

# What You Need to Know

## *Becoming an Effective Advocate for the AWIB*

*"We in this administration view the WIA system as an economic development system with social benefits."*

*—Emily Stover DeRocco, Assistant Secretary of Labor*

Presented by  
Patti Swenson  
August 11, 2004  
Fairbanks, Alaska



# What's It All About

- ◆ Why **YOU** are here
- ◆ What **YOU** are accountable for
- ◆ How **YOU** will know when you are successful
- ◆ Why **YOU** are important

*"Your work is to discover what your work is, and then with all your heart, to give yourself to it."*

—Buddha



# *AWIB's Vision or Why you are here!*

An Opportunity for Employment for All  
All Alaskans

- ✓ Right Person
  - ✓ Right Skills
    - ✓ Right Job
      - ✓ Right Time

# Strategic Elements

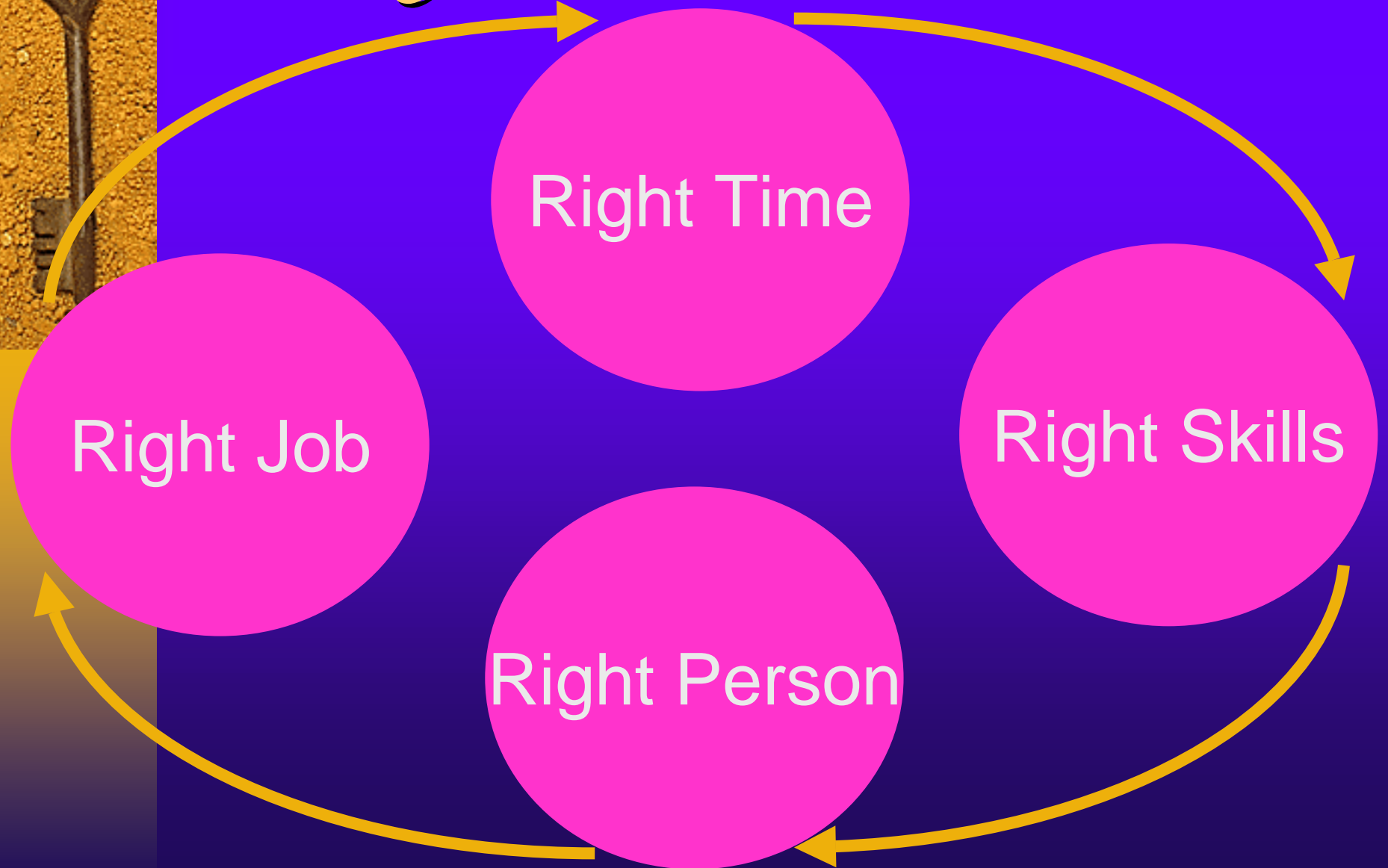


Right Time

Right Job

Right Skills

Right Person



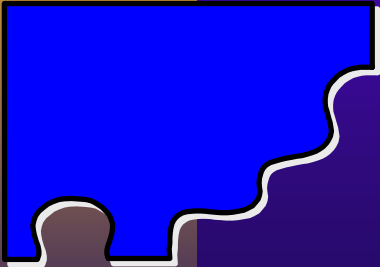


# *AWIB's Mission*

To provide leadership, set policy, direction and accountability standards to get Alaskans into jobs.



# The Workforce Investment Act

- ◆ Strong role for Boards & Private Sector
  - ◆ State and Local Flexibility
  - ◆ Streamlined Services in One-Stops
  - ◆ Universal Access
  - ◆ Increased Accountability
  - ◆ Connections Between School and Work
- 
- ◆ Federal Reauthorization underway now



# Alaska Job Center Network Vision

The Alaska Job Center Network creates opportunities for Alaskans to obtain employment, training and social services in a convenient and timely way resulting in satisfied customers – both employers and job seekers in order to promote self-reliant families and a healthy economy.



# Achieving the Vision

- ◆ First we ensure our activities align with and reinforce our principles:
  - Customer Service Focus
  - Customer Choice
  - Performance Driven
  - Universal Access
  - Integration



# Achieving the Vision

The key to realizing the vision is integration

- ◆ We can build on our successes
  - We have co-location
  - We can build on that to achieve integration  
integration

# *AWIB Authorities & Responsibilities*



- 1. Set quality standards:**
  - Eligible Training Providers
  - Job Center certification
  - Youth vendors
- 2. Assess performance and make recommendations to the Governor**
- 3. Establish industry and occupation priorities which direct investments**
- 4. Establish priorities for investment strategies**



# The Board's Role ...

- ◆ **ASSESS** — Assess the economic development and industry workforce and skill needs
- ◆ **PERSPECTIVE** — Maintain a broad, strategic perspective on all public investments in our workforce
- ◆ **DEFINE** — Define strategies to invest in Alaska's human capital that align with economic development and employer needs
- ◆ **EVALUATE** — Evaluate the effectiveness of the system and the investments from both employer and individual perspectives
- ◆ **RECOMMEND** — Provide recommendations for performance improvement

# What You Are Accountable For

- Federal Level
  - Performance
  - Financial Resources
- State and Local Level
  - Performance
- Individual Level





# Federal Level

For developing:

- ◆ A statewide One-Stop system
- ◆ Annual comments on education performance
- ◆ The single state workforce investment area for Regional planning and Coordination
- ◆ Allocation formulas
- ◆ Performance measures
- ◆ An annual report on progress
- ◆ The employment statistics system
- ◆ Incentive grant applications



# State and Local Level

For developing:

- ◆ A statewide workforce investment system plan
- ◆ Designate and certify One Stop Operators
- ◆ A budget
- ◆ Oversight of Youth and Adult training activities
- ◆ Performance measures
- ◆ The employment statistics system
- ◆ Linkages with economic development strategies
- ◆ Participation of business & industry



# Individual Level

- ◆ Ask the tough questions
- ◆ Offer solutions and ideas
- ◆ Actively participate in board and committee meetings
- ◆ Contribute your ideas and thoughts
- ◆ Read up on workforce investment issues
- ◆ Talk with local community leaders about workforce issues
- ◆ Talk with your legislator about workforce issues



# Individual Level

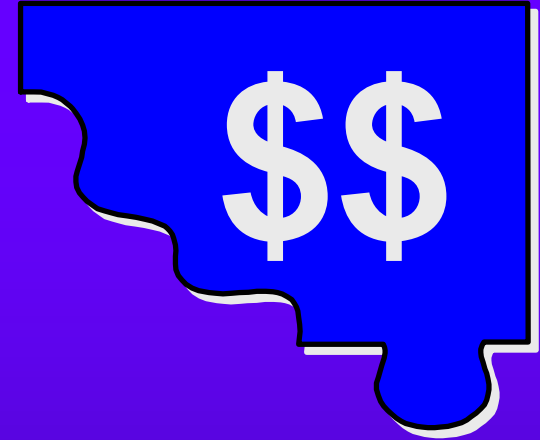
- ◆ Speak at local business or community organizations
- ◆ Post your job listing on Alaska's Job Bank
- ◆ Hire someone from the job center
- ◆ Visit your local Job Center
- ◆ Refer business and industry peers for Job Center services
- ◆ Serve on a grant review committee
- ◆ Visit successful grantees in your area

*Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win."*

—Sun Tzu

# The Money

- Federal Funding Streams (*training*)
  - Adult
  - Youth
  - Dislocated Worker/Rapid Response
  - Denali Training Fund
- State Funded
  - State Training & Employment Program



*"It is the mark of an educated mind to be able to entertain a thought without accepting it."*

--Aristotle

# How You Know When You Are Successful

## Outputs:

People are getting jobs

People are qualified to work

Employers are satisfied with their new hires

People are staying employed

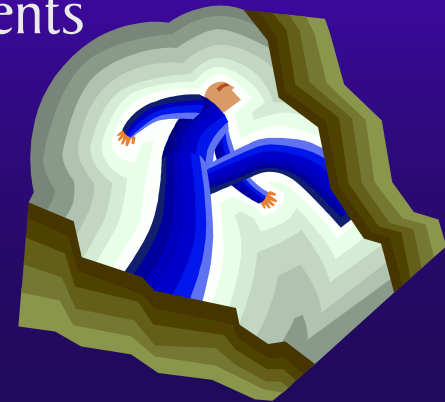
## Outcomes:

New Business and industry growth

More employers are hiring Alaskans first

Declining unemployment and welfare recipients

Rising quality of training programs



# The External Environment



A strategy must stay relevant to the constantly changing external environment.

The summary SWOT Analysis includes major issues affecting workforce investment as defined by the Board.

## Strengths ~

- ◆ One Board – One Direction
- ◆ New Era of Accountability

## Weaknesses ~

- ◆ Lack of Public Awareness
- ◆ Poor Systemic Connections
- ◆ Lack of Rural / Regional Voice
- ◆ Drug and Alcohol Issues
- ◆ Long-term fiscal plan not understood


## Opportunities ~

- ◆ Economic future in AK is strong relative to other states
  - resource development
  - geographic advantages
- ◆ Local input / voice through Regional Councils
- ◆ Young, flexible system
- ◆ Availability of existing jobs – something to train for now
- ◆ Alaska Hire priority
- ◆ Use money wisely – make 1919 funds follow performance
- ◆ New and growing economy is not yet saturated

## Threats ~

- ◆ Continued loss of funding
- ◆ Inertia & resistance to change
- ◆ Not ready for when big projects come, e.g. gas line
- ◆ Decline of basic skills: HS graduates and wider workforce
- ◆ Lack of buy-in by or incentives for Business

# Outputs and Outcomes

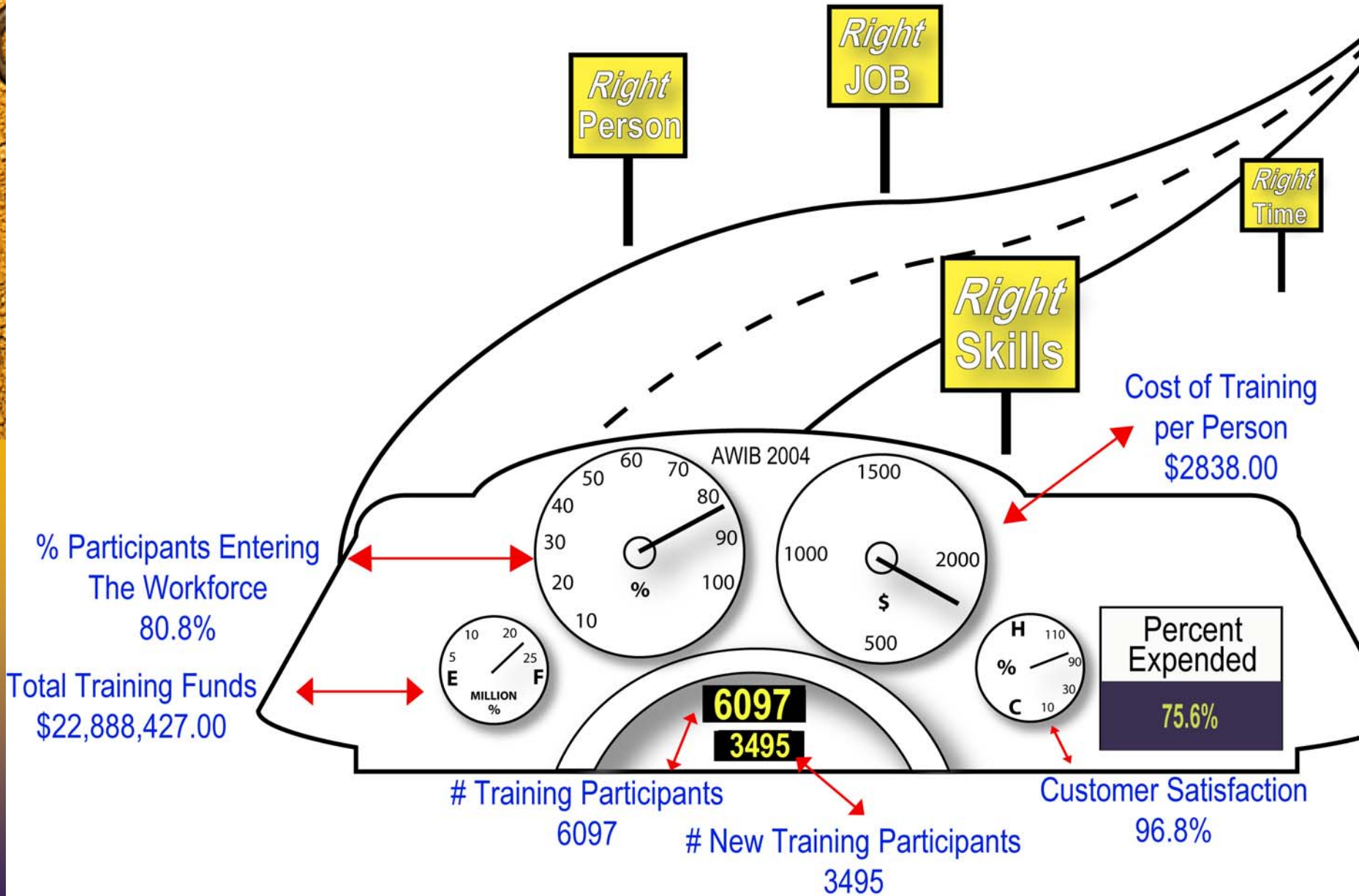
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- ◆ Outputs – Operational in Nature
  - ◆ Outputs are what we get when people use the system.
  - ◆ Outputs are measured in units of production
    - How many placements
    - How many job listings
  - ◆ Outcomes – Policy based.
  - ◆ Outcomes are achieved when policies or directions are pursued.
  - ◆ Outcomes are Macro
    - Improved economy economy
    - More Alaskans hired hired

# WIA Negotiated Performance measures.



PY 2000 Actual	PY 2001 Targets	PY 2001 Actual	PY 2002 Targets	PY 2002 Actual*	PROPOSED TARGETS	
					PY 2003 Targets	PY 2004 Targets
56.3%	<b>65.0%</b>	72.3%	<b>66.0%</b>	69.4%	<b>69%</b>	<b>71%</b>
80.7%	<b>78.0%</b>	81.8%	<b>80.0%</b>	82.0%	<b>82%</b>	<b>82%</b>
\$4,406.00	<b>\$ 4,000.00</b>	\$ 5,972.00	<b>\$ 4,000.00</b>	\$ 6,060.00	<b>\$4,200</b>	<b>\$4,400</b>
54.6%	<b>52.0%</b>	61.8%	<b>55.0%</b>	61.5%	<b>57%</b>	<b>59%</b>
64.9%	<b>66.0%</b>	74.5%	<b>67.0%</b>	80.7%	<b>75%</b>	<b>77%</b>
84.7%	<b>84.0%</b>	88.1%	<b>85.0%</b>	88.2%	<b>87%</b>	<b>88%</b>
146.3%	<b>92.0%</b>	150.1%	<b>92.0%</b>	145.5%	<b>98%</b>	<b>98%</b>
42.0%	<b>52.0%</b>	65.1%	<b>55.0%</b>	76.6%	<b>57%</b>	<b>59%</b>
62.4%	<b>65.0%</b>	66.7%	<b>67.0%</b>	66.7%	<b>68%</b>	<b>69%</b>
78.0%	<b>66.0%</b>	69.0%	<b>70.0%</b>	69.0%	<b>72%</b>	<b>72%</b>
\$2,716.00	<b>\$ 2,450.00</b>	\$ 4,257.00	<b>\$ 2,500.00</b>	\$ 3,619.00	<b>\$3,200</b>	<b>\$3,200</b>
14.3%	<b>42.0%</b>	27.9%	<b>45.0%</b>	21.4%	<b>30%</b>	<b>32%</b>
83.5%	<b>73.0%</b>	77.7%	<b>74.0%</b>	80.2%	<b>75%</b>	<b>76%</b>
44.9%	<b>55.0%</b>	57.6%	<b>55.0%</b>	54.5%	<b>55%</b>	<b>55%</b>
58.0%	<b>54.0%</b>	38.1%	<b>54.0%</b>	37.1%	<b>47%</b>	<b>49%</b>
N/A	<b>67.0%</b>	76.7	<b>68.0%</b>	75.0%	<b>75%</b>	<b>75%</b>
N/A	<b>69.0%</b>	79.7	<b>70.0%</b>	74.6%	<b>75%</b>	<b>75%</b>

Act, these proposed targets have been negotiated by the Alaska Department of Labor and the U.S. Department of Labor, Employment and Training Administration.



# *AWIB Opportunities to Lead Change*

- ◆ Define *BOLD* new strategies for working differently
- ◆ A New Era of Accountability
  - Across agencies
  - Within regions
- ◆ Convene the forums of diverse stakeholders
- ◆ Engage industry and businesses in workforce issues
- ◆ Use quality information to make better investment choices

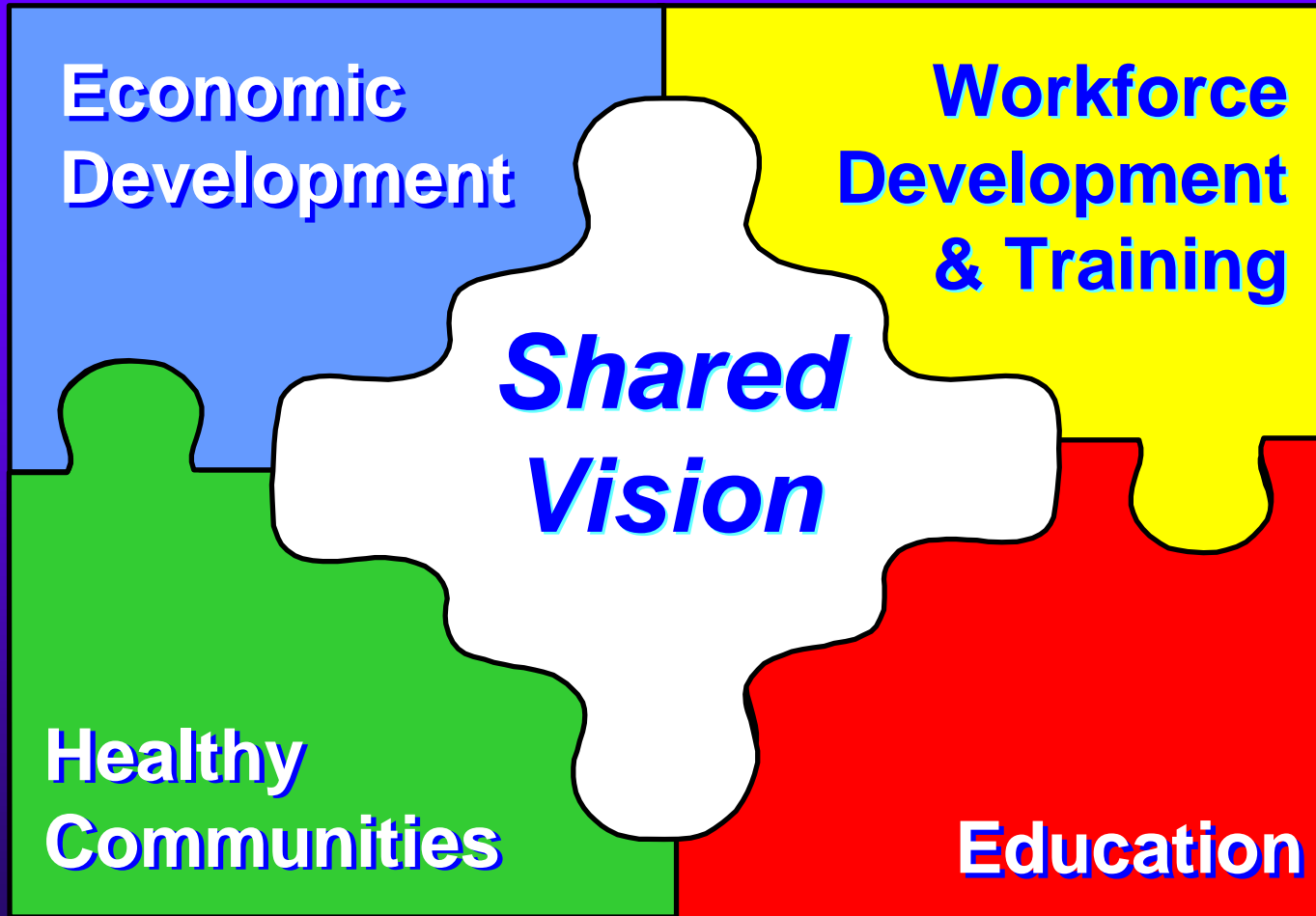




## Now You Know...

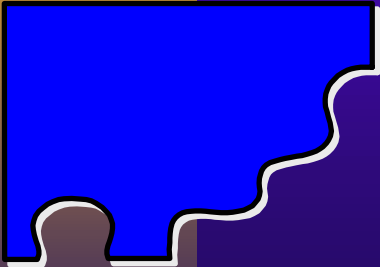
- ◆ AWIB Roles & Responsibilities,
- ◆ Board member responsibilities,
- ◆ The Vision, Mission and Principles, and
- ◆ The outputs of the system and the desired outcomes.

# Why Are You Important to the Board?



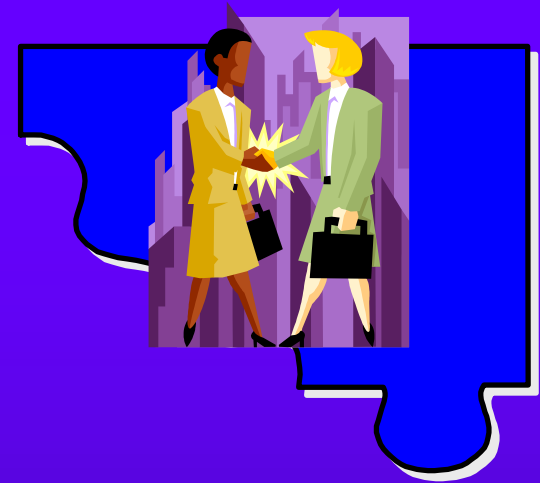


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# The Programs

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  - Youth
  - Dislocated Worker/Rapid Response
  - Denali Training Fund
- State Funded
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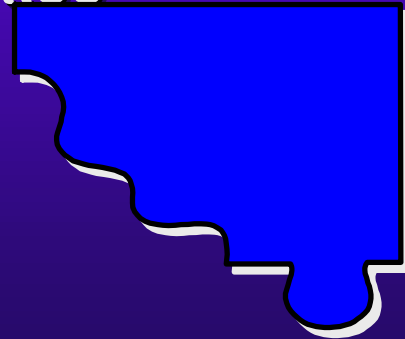
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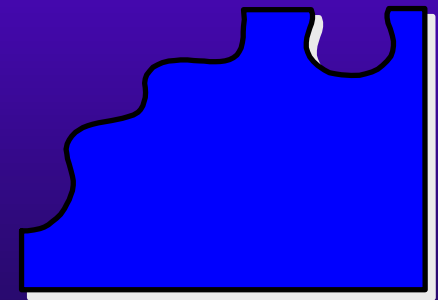
# Subcommittees

- ◆ Board members have the most influence when they actively participate in committees.
  - Workforce Readiness Committee
  - Employment and Placement Committee
  - Assessment and Evaluation Committee
  - Policy and Planning Committee
  - Youth Council
  - Executive Committee



# Priority Industries

- ◆ Health Care
- ◆ Information Technology
- ◆ Construction
- ◆ Seafood Processing
- ◆ Education
- ◆ Hospitality





# Alaska Workforce Investment Board OVERVIEW

- ◆ Overview of Alaska's System
- ◆ Federal & State Programs
- ◆ Funds & Budgets
- ◆ AWIB Roles & Responsibilities
- ◆ Strategies



# Alaska Workforce Investment System!

The Workforce Investment System consists of four key elements.

- A Strong State Board with Vision
- Strong Principles from WIA
- Carefully utilized financial resources.
- Clear Direction and Priority

