

May 30, 2018

Rick Roy  
DEED

The following updates were made to the WSA#8 Local Plan Narrative to further highlight the key industry sectors and our continued dedication to addressing gender-based inequities, along with reducing inequities faced by people of color and/or with disabilities and disconnected youth.

## UPDATED SECTION

5. Describe the strategic approaches to ensure all elements of Career Services are available at service locations or online, including services for youth and individuals with barriers to employment or service access.

The WDB utilizes Program Coordinators as a strategic approach to ensure the availability of all of the documented Career Services at our service locations (or online). Each Program Coordinator is responsible for the program budget, making sure the program requirements are met, and the appropriate career services are available across all service locations. Program Coordinators report monthly to the WDB Management Committee.

Another strategic approach is the use of the WDB One-Stop Consortium monthly meetings to identify, and ensure the availability of, all Career Services at our service locations and/or online.

All of our Career Counselors across the region are Global Career Development Facilitator (GCDF) trained and certified, lending additional expertise to the skills and education they bring to our customers.

In addition, we are in the process of transitioning from a programmatic service model to a sector-based service model. As part of that transition, all of our Career Planners have identified their industry sector of choice. They are working in sector-based teams to research each specific industry and share information about demand occupations, training programs, area employers, etc. with both our customers and Career Planners across the agency. These individuals serve as industry experts and valued resources across our agency and to our employer network. Industries represented include: healthcare; manufacturing; services and trades (which includes construction and transportation); business services, IT, and finance; and customer service.

The WDB of WSA #8 has been built around key regional industry sectors and employer issues. We currently have **Advanced** career pathways and sector partnerships in Healthcare. **Active** career pathways and sector partnerships in Construction/Carpentry. **Emerging** career pathways and sector partnerships are being developed in Manufacturing, Public Sector, Customer Service, including retail, hospitality, and tourism and IT. At this time, work on the business financial services and agriculture career pathways have been suspended due to the current economic conditions within those industries in our region. Advanced, Active and Emerging Career Pathways and Sector Partnerships align with our primary WDB sector subcommittees: Healthcare, Manufacturing, Services & Trades, and Emerging Technologies & Economic Development.

Specific strategies for recruitment and outreach include:

- a. Outreach efforts – Career Planners currently have office hours at a variety of locations where potential participants congregate, including Boys and Girls Club, public libraries, Adult Basic Education centers, schools and college campuses
- b. Outreach to employers: Placement Specialists and Career Planners provide targeted outreach to our employer network via face-to-face meetings, job fairs/hiring events, and our WDB sector-subcommittee meetings. Information to employers includes incumbent worker training opportunities in addition to On-the-Job Training (OJT) information, Apprenticeship resources, and more.
- c. Outreach to organizations that work with out of school youth, primarily organizations that work with homeless youth, youth with disabilities, youth in transition, and/or disconnected youth
- d. Targeted efforts to reduce employment and educational disparities faced by women and diverse populations with the development of programming that specifically addresses their unique needs. Specifically, cultural competency (Intercultural Development Inventory) and unconscious bias training for staff and regional employers will be provided.
- e. Partnering with local colleges, universities and TRiO programs to receive referrals of people interested in developing, or who may be struggling with, an education plan
- f. Coordinate with schools to refer youth who are struggling and may end up disengaging from school
- g. Communicate with local Adult Basic Education providers to ensure co-enrollment
- h. Utilize word-of-mouth referrals from customers
- i. Hit the streets – Career Counselors attend events around the community
- j. Open House events – Career Counselors have hosted a number of open house events to encourage potential customers and community members to learn more about our programs and services
- k. Court Services – Often times there are several barriers to employment. Career Counselors work to ensure that referrals are made while customers are involved with the court system to build relationships and facilitate these potential customers coming to the WorkForce Center for services
- l. Jails and Correctional Facilities – We teach job search classes in-house in some locations. We are working closely with the Department of Corrections to determine the best way(s) to get information to those involved with the court system prior to their release
- m. We have developed new marketing materials to focus on older, out of school youth. We recently changed the name of our youth/young adult program and now use language for young adults.

n. We are exploring and planning for the development of online/virtual career counseling options and additional online services pending the availability of resources.

o. We offer incentives for completion of program goals such as steps within the GED, obtaining employment, maintaining employment and completing a credential, as program funding allows.

p. Our Career Counselors work together to co-enroll people who are accessing public assistance programs

q. Looking to cost-share an outreach to business position with the Rochester Chamber of Commerce

If you have any questions on the above changes or other sections of the narrative, work plan or timeline, please don't hesitate to ask.

Sincerely,

A handwritten signature in black ink, appearing to read "Randy Johnson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Randy Johnson  
Executive Director