



Mother Lode Workforce Development Board
 Dave Thoeny, Executive Director
 2017 CWA Executive Bootcamp Capstone Project:
Remaining Relevant in 2017 And Beyond

BACKGROUND: “WIOA is designed to help job seekers... succeed in the labor market and to **match employers with the skilled workers they need** to compete in the global economy.” Local Workforce Development Areas are directed to be demand-driven and responsive to business needs. Effective outreach to Economic Development and Education partners is prescribed in order to align systems and develop career pathways.

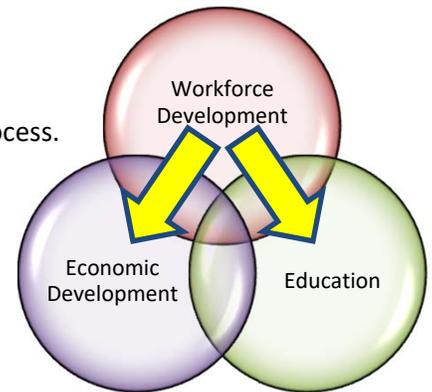
CHALLENGES:

1. **OUTREACH:** Coordination with our key partners in Economic Development and Education can be sporadic and at arms-length. The level of communication and alignment necessary to orchestrate partner initiatives is difficult with the various agencies being autonomous and stove-piped.
2. **SERVICES:** Our business outreach identified a gap between business needs and traditional Title-I career services. Many of our businesses tell us they need help finding local talent and then assessing and filtering them based on desired traits. These traits could be as general as work ethic and reliability or as specific as math or problem-solving aptitude. These employers need help recruiting and don't expect us to do training. In fact, many employers ask us not to train because they would rather do it themselves.

SOLUTIONS:

1. We are not merely reaching out to our Economic Development and Education partners, but infiltrating these organizations and expanding our DNA in the process. We are much more effective as a compound organism with common goals.

- Co-located in the Business Resource Center (Chamber of Commerce)
- Administrator for the Regional Economic Development District
- Board member on the Community College Foundation
- Convener for the K-12 / Community College articulation committee



2. Title-I career services that require WIOA eligibility and prioritize job-seekers with barriers only meet a fraction of business' needs. We are pursuing low-touch, high-volume talent management services to bridge the remaining gap and bolster our relevance. By matching skilled workers at all levels, we fulfill career pathway goals and create a vacuum for lower-level job creation.
 - Establish our agency as *the* labor exchange
 - Accumulate resumes of *all* workers (>10%)
 - Establish a Workforce Candidate Pool
 - Perform advanced resume analysis
 - Help employers match talent with their needs
 - Serve business on all levels – become talent experts!

