



Community and Economic Development

January 30, 2009
*Office of Workforce
Development*



Milwaukee Area Workforce Investment Board (MAWIB)

The Workforce Investment Act (WIA)is only a part of the workforce development system. Therefore, MAWIB is evolving into an agency that plans, coordinates and monitors the entire workforce development system while also meeting the obligations of its primary funding source. Through subcontracts, direct services funded by WIA are provided primarily through the Career Opportunity Centers and Community Based and Faith Based Organizations.

Milwaukee Area Workforce Investment Board (MAWIB) continues:

MAWIB consistently meets or exceeds our WIA performance requirements. In the current year, MAWIB is also meeting its performance goals.

WIA provides less than 10% of the funding in the workforce development system serving Milwaukee. The continuous decline in funding over the years requires that we have strong collaboration among workforce development agencies. In addition to those enrolled in WIA programs, thousands more people are being served through our partnerships and collaboration other agencies.

Milwaukee Area Workforce Investment Board (MAWIB) continues:

It is important that we collect data that shows the results of the entire system. MAWIB is beginning to document these results through the Efforts To Outcome (ETO) system. All agencies and organizations receiving WIA funding will provide data on everyone coming to them for workforce development services. As we go forward, our future reports will not only reflect WIA performance but additional information on the entire workforce development system.

Report Includes:

- Overview of Strategic Plan
- WIA 1st Quarter Performance
- IT/DATA
- ETO Sample Charts
- Communications Update
- Earn & Learn
- Other Programs and Events



Strategic Planning

Strategic Planning

- **“Strategic Actioning Session” held July, 2008 identified 7 focus areas**
- **Six Month Progress & Action Meeting**
 - January 29, 2009
 - Agenda
- **Completion Timeline**

SAS Determined Actions Teams

- Governance
- Funding Options
- Seamless Integrated Services for Job Seekers – No Wrong Door
- WIB Vision
- Internal and External Messaging
- Employer as Customer
- Policy Agenda

Governance

- By-Laws, Articles of Incorporation & Conflict of Interest Policy
 - Proposed revisions
 - Vote Scheduled for March BOD Quarterly Meeting

Funding Options

- Milwaukee Area Workforce Funding Alliance
 - \$450,000 over 3 years from the National Fund for Workforce Solutions, Launched 11/2008
- Collaboration on City TID projects
- MAWIB proposed coordinator of local FSET funding
- Federal Funding Priority alignment

Seamless Integrated Services for Job Seekers – No Wrong Door

Technology Access

- Quiet Agent
- Kiosk -- additional access points of service

● Effort's To Outcomes (ETO)

- Youth Program Implemented
- Adult Phase I Implementation in Process
- Adult Phase II to begin January 2009

Internal and External Messaging

- Integrated marketing team is composed of MAWIB staff and partners
- Branding MAWIB
 - Public Relations firm will be hired to assist with branding strategy and upgrading website
- Improving Internal/External Communications

Employer Customer

- Sector Strategy
 - Hospitality/Retail/Tourism Sectors
 - Establish Business Advisory Council
 - Construction & Health Care
 - Coordination with Milwaukee Area Workforce Funding Alliance
 - Green Jobs/Industries
- Developing more relationships with at least 50 small employers.

Employer Customer

- Technology Access
- MAWIB is becoming a HUB for employers who have large number of openings

Policy Agenda

- Federal Agenda
 - Advocacy for Stimulus Funding
 - Legislative changes related to WIA, TANF and FSET
- State/Local Agenda
 - Seek state waivers and policy relief related to improving coordination in Milwaukee



Performance Measures

Performance Measures (WIA)

Adults

	Goal Range	Qtr 1
Entered Employment	59.5% - 74.4%	70%
Employment Retention Goal	68.1% - 85.1%	78%
Six Month Average Earnings	\$6,619 - \$8,274	\$ 9,309
Employment and Credential Rate	59.2% - 74%	55%

Performance Measures (WIA)

Dislocated Worker

	Range	Qtr 1
Entered Employment	67.7% - 84.6%	72.0%
Employment Retention Goal	75% - 93.7%	88.4%
Six Month Average Earnings	\$11,222 - \$14,152	\$14,205
Employment and Credential Rate	56.4% - 70.5%	66.7%

Performance Measures (WIA)

<u>Youth (Age 19 -21)</u>	Range	Qtr 1
Entered Employment	57.1% - 71.4%	100.0%
Employment Retention Goal	69.6% - 87%	75.0%
Six Month Average Earnings	\$,3602 - \$4502	\$4,168
Employment and Credential Rate	46.4% - 58%	71.4%

Performance Measures (WIA)

Youth (Age 14 -18)

	Range	Qtr 1
Skill Attainment Rate	74.4% - 93%	88.4%
Secondary Diploma/Equivalent	68.7% - 85.9%	65.3%
Placement and Retention in Post Secondary or Employment	62.2% - 77.7%	78.0%

Performance Measures (WIA)

	<u>Range</u>	<u>Qtr 1</u>
<u>Customer Satisfaction</u>		
Participants	63.1% - 78.9%	61.2%
Employers	63.8% - 79.8%	68.6%

A golden, stylized 3D figure with a large, rounded head and thin limbs, holding a sign. The figure is positioned behind the sign, with its arms extended to hold the top edge. The sign is a rounded rectangle with a gold border.

IT/DATA

Collection Update

IT/DATA Collection Update

ASSET

- Collects data for the DOL
- Provides limited Information
- Information is not in real time (Several months old)

IT Update

Efforts to Outcomes

- Real Time case management system
- Able to generate reports that track all MAWIB activities.
- Modern data system
- Youth Division started using Efforts to Outcomes (ETO) in Summer of 2008
- Will be used to track all of the efforts of MAWIB and its partners. by the end the 4th quarter



- Quiet Agent Update

- Links community workforce programs together
- System is being tested and evaluated for modification
 - Major modification will allow the program to be used in the 7 county area



ETO Sample

Overview of Performance Measures & Data Collection

The MAWIB has traditionally only collected data for the Department of Labor (DOL) Workforce Investment ACT (WIA) performance measures and the data tracking system that has been used is the Department of Workforce Development ASSET data tracking system. The workforce board has been limited in information it could provide that goes beyond the performance measures required by DOL. The state's ASSET system does not provide information in real time and quarterly performance reports are always several months behind making it very difficult to gauge where we are in performance. Overall the MAWIB has managed to either meet or exceed the DOL required performance measures.

MAWIB's Data System Initiative

- In the summer of 2008 the MAWIB launched the Efforts to Outcomes (ETO) data tracking system with its youth program and in 2009 will begin to track information on the adult and dislocated worker programs, its Career Opportunity Centers and other contracted partners. This system will help us to see a clearer picture of the programs we operate, who we are serving, where we are having the greatest impact so that we can rein enforce what's working, adjust what is not working and more easily report quantified successes to our key stakeholders. The following snapshots are from the ETO system and what types of reports and information it captures.

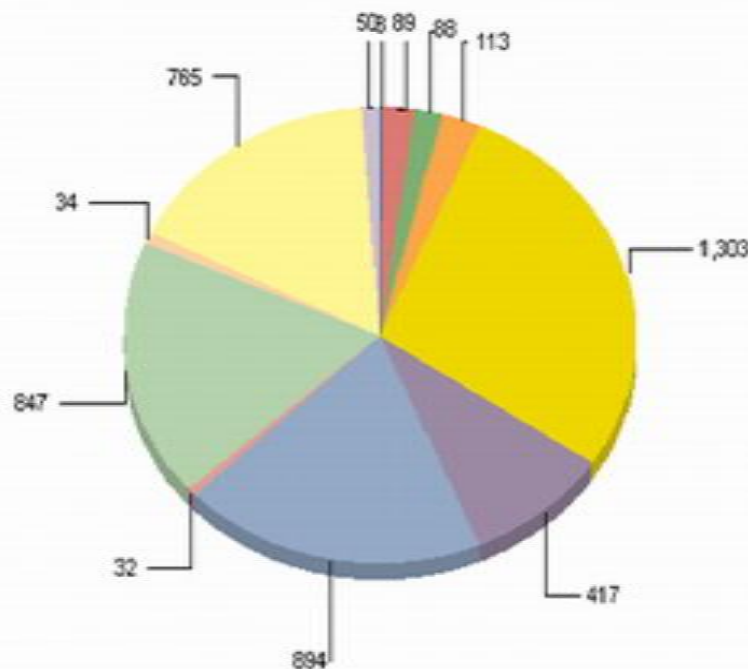
Snapshots of Efforts to Outcomes

YWCA Partner Reports

Services Enrolled In

Defined Text/Non-Exclusive Demographic Review:

Number of Active Participants in program: 5,583
 Number of Participants represented in graph: 3,889
 Percent of Participants represented in graph: 69.66%

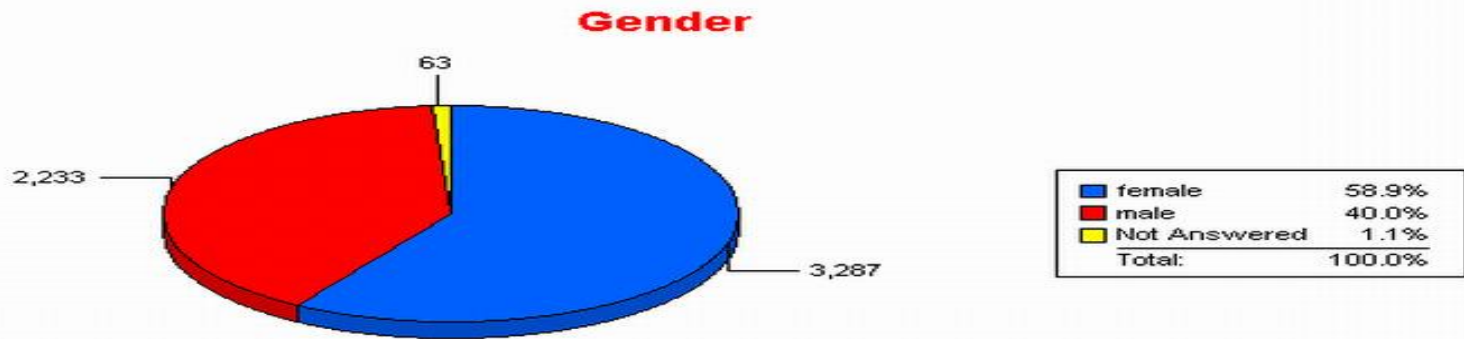


Adult Basic Education	0.2%
Career Development	1.9%
DVR	1.9%
Employment Counseling	2.4%
FSET (Food Share)	28.1%
G-ED/HSED	9.0%
None	19.3%
Other	0.7%
Unemployment Compensation - UI	18.3%
Veteran Services	0.7%
W-2	16.5%
WIA - Adult	1.1%
Total	100.0%

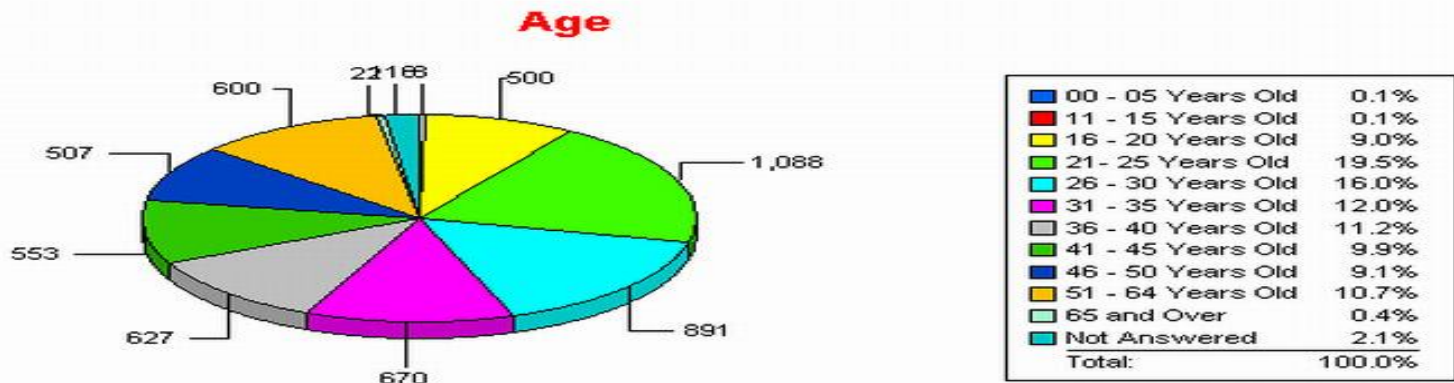
Snapshots of Efforts to Outcomes YWCA Partner Reports Cont'd

Northeast Career Opportunity Center

Total Number of Clients for this Program: 5,583



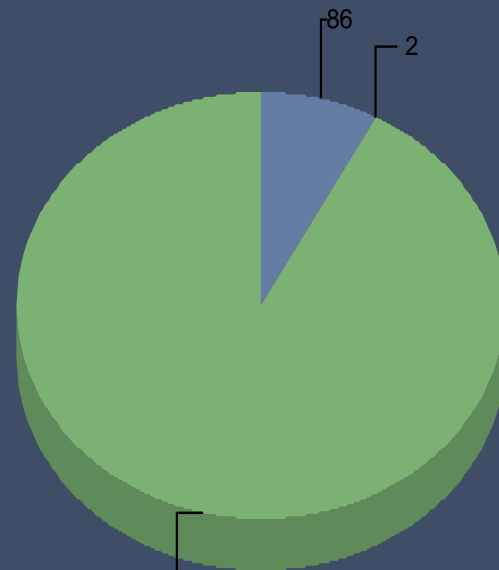
The graph accounts for 5583 Participants out of which 5520 Participants whose gender has been identified and 63 Participants were Not Answered



The graph accounts for 5583 Participants out of which 5467 Participants whose age has been identified and 116 Participants were Not Answered

Snapshot of ETO MAWIB Youth Reports Earn & Learn Subsidized Summer 2008

Reasons For Dismissals

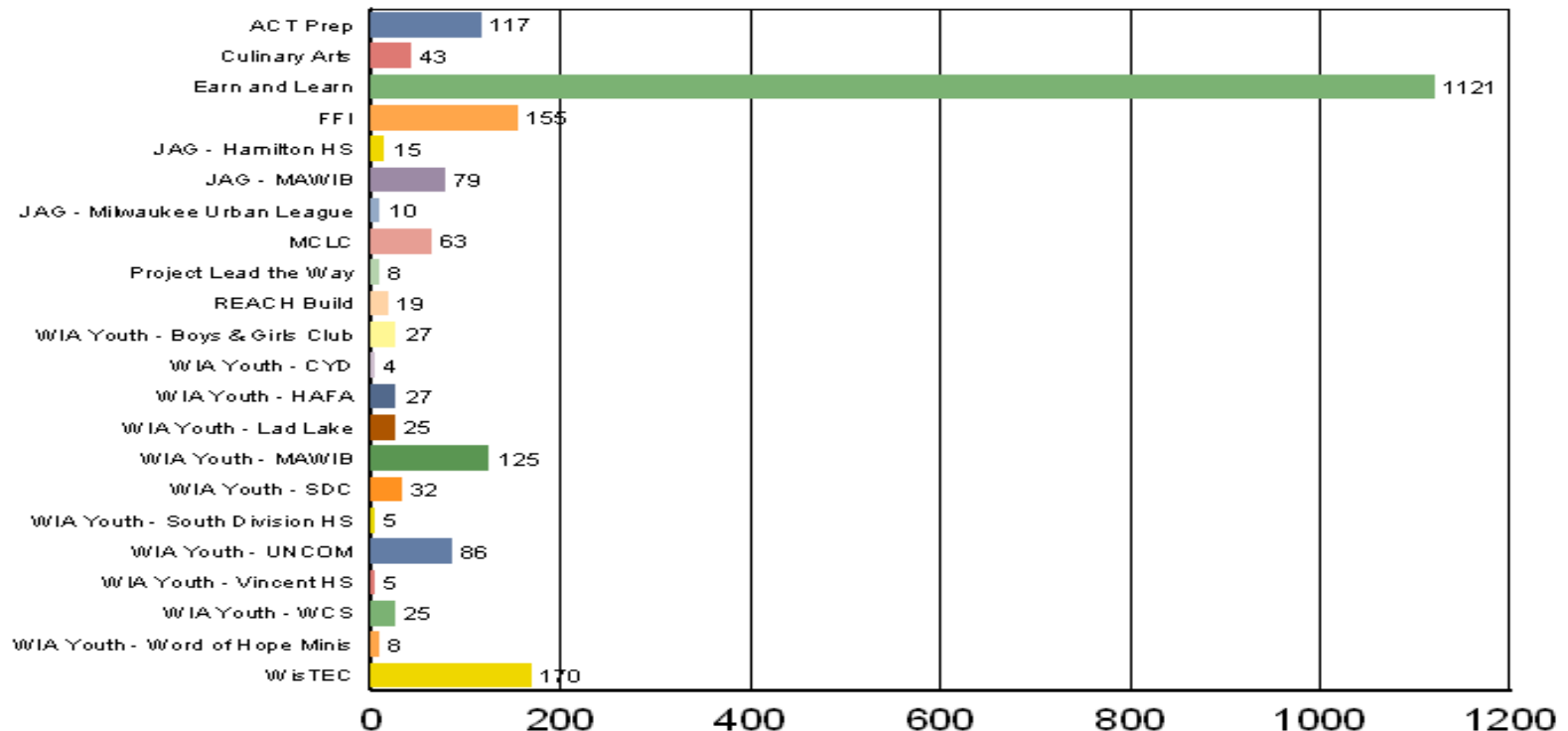


Failure to call or show up	7.7%
Other	0.2%
Successful Completion	92.1%
Total:	100.0%

1,033

Snapshot of ETO MAWIB Youth Reports Innovative Year Round Program Agency Enrollment Report

Active Participants



Pros & Cons of Data Systems

ASSET

PROS

- Collects data required by DOL on required performance measures for WIA
- Is a State managed case management system which standardizes all data across all WDBs
- State handles all of the IT functions
- State handles all technical assistance

CONS

- Reporting capacity is limited and not operationally related
- State restricts access to some data based on State law
- Reporting is not available on a real time basis
- The system only collects DOL performance measures

Pros & Cons of Data Systems Cont'd

Efforts to Outcomes

Pros

- Real Time case management system
- Endless reports on data
- Youth Division started using Efforts to Outcomes (ETO) in Summer of 2008
- ETO is capable of tracking all the performance measures listed for 2009
- Youth Division staff has nothing but good things to say about the ETO data system

Cons

- Youth Division and youth contractors are still responsible for recording data on participants in ASSET DWD's case management data system
- The information in the system is as only as good as the person entering the information



Communications Update

Communications Update

- Key staff identified
 - Integrated Marketing Committee functioning
 - Leo Baber began position as internal marketing/P.R. coordinator
 - Mark Kessenich will coordinate media strategy with VonCommunications
- New tag line established
- MAWIB Website
 - Logo changes completed
 - Website to be redesigned based on Marketing Committee concept
 - Completion date?

Communications Update, continued

- **Print Material**

- 7,500 new general brochures printed, and 1,500 distributed
- Marketing Coordinator working with PR firm on audience specific brochures (complete Feb, 2009)
 - Employers: Informational Folder
 - Youth Services Brochure
 - Others

- **Media Relations**

- VonCommunications to develop media strategy and provide media coordination with City
- Need process for communicating MAWIB events



Earn & Learn

Coordination

DCD has housed its Youth Development Coordinator at the MAWIB office two days each week to coordinate youth-related employer outreach strategies and activities.

Employer Recruitment Coordinating Team

An Employer Recruitment Coordinating Team, with representatives from youth employment programs and businesses, has been established to

Employer Recruitment Partners

MAWIB and DCD work closely with several partners to improve employer recruiting results, including:

- Giacomo Fallucca, CEO of Palermo's Pizza,
- E&L Business Recruitment Co-chair
- John H. Kissinger, Greater Milwaukee Committee
- Common Ground

Communications

DCD maintains and updates the E&L website:
www.earnandlearnmke.com

DCD publishes regular e-newsletters about E&L to:

- Businesses
- Community partners
- Students and Parents



Other

Other Programs and Events

- Workforce Practitioner's Conference
- Sector Initiatives
- External Fund Development
- Exterior Signage
- F-SET
- Additional Points of Access/Kiosk Status
- Earn & Learn
- Transitional Jobs Pilot
- Core Service Expansion (Resource Rooms)