


**Louisiana Workforce Commission
Visioning Session**

March, 17, 2015
Lake Charles, LA



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How did we get here?

- LWC Workforce Investment Act and Strategic Plans
- Industry Sector and Business Services Initiatives (as outlined in LWC Policy)
- LWC Business Services Performance Metrics
- ETA's Sectors Strategies Initiative providing technical assistance



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ETA Sector Strategies Initiative

Objective:
To increase the number of states and regions actively engaged in sector strategies work by providing TA focused on developing new sector strategies partnerships, expanding and sustaining existing ones, and overall scaling up of effectiveness and impact.



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ETA Sector Strategies Initiative

Activities:

- Peer Learning Network
- Sectors Strategies Convenings
- Interactive Web Resource
- Capacity Building Cohort
 - 8 months of technical assistance
 - For LA, includes regular consultations, facilitation of visioning meeting and training for Regional Industry Coordinators



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Sector Strategies Initiative Partners



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What are Sector Strategies?

Regional, industry-focused approaches to workforce and economic development that improve access to good jobs and increase job quality in ways that strengthen an industry's workforce. They are:

- Gaining national momentum as a proven framework for addressing skill gaps and engaging industry in education and training.
- Expressly incorporated into WIOA which requires regional planning and alignment with local labor market needs for in-demand sectors and occupations



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Why Sector Strategies?

Evidence shows that:

- Sector participants earn more regardless of their characteristics at enrollment or prior work history
- Employers engaged in sector initiatives report significant increases in productivity



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Why do Sector Strategies Work?

A sector approach is more responsive to labor demand than traditional job matching and training services because it:

- Is problem (not program) oriented;
- Addresses needs interdependently (rather than independently);
- Works to understand the collective needs of business.



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LWC Vision for Business Engagement

Vision includes:

- Core values
- Objectives/Goals
- Focus Areas
- Strategic Partnerships



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Key Elements of Sectors Strategy

- Board Vision
- Board Organization
- Board Strategy
- Industry Model
- Aligning Services
- Staff Responsibilities



Board Organization

- Board establishes Employer Services Committee (ESC)
- ESC is employer led and composed only of Board members
- Dedicated to long-range strategic planning for employer services and network for delivering those services
- Sets direction and goals

Board Strategy

Targeting intensive services, which means:

- Highest level of services for employers
- Targeted to key industries and employers
- Identifies where good jobs/growth opportunities are
- Services organized by industry to maximize impact
- Focuses Board resources



Industry Model

- Demand driven - employer led
- Focused on critical labor shortages in skilled occupations
- Offers technical expertise
- Begins with employers only
- Offers resources to employers in the same industry
- Supports on-going industry partnership



Industry Model is NOT...

- One size fits all approach
- About surveys or studies



Aligning Services

- Recognize two sets of customers - employers and job seekers
- Responsibilities specifically assigned for both sets
- Distinctive performance measures developed for each set - we do what we count
- Employer services becomes the selling and marketing arm of system
- Career centers, education, community orgs & state agencies become production arm
- Board holds both accountable for providing good service to customers



Staff Responsibilities

- Both career center staff and employer services staff - responsible to provide customer (person sitting across the table) a response to their specific need
- Services not pre-authorized but delivered in response to customer need
- In selling services to employers, categorical programs and allowable activities are not mentioned as resources from entire system but are part of solution
- Same approach to job seekers - staff understand not just programs but system



Engaging Employers

- Best data identifies above average growth and above average wage industries
- Find representative employers in industry
- Find the right convener - vary by industry
- Only employers in room to confirm data, identify priority needs, identify solutions, set measures of success
- Service delivery partners brought in after initial work by employers
- If responsive to employer needs, we become accepted as quality provider and learn industry
- Connect staff that talk to employers with education and staff that talk to job seekers



Engaging Employers, cont.

And...

Push quality industry information out to community - help all education customers, whether using our dollars or their own, become better informed education consumers as to where job opportunities are today and tomorrow.



Training for Local Implementation

- Date: April, 2015
- Location: LWC Office, Baton Rouge
- Objective: expand the capacity at the local level to fully implement the vision/strategy
- Please share your thoughts on the content and structure for the training...



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Thank you!



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