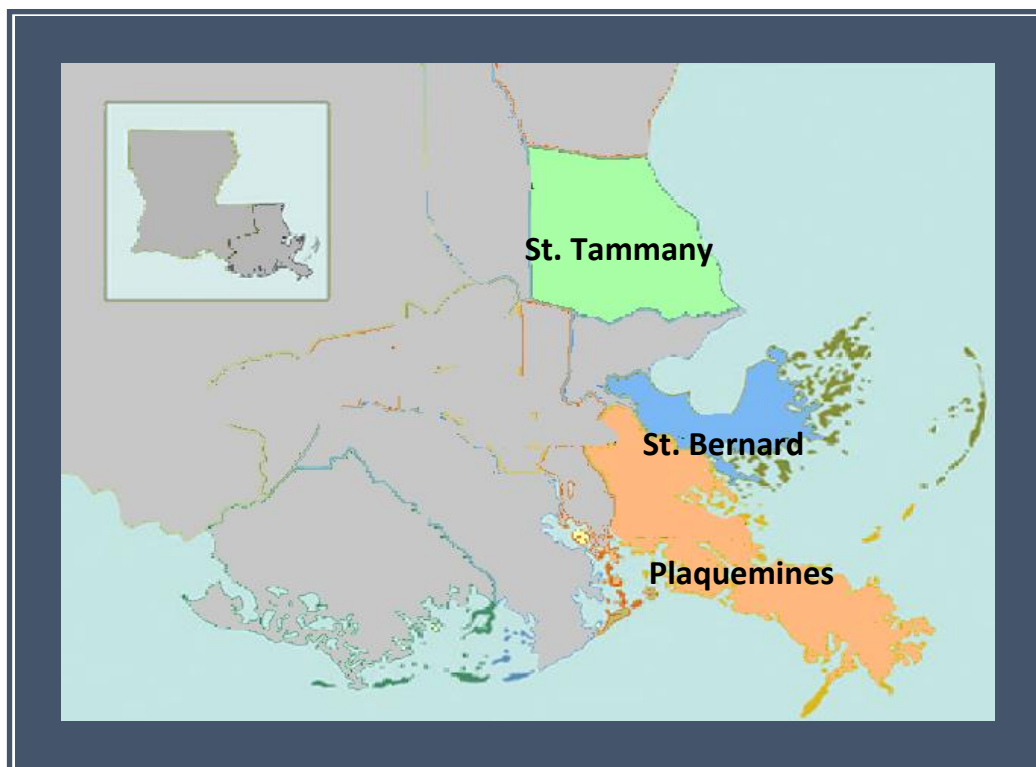




## Workforce Innovation & Opportunity Act (WIOA)

Local Plan for July 2016 through June 2020

# Executive Summary



## Overview

The Workforce Innovation and Opportunity Act (WIOA) was signed into law by President Obama on July 22, 2014. WIOA seeks to more fully integrate workforce and education systems to better serve employers and job seekers. Under this new law, the First Planning District Workforce Development Board (FPD WDB) is required to submit a local and regional plan to the State of Louisiana which outlines the goals, strategies and objectives for 2016 through 2020 for providing access and resources of the workforce development system to our citizens.

The FPD WDB is dedicated to identifying and promoting workforce development strategies that positively impact the economic wellbeing of Plaquemines, St. Bernard and St. Tammany Parishes. The Board supports the governor's statewide vision for "Putting Louisiana First" by creating an environment in which our businesses can grow and our people can prosper.

The Board serves as a strategic leader and convener of employers, workforce professionals, education providers, economic development agencies and other stakeholders to drive innovation and build workforce alliances that can provide services to meet the needs of businesses. The Board is also the Quality Assurance Agent for public funds ensuring that the public workforce system is demand-driven, efficient and effective, and is of value and has impact in our local communities.

**OUR VISION** is sustainable employment through strategic human capital investments that produce positive economic returns for our businesses and our communities.

**OUR MISSION** is to serve as **"THE VOICE OF BUSINESS"** to communicate employment needs and to influence the direction of all workforce development programs and services in order to ensure a business driven system.

**OUR VALUES:** Members of the FPD WDB honor the following Core Values:

- Visionary Leadership that advocates human capital development
- Service Excellence grounded in professionalism and respect
- Innovative responses to workforce needs that drive economic vitality
- Stewardship of assets and resources focused on local and regional community priorities
- Collaboration with regional workforce, education and economic development partners
- Dedication to building and sustaining a strong regional economy, and the well-being of our industry base
- Results that are best-in-class and provide a high rate of return on public investment

### **OUR STRATEGIC PRIORITIES:**

- ▶ Creating and fostering business partnerships that bring the best return on investment back to the tri-parish area.
- ▶ Building sound partnerships to collaborate with employment, education and economic development efforts to ensure economic vitality to the region
- ▶ Creating an efficient and effective platform for servicing job seekers and the hardest to serve populations.
- ▶ Building the best infrastructure to exceed the demand and needs of business/industry, job seekers and partners within the region.
- ▶ Paving the way for transitioning to the new workforce development system while becoming responsive and integrated within our communities.

## Demographics of the Tri-Parish Area

The FPD WDB serves the workforce needs of Plaquemines, St. Bernard and St. Tammany parishes, which together comprise the eastern part of the greater New Orleans region starting north of Lake Pontchartrain and extending out into the Gulf of Mexico. The tri-parish area boasts a wide range of industries from Healthcare, Manufacturing and Retail in St. Tammany Parish to Oil and Gas Manufacturing and Maritime Transportation in Plaquemines and St. Bernard. The economy is diverse, vibrant and growing due to the parishes' quality of life, top-notch K-12 education systems and close proximity to the culture and entertainment of New Orleans.

### BY THE NUMBERS

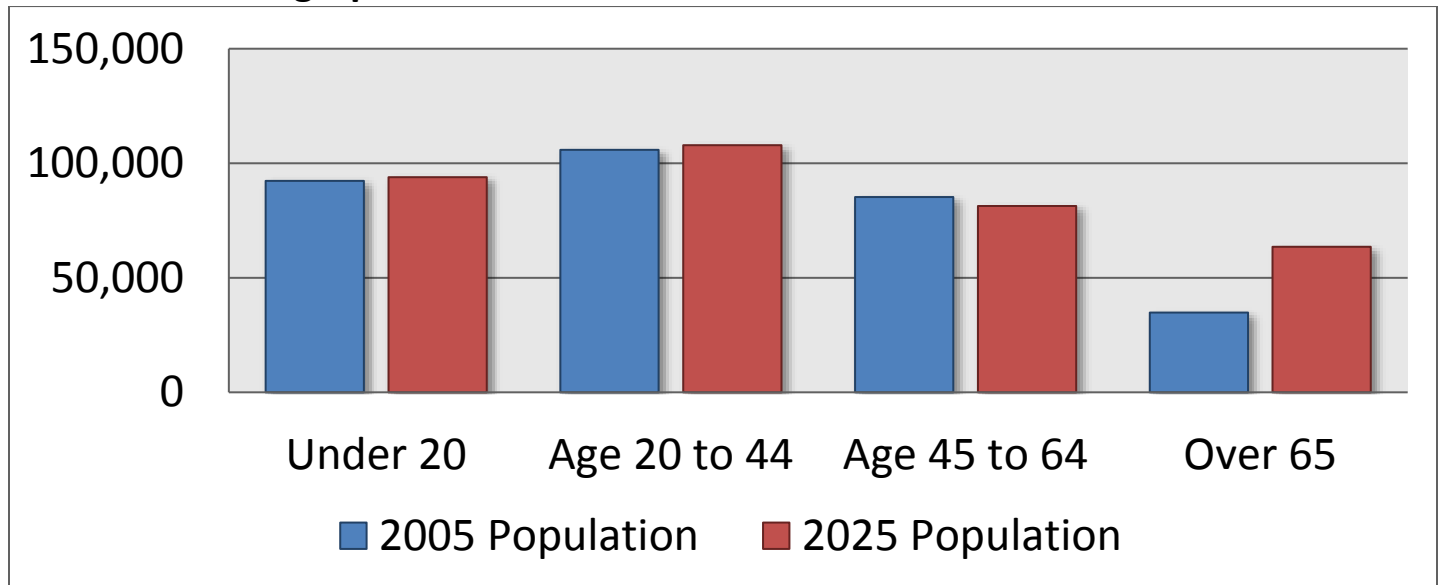
<b>319.2K</b> 2015 Population	<b>8%</b> Population Growth for the Last 5 Years State Growth 3%	<b>338.9K</b> Projected 2020 Population
<b>108,691</b> Total Jobs (2015)	<b>+11.2%</b> Projected 5yr growth	<b>120,817</b> Total Jobs Projected by 2020
<b>Average Earnings (2015)</b>	<b>\$56,762</b>	
<b>Unemployed (9/2015)</b>	<b>7,897 (5.5%)</b> (down from 6.4% - 9/2014)	
	Labor Participation is also down by 2,671	

### TOP OCCUPATIONS IN DEMAND

Description	2015 Jobs	2020 Jobs	2015 - 2020 Change	2015 - 2020 % Change	Openings	Median Hourly Earnings	Pct. 10 Hourly Earnings
Registered Nurses	2,738	3,054	316	12%	610	\$27.49	\$20.96
General and Operations Managers	1,954	2,226	272	14%	472	\$40.24	\$21.52
Customer Service Representatives	1,187	1,406	219	18%	399	\$12.32	\$8.52
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,637	1,851	214	13%	386	\$28.60	\$16.35
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,890	2,121	231	12%	354	\$14.50	\$9.92
First-Line Supervisors of Office and Administrative Support Workers	1,209	1,372	163	13%	319	\$20.77	\$13.73
Heavy and Tractor-Trailer Truck Drivers	1,280	1,472	192	15%	304	\$18.51	\$12.19
Maintenance and Repair Workers, General	1,298	1,452	154	12%	289	\$15.78	\$10.06
Accountants and Auditors	801	956	155	19%	289	\$28.45	\$18.87
First-Line Supervisors of Retail Sales Workers	1,333	1,447	114	9%	266	\$16.95	\$11.04
	<b>15,328</b>	<b>17,357</b>	<b>2,029</b>	<b>13%</b>	<b>3,687</b>	<b>\$23.32</b>	<b>\$15.00</b>

- The top 10 occupations in this chart represent 22% of openings expected over the next 5 years.

## Tri-Parish Demographic Shift



- In 2005, the 65+ population was just 34,848; 45,680 in 2015, 55,000 by 2020 and 63,542 by 2024.
- As indicated in the regional plan, the significant increase in the 65+ population will have an impact on the workforce, creating a potential shortfall of available workers.

## Areas of Focus

The FPD WDB structure provides for three areas of focus. These areas include: **Business Engagement**, **Partnerships** and **Job Seekers**. The Workforce Board's committee structure has been developed to support these areas of focus. The work of these committees will enable the local area and region to strategically invest in human capital to sustain economic vitality, while maintaining a concentration on serving the hardest to serve, vulnerable populations or priority service group as defined in local policy and aligned with WIOA law.

Business Engagement has, and will continue to be a priority for the Board. The Workforce Board has priorities in place to: broker new relationships with businesses, communicate board purpose and direction and create a consistent information loop with businesses and stakeholders, as well as collaborate with businesses to engage industry leaders in workforce development solutions.

The mandatory partner groups outlined in the WIOA and embraced by the FPD WDB include: WIOA Title I Adult, Dislocated Worker and Youth programs, Title II Adult Education, Wagner Peyser, Veterans Employment Programs, Vocational Rehabilitation, Community Services Block Grants (CSBG), Housing and Urban Development (HUD), Temporary Assistance to Needy Families, and Supplemental Nutrition Assistance Program (SNAP). The FPD WDB intends to create a one-stop delivery system that brings together workforce development, education, and other services in a seamless customer-focused service delivery network that enhances access to the programs' services with the goal of improving long-term employment outcomes for individuals receiving assistance. Collaboration among service providers and the integration of activities to the fullest extent possible is a main priority for the Workforce Board.

It is understood by the Workforce Board that more effective outreach to individuals with barriers to employment, and more effective strategies in preparing those individuals for success in employment must be established. A concerted effort is needed to engage previously “untapped talent” in career pathways in in-demand industries that truly emphasize the asset and value these individuals bring to the workforce.

## **Objectives and Goals**

The overarching goal for job seeker and employer engagement is to better facilitate sustainable employment through strategic human capital investments that produce positive economic returns for our business/industry. The focus will be on the hardest to serve, vulnerable populations (“untapped talent”) within our communities. The main objective in engaging business/industry is to provide sector leaders a platform from which they can influence the regional training pipeline so its output of human capital is more relevant to current and projected future need. The main objective in engaging job seekers is to provide the resources and tools through career services for which an individual can drive their career path and gain talent development opportunities to obtain and retain employment.

The strategies and services the FPD WDB will utilize to facilitate employer engagement and deliver career services within the Business & Career Solutions Centers, springs from its already strong partnerships with local and regional economic development entities, chambers of commerce, industry associations, K-12 education system, post-secondary education, local and state government entities and non-profits.

Strategies and Services identified to accomplish the Board’s priorities include:

- Active participation in regional leadership and other work groups for the purpose of streamlining services offered to employers, tracking employer service delivery, aligning business outreach efforts with other partners. This ongoing effort has helped workforce areas work together much more effectively to assist sector partnerships and individual employers.
- Board membership reflects its commitment to serving its key industry clusters. This ensures that its outreach activities are well aligned with key sectors.
- The Workforce Board is facilitating guidance and information to support and develop apprenticeship opportunities. This strategy will increase sector employer cooperation around critical occupational training.
- The Board intends to continue to build a solid reputation as a “go-to” resource for economic developers seeking timely labor force data and analysis, as well as seamless staffing services.
- The Board continues to participate in forums and other structured educational activities that help employers address current employment life cycles issues. This includes, but is not limited to involvement in K-12 Jump Start initiatives and other career pathway activities involving our community and technical college system and industry associations.
- Business Service Consultants (BSCs) have been assigned to targeted sectors as well as given specific responsibilities for communicating business needs to and working with the various partner programs.
- Participation in the regional business services team allows the BSC to develop regional relationships and work with staff in other workforce areas to provide seamless services to business throughout the region.
- Focus on serving the hardest-to-serve, vulnerable populations or priority service group defined in WIOA law.
- Align local Center policy and service delivery with the Workforce Board strategic priorities, defined targeted industry sectors and real time labor market data.
- Develop and implement strategies with all core partners that place the customer at the center of all activities.
- Develop and implement talent development strategies such as career pathway options, sector strategies, registered apprenticeships, work experiences and on-the-job training activities to meet the needs of job seekers and business/industry in our local area and region.

## Local Area/WIOA Governance

By mutual agreement of the Chief Elected Officials of the three parishes, St. Tammany Parish has the lead role as the Chief Elected Official to the Workforce Board. St. Bernard Parish serves as the Administrative Entity/Grant Recipient of the WIOA funds on behalf of the tri-parish area. A multi-jurisdictional agreement is in place between the parishes and outlines the roles and responsibilities of each as required by WIOA law.

The FPD WDB has designated the Business & Career Solutions Centers as its primary service provider in the tri-parish area. These Centers offer all career services for WIOA adult, dislocated worker and youth programs as outlined in the WIOA law through two locations in St. Tammany and St. Bernard. These centers are co-located with Wagner Peyser and the Veterans Employment programs. Efforts are being made currently to include other mandated partners within the center operations. Prior to July 2017, the Workforce Board, pending final WIOA rules and regulations, is planning to release a Request for Proposals to competitively procure the One-Stop System Operator function.

Under the leadership of the Workforce Board, the Business & Career Solutions Centers are charged with assisting employers in recruiting and retaining employees, and helping individuals learn high-demand skills, find employment and progress their career opportunities.

Job seekers and employers have access to numerous workforce services through these centers which include, but are not limited to the following:

### **Job Seeker Services:**

- Career Planning and Counseling
- Job Search Assistance
- Job Referrals
- Specialized Assessments
- Resume Writing Assistance
- Training Funds

### **Business Services:**

- Screening and Recruitment
- Job Matching
- Job Posting
- Workforce Data
- On-the-Job and Customized Training Funds
- On-site recruiting events and Job Fairs

The Workforce Board intends and is positioning to address the new performance standards set forth in WIOA. Outcomes will be measured utilizing LWC's statewide database (HIRE). Negotiations of actual standards for each of the performance outcomes will be conducted at such time as Louisiana Workforce Commission designates. FPD has consistently met and exceeded the common performance measures established by the U.S. Department of Labor. They include the following:

### **Job Seeker Performance Metrics**

#### **Adults**

- Entered employment
- Employment Retention
- Six months average earnings

#### **Youth**

- Gain Credential
- Entered Education or Employment
- Employment Retention
- Measurable Skill Gains toward Education/Employment

### **Business Performance Metrics**

- Overall Employer Market Penetration
- Demand Occupations with Staff Referrals
- Repeat Business Customers
- Employer-Based Training Contracts

## Our Impact

- In 2015, served **480** businesses in the tri parish area helping them to post and fill more than **9,420** job openings
- Our Business & Career Solutions Centers received more than 20,000 visits last year from residents
- We directly invested **\$329,267** to train more than **150** local residents with the skills they needed to fill the jobs of our local employers
- Last year we confirmed nearly 930 residents went back to work because of services provided by the Centers resulting in an annual economic impact of \$29.5 million (ROI = **13:1**)

## Public Comment

Copies of the proposed local plan are available to the public for comment through publication in the local news media and on the FPD's website [www.triparishworks.net](http://www.triparishworks.net). A comment period of thirty (30) days is provided. Formal comments may be received from members of the public and representatives of business and labor organizations. Any comments concerning the WIOA plan may be addressed to Mrs. Melissa Kirsch, Workforce Development Board Executive Director, 317 North Jefferson Avenue, Covington, Louisiana or via email at [mbkirsch@gmail.com](mailto:mbkirsch@gmail.com). Any comments received shall be submitted to the Louisiana Workforce Commission.

## Summary

The First Planning District Workforce Development Board will continue to serve as the strategic leader for the local tri-parish area of Plaquemines, St. Bernard and St. Tammany. The Board will work in partnership with the Governor, Louisiana Workforce Investment Council, and local elected officials to facilitate public/private partnerships and support talent development strategies that advance opportunities for all job seekers, including low-skilled adults, young adults, veterans, long-term unemployed, low-income households, dislocated workers, recipients of public assistance, and individuals with disabilities. The Board will work to foster innovation, engage stakeholders, diversify funding, and guarantee streamlined operations and service delivery excellence.

The Board will collaborate with all partners and local elected officials to ensure that a common vision and workforce system design is shared among key stakeholders. The Board will provide oversight for the system through creating a unified regional and local plan while integrating education, training, support services and other workforce services across the core programs.