



Michigan  
Talent Investment Agency  
Department of Talent and Economic Development

# *WIOA 2.0*

## *Realizing the Opportunity to Be Innovative*

*Michigan Works! Annual Conference*

*Mt. Pleasant, Michigan*

*September 10-12, 2017*



## *Session Overview*

- *WIOA Implementation – A Few Final Words*
- *Areas of Opportunity Moving Forward*
  - *Outreach Strategies*
  - *Service Provision*
  - *Partnerships*
- *Wrap Up/Questions*



## *WIOA Implementation*

- *Nearing completion*
- *Only a few remaining items to wrap up*
  - *Memorandums of Understanding (MOUs)*
  - *Infrastructure Funding Agreements (IFAs)*
  - *Data System Changes*





# *Area of Opportunity #1 Outreach Strategies*

## *Key Questions to Ask Ourselves*

*Do the outreach strategies we are employing today look different than they did three years ago?*

*Are the individuals being served through the one-stop system different than three years ago?*



## *Outreach Strategies: Things to Consider*

- *Under WIOA, the focus of the Youth program has shifted to primarily out-of-school youth*
- *WIOA emphasizes serving “individuals with barriers to employment” (WIOA Section 3(24))*
  - *i.e. low-income individuals, long-term unemployed, ex-offenders, homeless, foster youth, individuals with disabilities, older individuals, English language learners, migrant and seasonal farmworkers, etc.*
- *WIOA encourages greater use of technology*



## *Outreach Strategies: What's Going on in Michigan?*

- *Use of social media (Facebook, Twitter, LinkedIn, YouTube, etc.) to reach various target groups*
  - *Noted in multiple MWA local plans*
- *MWAs in Southeast Michigan partnered on media campaign targeting long-term unemployed, etc.*
  - *Over 4,000 radio bites on 15 radio stations*
- *Capital Area Michigan Works! director writes newspaper column; appears on WLNZ's Coffee Break and the Michigan Business Network Show*



## *Outreach Strategies: More...What's Going on in Michigan?*

- *Formation of partnerships with CBOs*
  - *Noted in multiple MWA local plans*
- *Michigan Works! Southwest has a presence in local community centers in Kazoo and Albion*
  - *To provide greater awareness of/access to services*
- *GST Michigan Works! On-The-Road Events*
  - *Collaboration with district libraries in rural areas*



## *Outreach Strategies: What's Going on Elsewhere?*

- *City of Indianapolis entered into a partnership with a local radio DJ to do PSAs targeting youth*
  - *Also have MOU with local Boys and Girls Clubs for space*
- *Ventura County, CA “Workforce Wednesday” radio interviews on KVTA re: various workforce topics*
- *Western Maryland Consortium partners with youth advocate groups to engage disconnected youth*
  - *i.e. shelters, drug and alcohol support groups, etc.*
- *City of Denver uses social media and technology*
  - *i.e. podcasts and online learning*





## *Outreach Strategies: Actions to Consider*

- *Not just about who walks through the door; also about who is NOT walking through the door*
  - *Examine available data and create an action plan*
- *Personalize strategies based on target group*
  - *Can't be a one-size fits all approach to outreach*
- *Form new partnerships with organizations in the community and establish a referral process*
- *Expand access; meet them where they are*



## *Outreach Strategies: Tools and Resources*

- *USDOL's Workforce GPS*
- *National Association of Workforce Boards*
- *IMPAQ International October 2015 Issue Brief*
- *TEGL 16-16, issued January 18, 2017*



## *Outreach Strategies: Revisiting Our Key Questions*

*Do the outreach strategies we are employing today look different than they did three years ago?*

*Are the individuals being served through the one-stop system different than three years ago?*



## *Area of Opportunity #2 Service Provision*

### *Key Questions to Ask Ourselves*

*Are the services we are providing today different than they were three years ago?*

*Is the manner in which we are providing services today different than three years ago?*



## *Service Provision: Things to Consider*

- *WIOA added to our menu of service options*
- *WIOA emphasizes the use of technological advances to provide services to jobseekers*
- *WIOA envisions a seamless customer-focused one-stop system that integrates service delivery and enhances access to programs and services*



## *Transitional Jobs: A New Service Option Under WIOA*

- *Per the WIOA Final Regulations (Section 680.190), a transitional job is:*
  - *A time-limited work experience that is paid (subsidized)*
  - *In the public, private, or non-profit sectors*
  - *For individuals with barriers to employment who are chronically unemployed/have an inconsistent work history*
  - *Designed to enable the individual to establish a work history, demonstrate work success, and develop skills that lead to unsubsidized employment*
- *Individualized career service (Section 678.430(b))*
- *Must be combined with comprehensive career services and supportive services (Section 680.195)*



## *Service Provision: What's Going on in Michigan?*

- *State's transitional jobs policy follows WIOA*
  - *Doesn't add additional requirements beyond federal*
- *At least one MWA offering transitional jobs*
  - *GST Michigan Works!; has local policy in place*
- *Some MWAs have transformed their websites to offer more information and services online*
- *Variety of partners in one-stops/access points*
- *TIA reorganized staff by customer vs. program*



## *Service Provision: What's Going on Elsewhere?*

- *Most states require local areas offering transitional jobs to have a local policy in place;*
  - *No additional requirements at state level*
- *Dutchess County, NY has a local policy in place*
  - *Not lengthy, but adds some additional requirements*
- *DOL encouraging use of live web chats and videoconferencing as service delivery options*
- *DOL Customer Centered Design Challenge*
  - *Over 80 teams from across country*





## *Service Provision: Actions to Consider*

- *Incorporating transitional jobs as a service option*
  - *Put appropriate local policy in place; identify employers*
- *Offer both virtual and center-based service delivery options where appropriate and feasible to do so*
  - *Examine ways to offer more robust virtual services*
  - *Leverage partnerships to expand access to services*
- *Train one-stop center staff on an ongoing basis*
  - *Cross-train key staff across multiple programs*
  - *Provide training on working with special populations*
- *Consider organizing by function vs. program*



## *Service Provision: Tools and Resources*

- *USDOL's Workforce GPS*
- *Customer Flow Scenarios on ION*
- *USDOL's Integrated Service Delivery Toolkit*
- *TEGL 4-15, issued August 13, 2015*
- *TEGL 16-16, issued January 18, 2017*
- *TEGL 19-16, issued March 1, 2017*



## *Service Provision: Revisiting Our Key Questions*

*Are the services we are providing today different than they were three years ago?*

*Is the manner in which we are providing services today different than three years ago?*



## *Area of Opportunity #3 Partnerships*

### *Key Questions to Ask Ourselves*

*Do I have partners today who were not my partners three years ago?*

*How have my relationships with my existing partners changed over the last three years?*



## *Partnerships: Things to Consider*

- *WIOA increased opportunities for partnerships*
  - *Expanded list of required one-stop partners*
  - *Aims for greater inclusion of target populations*
- *WIOA envisions more robust partnerships with respect to:*
  - *Planning*
  - *Service Delivery*
  - *System Support*



## *Partnerships: What's Going on in Michigan?*

- *Adult education providers conducting assessments for co-enrolled customers and sharing results with one-stop system*
- *One-stop center and adult education provider partnering to meet employer's need for skilled workers – employer targeting AE students*
- *TIA and LARA jointly participated in USDOE review of VR program in Michigan – a first*
- *State partners collaborating on review of IFAs*



## *Partnerships: What's Going on Elsewhere?*

- *Kansas one-stop system delivering pre-employment transition services for State VR*
- *Kansas City area adult education providers recruiting out-of-school youth for local WIBs*
- *Boise launched Global Talent Idaho to facilitate economic integration of high-skilled immigrants and refugees; connected w/ AE and one-stops*
- *North Central MN FastTRAC programs for youth*



## *Partnerships: Actions to Consider*

- *Examine your current partnerships and determine areas where additional partnerships are needed – to address gaps*
  - *To reach additional target populations in your area*
  - *To enhance service delivery capacity*
- *Look for ways to enhance existing partnerships*
  - *To eliminate service duplication*
  - *To leverage and maximize resources*
  - *To better meet the needs of area employers*





## *Partnerships: Tools and Resources*

- *USDOL's Workforce GPS*
- *TEGL 16-16, issued January 18, 2017*
- *TEGL 19-16, issued March 1, 2017*
- *TEN 28-16, issued January 9, 2017*



## *Partnerships: Revisiting Our Key Questions*

*Do I have partners today who were not my partners three years ago?*

*How have my relationships with my existing partners changed over the last three years?*



## *Wrap-Up*

- *As WIOA implementation draws to a close, we want to be thinking about ways to maximize our opportunities to be innovative via the new law*
- *Three areas of opportunity include:*
  - *Outreach Strategies*
  - *Service Provision*
  - *Partnerships*



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# *Questions?*

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