

Iowa Works Campaign

The Iowa Works Campaign 2007 Legislative Agenda

The 4-Point Plan	The Iowa Works Campaign Supports	The Iowa Works Campaign Proposes	2008 Request	2009 Request
Point #1: Measure Success, Ensure Accountability	The Iowa Workforce Development (IWD)/ Department of Education (DE) proposal to establish, equip and staff an integrated information system utilizing the Unemployment Insurance (UI) wage record data base and the National Postsecondary Education Clearinghouse database. Cost: \$600,000.	Training Results: Develop a common set of measures and return on investment methodology to track results across workforce development programs and over time, using measures that are sensitive to different populations and areas served. Issue a regular report that collects this information and makes it available and understandable to policymakers and the public.	—	\$450,000
Point #2: Invest in Regional Strategies and Industry-Based Public-Private Partnerships	The Department of Economic Development (DED) Battelle study committees' recommendations to market career opportunities in particular industry sectors, expand college training capacity, and better connect students to careers. Cost: \$4,675,000	Iowa Industry Skills Partnerships for Career Pathways: Establish Industry Skills Partnerships across the state's economic regions for the purpose of convening key public and private-sector stakeholders to plan workforce and economic development strategies targeting industry sectors that demand skilled workers and provide good jobs. Promote systems change and fund programmatic strategies that connect a series of educational programs with integrated support services, thereby enabling students and workers to combine school and work and advance over time to higher levels of education and training and to jobs in targeted industry sectors.	\$8,900,000	\$14,900,000
Point #3: Build Career Pathways to Good Jobs for All Iowans				

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<p>Point #4: Provide Iowans with Lifelong Access to Skills Training and Educational Opportunities</p>	<p>Governor Culver’s campaign <i>All-Iowa Opportunity Scholarship</i> proposal to provide at least 5,000 new college scholarships. Cost: \$25,000,000</p> <p>The Association of Iowa Workforce Partners’ proposal to revise the State Emergency Grant policy to give regions financial support for dislocations of fewer than 25 workers. This may be accomplished by permitting grant requests for small dislocations as well as by allowing the bundling of unrelated dislocations. Cost: no new state appropriation, but may require, based on demand, an increased allocation from Governor’s WIA discretionary funds.</p> <p>The Iowa Student Financial Aid Commission’s recommendation to increase appropriations to the Vocational-Tuition Grant program. Cost: \$250,000 for each of the next four years.</p>			

Iowa Works Campaign 2007 Legislative Agenda: Key Initiatives

Measure Success, Ensure Accountability

Proposed Initiative: Training Results

Purpose:

- Develop a common set of measures and return on investment methodology to track results across workforce development programs and over time, using measures that are sensitive to different populations and areas served.
- Issue a regular report that collects this information and makes it available and understandable to policymakers and the public.

Common Measures:

The table on page 4 summarizes the common performance measures recommended for Iowa's major workforce education programs. These should be used for the following programs.

Secondary Career and Technical Education
 Postsecondary Career and Technical Education
 The Employment Service, Workforce Investment Act (WIA) Title III
 WIA Title I-B
 Adult Education and Family Literacy, WIA Title II
 Vocational Rehabilitation, WIA Title IV
 Promise Jobs (TANF)
 Grow Iowa Values Fund Workforce Training
 260 Programs
 CareerLink
 Apprenticeship

The measures are separated into those measures that are useful as accountability measures, for which there could be targets and consequences, and those measures that, while indicators of how well the workforce development system is doing, do not sufficiently satisfy the criteria for good performance measures in order to be used for targets and consequences.

Biannual Training Report:

Once the information systems are in place and collecting the necessary data, the Legislative Services Agency should collect these measures for each of the programs listed above and issue a Training Results report on a biannual basis to the legislature, relevant state agencies, and the Governor, while also making it readily available to the general public. The Agency should ensure that the report categorizes the different programs it evaluates in a manner that is sensitive to the different populations and areas served.

Funding:

\$450,000 annually to the Legislative Services Agency for staffing and capacity. This amount is contingent on the approval of the IWD/DE proposal to develop an integrated information system utilizing the UI wage record database and the National Postsecondary Education Clearinghouse database.

The Iowa Works Campaign is a non-partisan coalition of diverse organizations seeking consensus solutions to Iowa's economic challenges that benefit workers, businesses and communities alike. The endorsers of this Campaign are united in the belief that Iowa needs an educated and skilled workforce in order to ensure its economic success and provide a broadly shared prosperity, and support its 4-Point Plan as a means to achieve that goal.

Endorsing Organizations (Partial List):

AFSCME Iowa Council 61	Iowa Association of Community	Iowa Health Care Association
Association of Business and Industry	College Trustees	Iowa United Auto Workers
Association of Iowa Workforce Partners	Iowa City Area Chamber of	SEIU/Iowa for Health Care
Child and Family Policy Center	Commerce	Technology Association of
Greater Des Moines Partnership	Iowa Community Action	Iowa
	Association	United Way of Central Iowa

For a complete list of endorsing organizations, and more information about the Iowa Works Campaign, follow the links at www.workforcealliance.org

Category	Measure
Accountability Measures	
Labor Market Results for Program Participants	<p>1. Short-term Employment Rate: The percentage of participants who have exited with employment during the second quarter after exit. (For youth, enrollment in education counts as well as employment.)</p> <p>2. Long-term Employment Rate: The percentage of participants that have exited with employment during the fourth quarter after exit. (For youth, enrollment in education counts as well as employment.)</p> <p>3. Earnings Change: Median earnings during the second quarter after exit among all exiters with any earnings, as compared to their earnings in the last quarter prior to enrollment.</p>
Skill Gains	<p>4. Credential Completion Rate: The percentage of exiters who have completed a certificate, degree, diploma, licensure, or other industry-recognized credential within one year of exit.</p>
Results for Employers and the Economy	<p>5. Repeat Employer Customers: The percentage of employers who are served, directly or indirectly, who return for the same service.</p>
Performance Indicators	
Results for Employers and the Economy	<p>6. Employer Market Penetration: The percentage of all employers who benefit from the services.</p>
Return on Investment	<p>7. Taxpayer Return on Investment: The present value of the net impact on tax revenue and social welfare payments compared to the cost of the services.</p> <p>8. Participant Return on Investment: The present value of the net impact on participant earnings compared to the cost of the services.</p>

Invest in Regional Strategies and Industry-Based Public-Private Partnerships and Build Career Pathways to Good Jobs for All Iowans

Proposed Initiative: Iowa Industry Skills Partnerships for Career Pathways

Purpose:

- Establish Industry Skills Partnerships across the state's economic regions for the purpose of convening key public and private-sector stakeholders to plan work-

force and economic development strategies targeting industry sectors that demand skilled workers and provide good jobs.

- Promote systems change and fund programmatic strategies that connect a series of educational programs with integrated support services, thereby enabling students and workers to combine school and work and advance over time to higher levels of education and training and to jobs in targeted industry sectors.

Program Administration and Oversight:

Joint administration and oversight by Iowa Workforce Development (IWD) and Iowa Department of Education, Division of Community Colleges and Workforce Preparation (DE).

Funding and Distribution:

\$15 million annually. The funds will be allocated in a two step process. In the first step a total of \$1 million for **planning grants** will be distributed to the state's fifteen community colleges to: (1) convene a partnership of key stakeholders; and (2) use the input of stakeholders and labor market information to plan strategies to meet the present and future skill demands of industry sectors within their regional economies that demand skilled workers and provide good jobs. IWD and DE will develop an allocation formula for these grants that incorporates each community college's proportional share of the three-year rolling average full-time equivalent enrollments of all community colleges and the local allocation formula for the WIA Adult program to the corresponding Regional Workforce Investment Boards (RWIBs) in the region.

In the second step, a total of \$14 million (\$7 million in the first program year of operation) for implementation grants will be allocated on a competitive basis via requests for proposals, as selected by the State Workforce Development Board. The lead applicant should be a community college, which will serve as fiscal agent for the funds and have a leadership role in developing and maintaining the Industry Skills Partnership and the programmatic strategies that result from that partnership. The college applicant must demonstrate a close working relationship with the RWIBs in the economic regions of the state that it serves, and must demonstrate that the strategies proposed by the partnership compliment, and in no way supplant or duplicate, services already provided by the boards. If in the planning stage of the process the partnership decides that a stakeholder other than the community college would be more appropriate as the lead applicant for the effort, an alternative lead applicant, such as an RWIB, may be designated, with the reasons for doing so provided in the application.

Grants will be awarded to Partnerships that demonstrate strategies to:

- Work collaboratively with all other relevant stakeholders in the regional economy, including local employers and employer associations, unions, economic development agencies, community-based organizations and K-12 school districts.

- Address the skill demands of targeted industries in the economic region, which at minimum should include industries in one or more of the following clusters:

- Life Sciences/Bioscience and Allied Health
- Advanced Manufacturing,
- Information Solutions

These clusters should be regularly updated to correspond to future industry and labor market analysis by the state. Applications may be submitted that target another industry cluster of importance to the regional economy. In this case, the applicant must demonstrate that an industry or labor market analysis has been conducted, the importance of the sector to regional businesses and the availability of high skill, higher wage job opportunities for workers.

- Involve employers in the validation of career pathways and the determination of relevant skills and competencies.
- Develop curriculum in alternative formats (modularization), and deliver courses at alternative times (evening and weekend programs) and sites most convenient and accessible to participants.
- Formalize and specify articulation/transition agreements between secondary and postsecondary education, such as dual enrollment.
- Link adult/remedial education with occupational skills training.
- Leverage additional public and private resources to fund program partnership strategies. Preference will be given to applications that demonstrate a matching fund ratio of one to one.
- Target career pathways to benefit low-income workers and underserved sectors of the workforce, such as older workers and ex-offenders.
- Target career pathways to people with disabilities.
- Target career pathways to sectors of the workforce that are significant sources of current and future growth, such as immigrants.

- Target career pathways to dislocated workers to retrain them for demand industries.
- Deliver wrap-around supportive services to career pathways participants. This may include re-granting to partners with more direct access and experience with targeted populations, such as community action programs or one-stop centers.

IWD will receive \$900,000 annually:

- \$200,000 to dedicate full-time staff to this effort for the purpose of providing technical assistance, disseminating best practices, facilitating interaction between different regional partnerships and other activities as determined by the department.
- \$200,000 to pass through to DE to dedicate staff for the same purpose
- \$300,000 to collect laborshed data for the entire state
- \$200,000 to conduct annual job vacancy surveys of employers statewide to produce timely reports on both statewide and sub-state regional levels.

Eligible Expenses:

Eligible expenses will be:

- (1) Planning
 - Convening partners and planning strategies.
 - Development of alternate sources of funding, e.g., from foundations.
- (2) Implementation
 - Curriculum development, hiring of new instructors, and training capacity expansion, including additional hours and nontraditional schedules and necessary equipment.
 - Tuition assistance that meets eligibility criteria (see below), text books, assessments, work readiness certificate exams, required physical exams and licensure exams.
 - Supportive wrap-around services, including soft skills, case management, mentoring and work supports.

Tuition Assistance Eligibility:

Assistance should be targeted to individuals who are under 200% of the federal poverty threshold. Programs or courses of study in which participants are eligible for tuition assistance are those that offer a credential, a state, national or locally recognized certificate, or preparation for a professional exam or licensure; provide an endorsement to an existing credential or license; or represent recognized skill standards defined by business and industry. This will not replace existing state and federal training and tuition resources; rather it should be used as funding of last resort for programs or courses of study that are not eligible for state or federal student financial aid and that serve as access points to career pathways that lead to and include credit-based programs eligible for existing forms of financial aid.

Performance Outcomes:

IWD and DE should develop qualitative measures to evaluate aspects of career pathways that are difficult to assess quantitatively, such as systems integration and partner engagement. For aspects of career pathways that can be measured quantitatively, the common measures detailed in Point #1 should be used; the “repeat employer customers” and “employer market penetration” measures should be applied only to employers within the industry sectors targeted by the partnerships. After the completion of two program years, the Legislative Services Agency will conduct a full evaluation of the program and provide a report of its findings to the legislature, relevant state agencies, and the Governor.