE INVESTMENT COUNCILS (WICS) –Increase collaboration amongst the individual boards to further **coordinate efforts regionally**.
 - ▶ Maximizing WIOA's Potential describes some specific opportunities

COG's Human Capital Goals, continued

- ▶ ADVANCE STRATEGIES FOR INCLUSIVE ECONOMIC DEVELOPMENT – Encourage strategies and programs to incorporate equity, transparency, sustainability, and community engagement in all aspects of economic development. As the region continues to grow the economy it is important to **remain cognizant of all equity emphasis areas and ensure their growth is at the forefront of the region's efforts.**
- ▶ WIOA emphasizes strategies, like Career Pathways, that help to build the human capital of those who are unemployed and underemployed.

Target Industries Identified in WIOA State Plans

Maryland	Virginia	Washington, DC
Healthcare	Health Care	Healthcare
Hospitality and Tourism	Tourism	Hospitality
IT and Cybersecurity	Information Technology	Business Administration & IT*
Agriculture and Forestry	Agriculture and Forestry	
Construction		Construction & Building Maintenance
Distribution, Warehousing, and Transportation	Logistics	Infrastructure**
Manufacturing	Advanced Manufacturing	
	Professional Business Services	Business Administration & IT*
Biotechnology		
	Energy	
	Federal Government	
		Security and Law

*Business Administration and IT is listed twice for Washington DC, because the District combined two industries that were listed separately by Maryland and Virginia

**In January 2017, DC added a new high-demand industry so it does not appear in the plan. Infrastructure will include energy and utilities, energy efficient technology, and transportation and logistics.

Opportunities

- ▶ Recommendations for each State/WDB in the form of “Fact Sheets”
- ▶ COG: Build on Human Capital report to lead regional strategies
 - ▶ Develop common talent supply/demand analysis for shared high-demand industries
 - ▶ Are there pathways into these fields for individuals with low-skills? What would they look like?
 - ▶ Coordinate Industry Alliances
 - ▶ Identify which credentials are most valuable to area employers
 - ▶ Work with business owners who have bases in multiple jurisdictions: what do they see as the needs and/or best practices in the different jurisdictions?
 - ▶ Note variation within the Region that might help/hinder business efforts to hire or upskill employees
 - ▶ Share successful strategies for placing/hiring/retaining veterans, returning citizens
 - ▶ Develop/Share curricula and strategies for teaching “Emotional Intelligence” (social graces, communication, language, personal habits, interpersonal skills, etc. that characterize relationships with other people)

Opportunities, continued

- ▶ Convene cross-jurisdictional teams to address common barriers
 - ▶ Transportation: how does each jurisdiction support low-income individuals to get to education and training programs and low-wage employment? Can the strategies work elsewhere?
 - ▶ Childcare: What are the biggest childcare challenges in each jurisdiction? What strategies are working?

Discussion and Next Steps

- ▶ Available to any workforce stakeholders to support/strategize
- ▶ Contemplating a COG Convening on developing a regional approach to workforce development later 2017
- ▶ **What initiatives or activities could the jurisdictions work on together that would be most beneficial to the region and/or its employers?**

Full Report and Supplemental Documents

- ▶ Community Foundation Publications Page: www.gwwdc.org/policy
 - ▶ Maximizing WIOA's Potential: A Regional Analysis of the State Plans of Maryland, Virginia, and Washington, DC
 - ▶ The Commonwealth Institute for Fiscal Analysis, DC Appleseed, the DC Fiscal Policy Institute, Job Opportunities Task Force and the Maryland Center on Economic Policy completed a cross-jurisdictional project in which key elements of the Workforce Innovation and Opportunity Act (WIOA) state plans of DC, MD and VA are compared and contrasted.
- [Full Report](#)
 - [Summary Report](#)
 - [Module 1: Vulnerable Subpopulations](#)
 - [Module 2: Performance Measures](#)
 - [Module 3: Sector Partnerships & Career Pathways](#)
 - [Module 4: High-Demand Sectors](#)
 - [Module 5: Governance & Management of Implementation](#)
 - [DC Fact Sheet](#)
 - [Maryland Fact Sheet](#)
 - [Virginia Fact Sheet](#)

Right Click to Open Hyperlinks

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Thank you! A departing thought:

“The test of our progress is not whether we add more to the abundance of those who have much; it is whether we provide enough for those who have too little.”

— Franklin D. Roosevelt

In that spirit, what concrete steps are needed to improve regional workforce collaboration *today*?