

# Fostering Change: Developing Strategic Alliances with State Workforce Agencies

# Your Panelists Today



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# Agenda

- 1. A “map” and explanation of the publicly-funded workforce system (Pam);**
- 2. Key Ways to Engage with the Workforce System – Strategic Alliances (Candee);**
- 3. The National Labor Exchange (Pam & Chris).**

# Publicly-funded Workforce System

Operates at three government levels:

- ❖ **Federal (primarily USDOL Employment and Training Administration – ETA, Veterans Employment and Training Service - VETS)**: provides funding & sets program regulations, performance goals, and oversight.
- ❖ **State (State Workforce Agencies)**: administers programs; provides systemic technology framework; runs certain statewide programs; and coordinates local outlets of services.
- ❖ **Local**: offers various mixes of program services in American Job Centers (One Stops).

# Who is NASWA?

## Mission

To enhance state workforce agencies' ability to accomplish their goals, statutory roles and responsibilities.

### About NASWA

- Founded in 1937 in the depths of the Great Depression.
- Provides a forum for states to exchange information and serves as liaison to federal government agencies, Congress, business, and intergovernmental groups.
- Strategic goals are to drive the national workforce agenda and provide high-value member services.

### About Our Members

- Operate the publically funded workforce system, including Employment Services and Veterans Programs.
- Have broad oversight over online services (job banks) and local offices (local ESDS).
- Ensure all Veterans and their spouses are given "priority of service" for employment and training services, as required by law.

### KEY NLx SERVICES

- Accept job listings from Federal Contractors and Subcontractors;
- List jobs openings with state job banks and local ESDS.
- Above and beyond regulations, post job listings to state job banks, the National Labor Exchange - us.jobs, and key federal websites operated by USDOL and Veterans Administration.

### SCOTT SANDERS, Executive Director

- Served as Commissioner of Indiana Department of Workforce Development
- Implemented Jobs for Hoosiers, helping unemployed individuals return to work faster

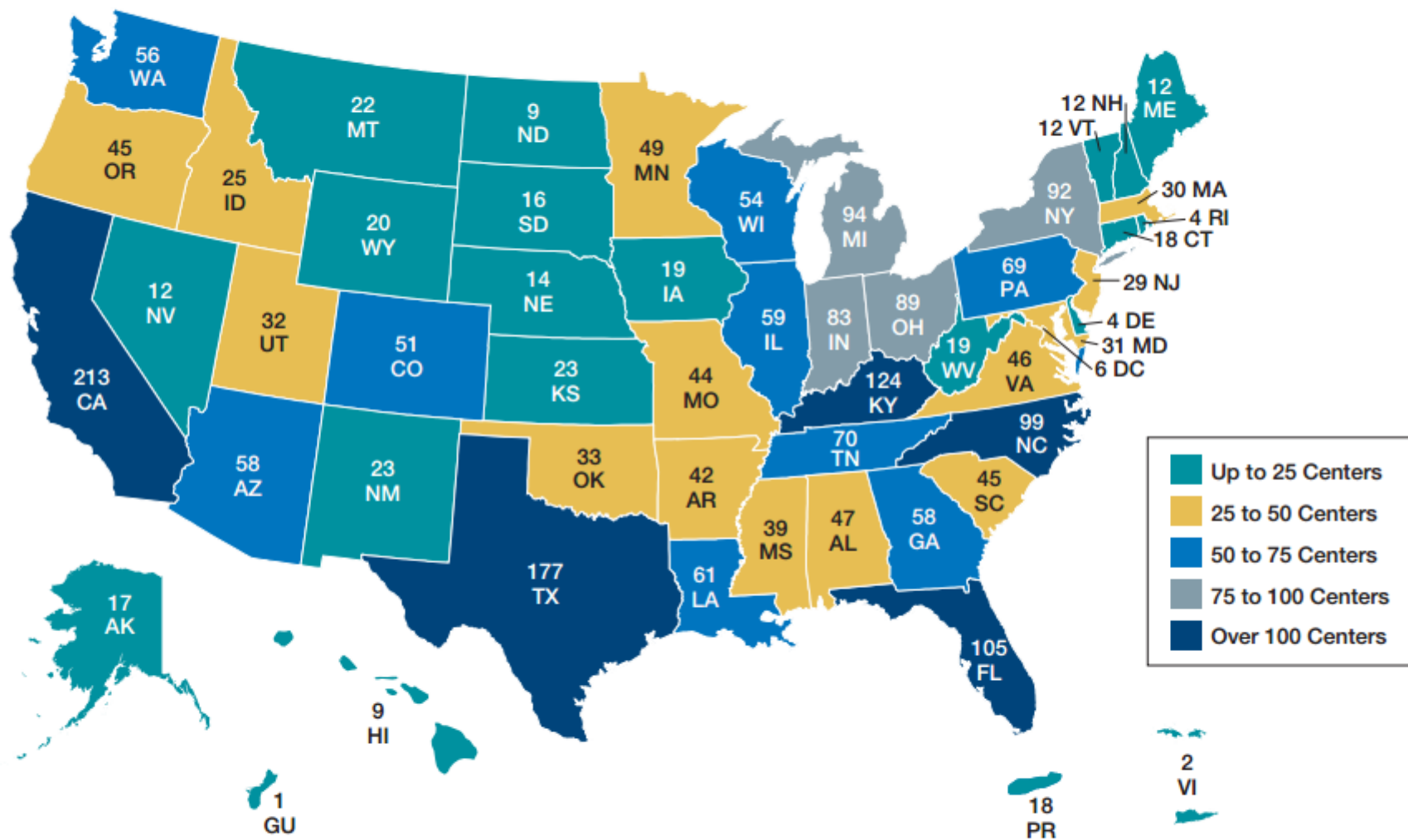


# Publicly-funded Workforce System

- ❖ “Foundational” Workforce Programs
  - ❖ Employment and Reemployment Services (ES)
  - ❖ Veterans’ Employment Services
  - ❖ Job Training
  - ❖ Labor Market Information (LMI)
  - ❖ Unemployment Insurance
  
- ❖ A universal system with requirements to serve special pipelines of jobseekers, e.g. veterans, disabled, older adults, low income, etc. and businesses.
  
- ❖ Delivered through self-service technology and in American Job Centers (One Stop Centers).

# American Job Centers

Total: 2,441 (Mapped) Comprehensive: 1,617 Affiliate: 824

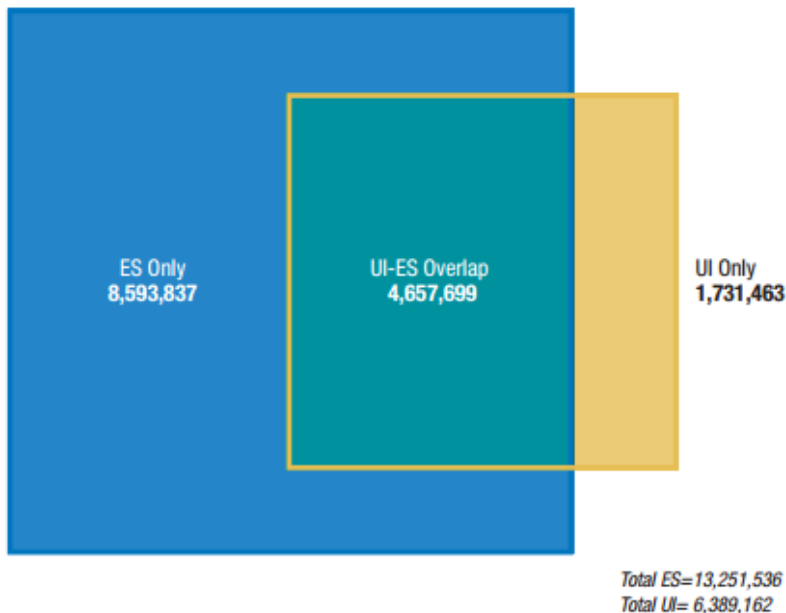


# Jobseekers served by the public workforce system in the 12 month period ending June 30, 2016

In the 12 month period ending June 30, 2016, ETA programs served a total of 22,773,391 participants. ETA programs are largely administered via the American Job Center Network. Caseworkers assess program participants' needs and connect them with different services and programs funded by the ETA. Thus, participants receive customized and comprehensive support based on their needs and eligibility, and often receive services from various programs simultaneously.\*

Of all the total participants receiving Unemployment Insurance (UI), 72.9 percent of those also received Wagner-Peyser funded Employment Services (ES).

\* These participants may also be receiving services from other ETA workforce development programs that provide targeted assistance to those seeking to rejoin the workforce.



## Other ETA Programs\*\*



\*\*Data presented in logarithmic scale in base 10.

<sup>1</sup> Source: Count includes all active, completed, and canceled apprentices tracked by Apprenticeship, US Military Apprentices Program, and State Apprenticeship Agency (SAA) States.

<sup>2</sup> All participants include the number of students active on the start date, number of students enrolled during the timeframe, number of graduates separated prior to start date and in the placement service window during the timeframe, and number of former enrollees separated prior to the start date and in the placement service window during the timeframe.

<sup>3</sup> Data are cumulative grant-to-date.

<sup>4</sup> Data reflect program-to-date performance.

<sup>5</sup> Number includes self-service individuals.

<sup>6</sup> Data are cumulative grant-to-date.

<sup>7</sup> Data are cumulative grant-to-date.

<sup>8</sup> Data reflective of the four quarters ending March 31, 2016; most recent data available.



# Some Numbers

- ❖ Of the 22.7 million registered jobseekers served last year alone:
  - Almost 70 percent found jobs where both adults and youths earned more than before, and
  - 80 percent of teens assisted learned new, employable skills.
- ❖ Workforce programs have received their fair share of funding cuts: 20 percent reduction over the past two decades.
  - States have augmented federal investment by adding over \$820 million (a 22 percent increase) of their own state funds for workforce related programming.
- ❖ Last year, USDOL funding for workforce-related programs (Employment Services, Job Training, and Unemployment Insurance) totaled \$6.2 billion -- states distributed \$2.5 billion to local workforce development systems.

# Publicly-funded Workforce System: Employment Service (ES)

- ❖ Authorizing law: Wagner-Peyser Act; Integrated within all American Job Centers (One Stops)
- ❖ Primary function is to serve as a labor exchange intermediary
- ❖ All state operate a job bank, a resume bank, and some type of job matching
- ❖ Provides jobseekers with core employment and workforce information services – such as:
  - ❖ job search assistance, workforce and economic information, skills assessments, career guidance, job matching and referrals, apprenticeship, connection to other program services,

# Publicly-funded Workforce System: BUSINESS SERVICES

## Specialized Services to Businesses

- **Job Banks and Resume Banks**
- **Rapid Response and Layoff Aversion**
  - ❖ **Downsizing Businesses, LMI, Info on tax credits, etc.**
- **Recruiting and Hiring Connections**
  - ❖ **Veterans Services, WIOA, job fairs**
  - ❖ **Special or personalized account representatives**
- **Worker Training**
  - **Connecting businesses to customized training providers**
- **Employer Workshops or Presentations**
- **Tax Credits**

# VETERAN SERVICES

- ❖ Veterans with “Significant Barriers to Employment” are served at One Stops by JVSG staff known as DVOPs.
- ❖ This involves case-management and use of supportive services.
- ❖ Veterans without SBEs are served by other One Stop center staff, where they receive “priority of service” to any services states and one stops offer.
- ❖ By design, most veterans at AJCs served outside JVSG.

# VETERAN CUSTOMERS (2015)

- ❖ Total number of registered Veterans and Eligible persons served in the workforce system : 858,196
- ❖ Total number of JVSG participants: 169,923
- ❖ Total number of recently separated Veterans: 123,117
- ❖ Total number who entered employment: 360,077
- ❖ Employment Retention at six months: 419,579

# JOB TRAINING

- ❖ Authorized and funded under the Workforce Innovation and Opportunity Act (WIOA)
- ❖ Offers intensive case management, education and training, OJT, apprenticeship, support services, etc.
- ❖ Targets long-term unemployed, veterans, youth, disabled.
- ❖ New law focuses on coordination with Vocational Rehabilitation, Adult Basic Ed, and TANF; emphasizes high quality job training and Labor Market Information (LMI).

# Who is DirectEmployers ?

## Mission

To provide employers a non-profit employment network that is cost-effective, improves labor market efficiency and reaches an ethnically diverse national and international workforce.

### HISTORY

- Founded in October 2001 by 14 leading HR professionals
- Devoted to improving recruiting efforts to control costs, taking back control of their recruitment brand, and developing cutting edge proprietary technologies
- Membership has grown to over 891 Member companies

### KEY PARTNERSHIPS

- National Association of State Workforce Agencies (NASWA)
- Signed agreements with all 50 states, Washington DC, Puerto Rico, and Guam
- National Association of Colleges and Employers (NACE)
- Hiring our Heroes – DirectEmployers Association, US Chamber of Commerce, and NASWA

### ABOUT

- As a 501(c)6 non-profit consortium, DirectEmployers is member focused, not profit-driven
- Board of Directors
  - Comprised of Member company representatives
  - Determine the partnerships we form, technologies we develop, and the current pricing structure

### CANDEE CHAMBERS, Executive Director

- Nationally recognized OFCCP and Human Resources compliance expert
- American Society for Engineering Education Award Recipient for engineering co-op recruitment excellence



# Developing Strategic Alliances

## What are avenues for employers to engage with the public workforce system?

1. State Workforce Boards;
2. Local Workforce Boards/Advisory Groups;
3. Local Career One-Stops (referred to by OFCCP as Employment Service Delivery Systems or ESDS's);
4. Participation in the NLx.



# Developing Strategic Alliances

## -- Con't

### 1. State Workforce Boards

- ❖ Established in law, appointed by the Governor of each State
- ❖ 51% of the participants are business representatives
- ❖ States build their annual strategic plan (for USDOL submission) and it must be approved by this group
- ❖ Includes performance measures, objectives, etc.

# Developing Strategic Alliances

-- Con't

## 2. Local Workforce Boards

- ❖ Also, employer-led Boards, along with service providers from workforce, VR, Adult Ed, TANF, Community Organizations, etc.
- ❖ Advise and Oversee Local Career One-Stops Operators
- ❖ Determine how Career One-Stops invest their funding allocations in rolling out services and training
- ❖ Approve local plans submitted to State Workforce Agency.

# Developing Strategic Alliances

## -- Con't

### 3. Local Career One-Stops (referred to by the OFCCP as Employment Service Delivery Systems or ESDS's)

- ❖ Serves universal customer with special focus on Veterans
- ❖ Veterans are served under “priority of service” by general One-Stop Center staff
- ❖ Veterans with significant barriers to employment (SBE) served by JVSG staff (co-located)

# Opportunities Through These Alliances

## ❖ Pointers:

- ❖ Every state and local area can be structured and named different things. Some resources to help you along the way.
  - [www.CareerOneStop.org](http://www.CareerOneStop.org)
  - NASWA page, [www.naswa.org](http://www.naswa.org)
- ❖ Employers should start with their local One-Stop Centers
- ❖ Engage with local workforce boards

They will not say no to interested employers!

# Opportunities Through These Alliances

## ❖ Pointers -- Con't

❖ Workforce System now under the **Workforce Innovation and Opportunity Act (WIOA)** is required to bring together the additional partners:

- Vocational Rehabilitation
- Adult Basic Education Program
- TANF and SNAP (not required)

❖ Also workforce system already has relationships with Community Based Organizations and Community Colleges.

A great place to connect with multiple stakeholders!

# Opportunities Through These Alliances

- ❖ **Why is this important especially to federal contractors:**
  - ❖ Building relationships with your state partners is true outreach
  - ❖ Not only do state workforce agencies focus on veterans, but they also assist veterans with disabilities, older workers, etc., find employment
  - ❖ Employers serve as Customers, Advisors and Funders (through their local tax dollars)

# Outreach for IWD's

## ❖ What is the actual outreach requirement? See 41 CFR 60-741.44(f)(2)(i)

(2) Examples of ***outreach and recruitment activities***. Below are examples of outreach and positive recruitment activities referred to in paragraph (f)(1) of this section.

(i) Enlisting the assistance and support of the following persons and organizations in recruiting, and developing on-the-job training opportunities for individuals with disabilities, in order to fulfill its commitment to provide equal employment opportunity for such individuals:

(A) The **State Vocational Rehabilitation Service Agency** (SVRA), State mental health agency, or State developmental disability agency in the area of the contractor's establishment;

(B) The **Employment One-Stop Career Center (One-Stop)** or American Job Center nearest the contractor's establishment;

(C) The **Department of Veterans Affairs Regional Office** nearest the contractor's establishment ([www.va.gov](http://www.va.gov));

*Emphases Added...*

# Outreach

## ❖ This is all Outreach!!!

- ❖ These resources can help you find qualified veterans
- ❖ These resources can help you find qualified individuals with disabilities
- ❖ These resources can help you find qualified females, minorities, LBGTQ individuals because the veteran population and the IWD population doesn't discriminate!
- ❖ These resources can help you develop talent pipelines



# Forces Behind the 2007 NLx Creation

## **Private Sector:**

1. Increasing Costs and Declining ROI of Commercial Job Banks – Dissatisfaction with large aggregators
2. Emergence of Corporate Career webpages and their backend Applicant Tracking Systems (ATS)
3. Need for multi-state employers to find a cost-effective way to achieve compliance, while leveraging investments in ATS

## **Public Sector:**

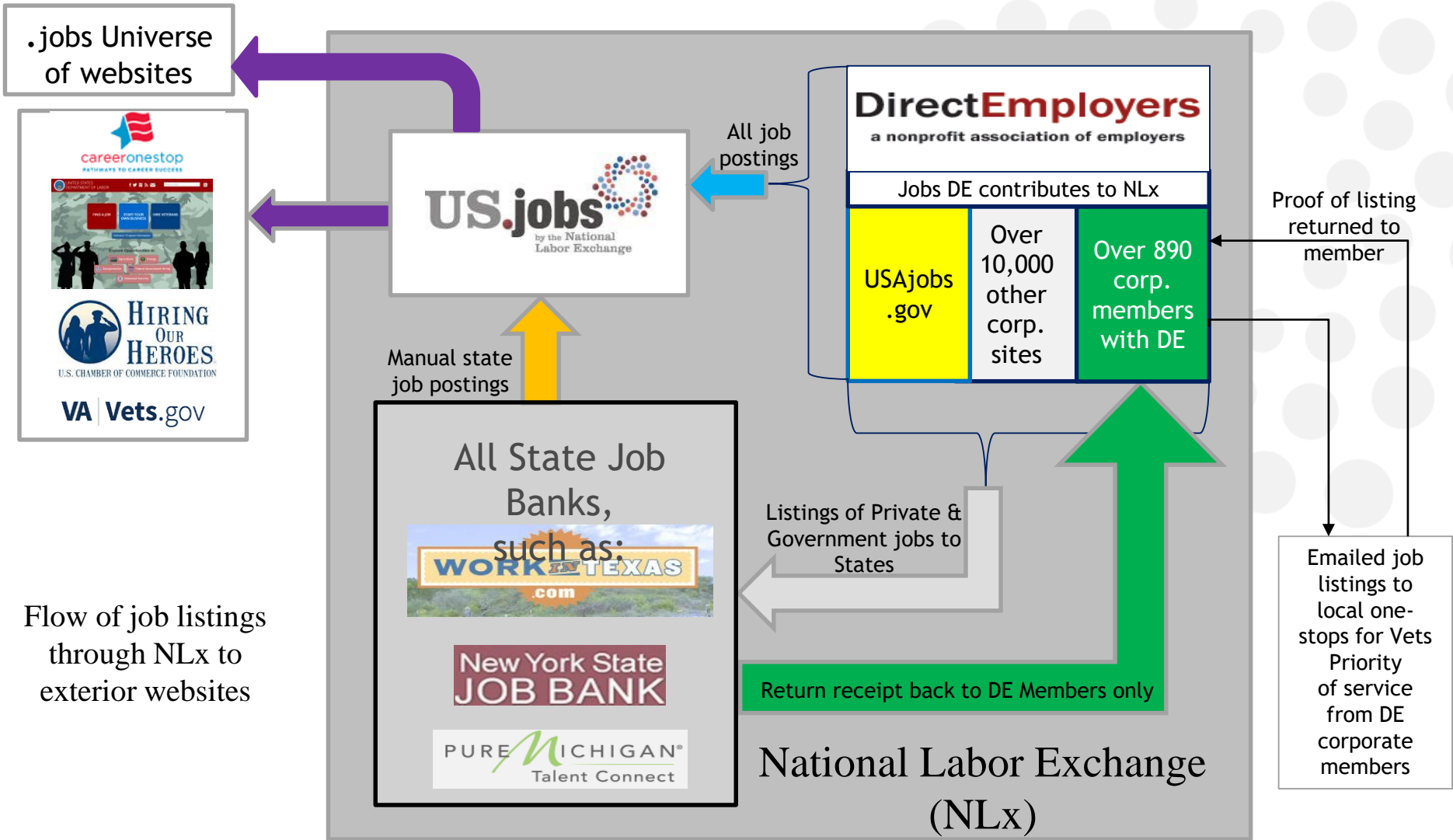
1. Closure of America's Job Bank
2. Great Recession: more jobseekers need to access more job openings
3. Adapt to new employer/jobseeker behavior and technology

# By the Numbers

- **All 50 state workforce agencies and three territories** (Guam, the District of Columbia and Puerto Rico) have signed formal NLx agreements, exchanging job feeds.
- On average, the NLx contains over **2.3 million jobs** each day.
- In 2016, the NLx had over **13.9 million** unique jobs.
- Job openings are delivered to state job banks, federal government sites, non-profit portals, and over thousands of .jobs domains.

# How Does It Work?

- The NLx collects openings only from three types of sources: corporate job sites, state job banks, and USAjobs.gov  
**This means jobs are unique with no duplication.**
- The NLx indexes and refreshes job feeds daily  
**This means job-links are current and always fresh.**
- The NLx staff validates each participating employer  
**This means there are no scams or schemes.**



Flow of job listings through NLX to exterior websites

# Increased Visibility

- **National Labor Exchange (NLx)**  
<http://us.jobs/index.asp>
- **Vets.gov (VA)**  
<http://www.vets.gov/employment/>
- **Veterans.gov (USDOL VETS)**  
<http://www.veterans.gov>
- **CareerOneStop (USDOL/ETA)**  
<http://www.careeronestop.org/JobSearch/JobSearch.aspx>
- **My Next Move (USDOL/ETA)**  
<http://www.mynextmove.org>
- **My Next Move for Veterans (USDOL/ETA)**  
<http://www.mynextmove.org/vets/find/browse?c=0>
- **My Skills My Future (USDOL/ETA)**  
<http://www.myskillsmyfuture.org>
- **United States Chamber of Commerce Foundation (Hiring Our Heroes)**  
<https://www.uschamberfoundation.org/hiring-our-heroes>
- **Virtual Career Network Healthcare (USDOL/ETA)**  
<http://www.vcn.org/healthcare/findwork>
- **Student Veterans of America**  
[studentveteransofamerica.jobs](http://studentveteransofamerica.jobs)
- **Home Base Iowa**  
<http://workiniowa-veterans.jobs>
- **Vet720.com**  
<http://vet720.com/VetJobs720/DirectJobsDatabase.aspx>

# VETERANS.GOV

The employment resources you need.



mySkills myFuture

a careeronestop website



VA | Vets.gov



# NLx Benefits: Employers

- A. Increases job seeker traffic while keeping brand prominence**
- B. Lists job openings with state, federal, and non-profit portals and accesses diverse talent pipelines**
- C. Connects with state workforce development employer services**
- D. Automates daily delivery to career one stop offices and state job banks to comply with 4212/VEVRAA regulations (DE member service)**

# Partnerships

- **LinkedIn:**
  - Job openings upload to LinkedIn - job seeker taken back to original source of job
  - Training pilot
  - Sharing of information on workforce development projects taken on by LinkedIn
- **Student Veterans of America:**
  - Job openings and portal getting NLx content in front of over 150,000 student veterans!

# Establish Relationships Now

- ❖ Your state partners can help you fill your open positions with veterans, IWD's, older workers, etc.
- ❖ List your jobs with the NLx indexing or list directly on state job banks!
- ❖ Help states understand your priorities
  - ❖ Ongoing open positions, i.e., customer service, call center positions, production labor
- ❖ Ask states for their assistance in hiring for these positions
- ❖ Contact states on a regular basis – would they recognize you if the OFCCP called and asked if you had built a relationship with them?



# Why Should You Use Your State Workforce Agency?

- ❖ **The best part of using your State Workforce Agency?**
  - ❖ **It's a no-cost service! There are no additional fees for you to pay to get assistance from State Workforce Agency representatives in your hiring efforts.**
  - ❖ **The jobs that are available through the state are the same jobs that are now available on Google and LinkedIn!**
  - ❖ **These are great jobs!!!**

# What Questions Do You Have for Us?

Thank you for this opportunity to share information about the State Workforce System and the National Labor Exchange!



# Our Contact Information

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