

LWIA 12
Orleans Parish

The American Recovery and Reinvestment Act Plan
(ARRA)

PY 2009

**The American Recovery and Reinvestment Act Plan (ARRA)
LWIA 12 (Orleans)**

LWIA 12 (Orleans) has developed a plan for the implementation of services utilizing the American Recovery and Reinvestment Act (ARRA) funds. This plan has been approved by the New Orleans Workforce Investment Board.

Name of WIB Director: **Bryan T. Moore**

Address: **JOB1 Buisness and Career Solutions Center, 2330 Canal Street, New Orleans, LA 70119**

Telephone: **(504) 658-4542**

Facsimile Number: **(504) 658-4502**

E-mail Address: **btmoore@cityofno.com**

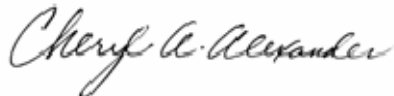
Name of WIB Chair: **Cheryl A. Alexander**

Address: **Lockheed Martin Space Systems- Michoud Operations, 13800 Old Gentilly Road, New Orleans, LA 70189**

Telephone: **(504) 257-4665**

Facsimile Number: **(504) 257-4408**

E-mail Address: **cheryl.a.alexander@maf.nasa.gov**



Signature: _____

Date: **June 25, 2009**

WIA PLAN MODIFICATIONS INCORPORATING AMERICAN RECOVERY AND REINVESTMENT ACT (ARRA) 2009

Economic And Labor Market Context

Provide a detailed analysis of the local economy, the labor pool, and the labor market context. In responding to these questions, the local should update its analysis to indicate how the economic downturn has impacted the regional economy and the labor market context. Include: a) current and anticipated impacts on employment by sector b) current and projected demographics of the available labor pool including income levels as appropriate; c) describe any skills gaps the region faces, based on the skills held by current and expected dislocated workers and the skills demanded by industries and occupations expected to grow through economic recovery.

The New Orleans economy, although affected by the national downturn, is strong in relation to the rest of the country. From May 2008 to November 2008, the New Orleans metro area added 5,900 jobs – nearly three times the number added in the prior six months. In April 2009, the unemployment rate in New Orleans rose to 7.5%, while the metropolitan area boasted an unemployment rate of 5.3%, far below the national rate of 9.4%. New Orleans has 103,325 employed people and 8,430 unemployed, up slightly from the previous month. **(Stats obtained from the Louisiana Workforce Commission).**

According to the Bureau of Labor Statistics Profile of March 2008, the overall job growth of 5% places the region as one of the fastest growing regions in the country.

In New Orleans, Government and Other Services represent a large percentage of employment and have had a job growth of 1% from 2008 to 2009. In addition, the Construction Industry has had a job growth of 4% from 2008 to 2009. However, due to faster growing industries, the Manufacturing Sector has lost 10% of its overall share of jobs. Other industry sectors that will suffer job losses are Trade, Transportation, Utilities, Information Technology, Financial Services, Agricultural, Professional Services, Business Services, Leisure, and Hospitality.

When comparing the growth of the local economy from 2004 to 2009 and 2008 to 2009, there is a substantial decrease in the number of job losses. The industry losses from 2004 to 2009 were mostly double digits as compared to the industry losses from 2008 to 2009, where single digit losses are predicted. These statistics hold true for all industries except the Construction Industry, where a 7% increase declined to a 4% increase within those same time frames.

Although no Planning District in Orleans Parish has rebounded to its Pre-Katrina number of jobs, data indicates that Planning District 1 continues to be the “job center” of the city, accounting for 42% of all jobs in New Orleans. Most of the jobs in this district are in Accommodations and Food Service, Professional and Technical Services, Health Care and Social Assistance and Finance and Insurance, this area encompasses the French Quarter and the Central Business District. Planning District 1 gained 2,037 jobs in this time frame, followed by 1,209 new jobs in Planning District 9 (New Orleans East) and 1,078 in Planning District 4 (Mid-City). After

months of stagnation, the population of New Orleans grew by 1.9% between July and December 2008, reaching 73.7% of pre-Katrina levels.

New Orleans continues to see a decline in the population for ages 15-24 and 25-44. This decline can be seen with a 1% decrease in the African American population, 5% decline in the White Hispanic population, 3% decrease in the Non-White Hispanic population. The White Non-Hispanic and 2 or more races categories remained virtually the same and the Asian, American Indian or Alaska Native and Pacific Islander (Native Hawaiian) populations increased. The New Orleans Metropolitan area has 524,900 non-farm jobs, down from 527,300 in March 2009. 76,500 are Goods-Producing and 448,400 are Service-Providing. Most sectors have shown a decrease in the number of jobs except Government.

In New Orleans there is, and has been, a gap between the basic skills required by employers and the basic skills sets of many of our current jobseekers. The difference between the skills needed on the job and those possessed by the job seeker is called skills-gap. The skills gap has resulted from a shift in our economy. We must have a competent, innovative workforce if we want our jobseekers to be competitive.

While we cannot know for certain which technical skills will be most in demand for the jobs of the future, we can identify the academic skills most employers are looking for when hiring. These skills include: reading, writing, mathematics, biology, statistics, chemistry and computer literacy.

With the possibility of a large number of healthcare jobs coming to this region, we must collaborate with the secondary schools to increase awareness of the jobs that are projected to be in high demand over the course of the next ten years. We must also stress to students and educators the importance of applying their knowledge to solve real-world problems. This can be achieved by appealing to student's interest, learning styles, and aptitudes.

Service Delivery Strategies, Support for Training

Describe innovative service delivery strategies the region/local has or is planning to undertake to maximize resources, increase service levels, improve service quality, achieve better integration or meet other key region/local goals.

- ***Increase services to workers in need***

JOB1 Business and Career Solutions currently have two full service locations providing services to the Adult/Dislocated and Youth populations. Innovative strategies that are currently in place ensure that the One-Stop system's success in achieving the Recovery Act goals and the actuation of the State's vision to give every customer access to the fullest array of services available. To reach this goal JOB1 will:

- Provide staff on-site at a major employer affected by a reduction in it workforce in an effort to assist workers targeted for lay-off.

- Increase the number of targeted job fairs conducted in the Career Centers to give both customers easier access to one another.
 - Continue to deploy the Mobile Career Unit (MCU) into areas to assist individuals with limited access to Career Center services.
 - Hire additional staff to assist with increase in service levels, and specifically work with the Dislocated Worker population.
- ***Support the full range of One Stop Career Center customers in acquiring the skills needed to attain jobs in high growth, high wage industries and occupations, including such supports as needs based payments, basic skills remediation, English as a second language, and supportive services.***

JOB1 Business and Career Solutions Centers manage a variety of extensive programs designed to assist jobseekers in acquiring and making informed occupational and educational choices. There is, and has been, a gap between the basic skills required by employers and the basic skill sets of many of our current job seekers. The basic skills required by businesses have risen dramatically over the past several years. The related goal of JOB1 Business and Career Solutions is to close the gap, and assist with providing the necessary skills needed to prepare a labor pool that meets the needs of employers.

An assessment of our job-seeker members reveals that many of our members lack basic computer and academic skills needed to obtain and retain gainful employment. Utilizing ARRA funds, JOB1 will provide short-term Intensive Academic Remediation and Basic Computer Skills Classes to our members. The goal to close the gap between the basic skills needed to assist our members in obtaining jobs in high growth, high wage industries and occupations.

Supportive services and needs based payments (e.g., transportation, child care, uniforms, equipment, etc.) will be provided to members to eliminate barriers that might prevent them from completing training, or obtaining employment. Our members are referred to one of our local partners when ESL Services are needed.

- ***Ensure education and training delivered through the workforce system results in education and workforce skills of demonstrated value and focus assessments and certifications towards the next level of education and employment.***

JOB 1 is committed to developing and preparing a work ready labor pool, and this begins with ensuring our members have the portable skills credential so they can find and keep good jobs. JOB1 offers the National Career Readiness Certificate to our members. This certificate verifies to employers that our members have the essential core employability skills in Reading, Math, and Locating Information. The National Career Readiness Certificate is based on ACT's world-renowned WorkKeys Assessments which are a proven system for linking jobs skills with workplace success. Employers need reliable ways to measure foundational skills to ensure they are hiring the most qualified, trainable candidates, and WorkKeys will address this very important employer need.

- *Strategically use youth, dislocated worker, and adult funds to quickly deliver innovative services.*

JOB1 Business and Career Solutions will align ARRA programming with our strategic goals. We are expanding our existing Integrated (WIA/Wagner Peysner) Service Delivery Teams and adding 1 Skills Development and 1 Recruitment and Placement staff person to focus on ARRA-funded Training and Employment Initiatives. We will also utilize the funds to hire additional work experience staff that will assist with addressing the issue of heavy Resource Room activity.

A fast track workshop will be conducted by our Job Readiness Facilitator, and will be geared toward our Dislocated Worker population to assist those who possess skills and need immediate employment. This workshop will explore job search techniques and also serve as a Job Club for those who can want to participate.

JOB1 will align the use of its ARRA training funds, along with additional state and federal ARRA funds that will be available on a competitive basis, with our goals and objectives so that we take a leadership role in integrating workforce development with initiatives that support business recovery and growth and enhance the skills of workers, particularly those that have lost their jobs during this economic downturn and which provide training opportunities for jobs in targeted, emerging and/or high growth industries, such as in health care, “green jobs”, construction, and advanced manufacturing, through which we currently have training initiatives in place in collaboration with institutions of higher education.

ARRA funds earmarked for adult and dislocated worker services will also be used to:

- Assist individuals with class-size sector training that have been laid-off, terminated or quit to transition their transferable skill sets into an upcoming industry, for example “green jobs”
- Provide staff with sector orientation training at sector sites so they can obtain viable industry knowledge to better serve members
- Assess the appropriate training to be procured and provided in centers that are accessible through the use of public transportation
- Ensure services are consistent and obtainable in both centers
- Develop local information about the emerging job market based on real-time data obtained from businesses
- Maintain an opinion-meter kiosk in each of the two centers to obtain customer feedback on current and needed services

ARRA Funds earmarked for summer youth activities will be used to:

- Place eligible youth into summer jobs
- Place eligible youth into other allowable summer activities
- Increase the number of youth served by (700)
- Extend the age to (24)

- Increase hourly wages and hours worked for older youth
 - Purchase assessment software to measure every summer participant's work readiness skills
 - Host up to 8 Parent Orientations
 - Provide work shirts for every summer youth participant
- **Provide targeted work experiences in order to prepare individuals for opportunities in new industries or occupations, particularly using registered apprenticeship and on-the-job training for all jobseekers, and summer work experience for youth.**

In the current economy, many unemployed individuals may need to obtain additional skills in order to transition into jobs that are considered high demand. In an effort to assist individuals with obtaining new skills quickly, JOB1 will work with employers to develop targeted work experience opportunities where individuals can learn the requisite skills in a work environment.

Many individuals may have financial challenges with attending classroom training for an extended period of time. Employer-based training will allow individuals to obtain the skills needed, along with hands-on training in a short period of time. Targeted work experience will be developed in high growth, high demand industries such as Construction, Healthcare, "Green Technology", Advanced Manufacturing, etc.

YCC annual summer employment initiative is an excellent targeted work experience opportunity for youth. For the last five (5) summers, YCC has facilitated the summer youth program; providing meaningful summer opportunities for youth ages 14-21. The program consists of academic enrichment activities, service learning activities, and work experience opportunities. Every youth who participates work for six (6) weeks, and earned a weekly \$100 stipend or \$8.00 per hours for (20) hours per week.

- *Align workforce activities with education strategies and economic and community development strategies to meet skill needs of jobs and industries important to the local and regional economies and meet the needs of under-skilled adults.*

JOB1 will utilize AARA funds to provide needed services to dislocated workers to support their reentry into the recovering job market. We will use assessment and data driven career counseling to integrate into our service strategies to support dislocated workers in successful training and job search activities that align with area of anticipated economic and job growth.

JOB1 training services for this population will include occupational skills training, on-the-job training, registered apprenticeship, skills upgrade and retraining, job readiness training, adult literacy/remediation, and customized training.

JOB1 Business and Career Solutions will also implement the following strategies:

- Work with the Regional staff, training providers and local economic development organizations to ensure members are receiving the appropriate training for the appropriate industries, sectors, or occupations
- Work with Adult Education to identify GED completers in need of job skills training that will lead to economic self-sufficiency
- Develop a sector training program which is targeted to an “emerging” demand occupation; help individuals to improve on their transferable skills

State Governance and Collaboration

Describe how the agencies involved in the workforce investment system interrelate on workforce, economic development, and education issues and the respective lines of authority. (112(b)(8)(A).)

The region’s WIBs work together to strategically invest in high growth/high wage industries, leverage funds beyond WIA dollars, develop systems, work closely with all workforce partners and other entities that can contribute to the development of the workforce. We share the same vision that incorporates a regional investment system aligned with the governor’s statewide vision of creating an environment that allows both businesses and people to grow and prosper.

The 4 WIB Directors of Region I meet at least once each month to resolve regional workforce issues, here presentations from employers, training providers, and the regional staff. In addition, the Region I Local Area Coordinators meet monthly to improve upon efforts to develop uniformed policies and procedures, resolve issues affecting service delivery, and address any outstanding issues relative to funding, programming, etc.

The New Orleans Workforce Investment Board is part of a Regional Workforce Alliance that was formed to improve the overall effectiveness of the workforce system of Region I. Known as the Southeast Louisiana Regional Alliance, it engages and mobilizes the resources of the 4 workforce boards in the region, as well as regional economic development organizations, businesses and industries, educators (K-12 and higher education), and community-based organizations to ensure a continuous and responsive talent development system that drives economic growth and regional prosperity in order to achieve global competitiveness. Through collaboration, we are better able to identify common goals, set regional priorities, align and leverage resources strategically toward stated objectives, and advocate for the benefit of broader talent and economic initiatives in the region.

Describe the steps the regional/local will take to improve operational collaboration of the workforce investment activities and other related activities and programs outlined in section 112(b)(8)(A) of WIA, at both the regional and local level (e.g., joint activities, memoranda of understanding, planned mergers, coordinated policies, etc.). How will the region/local and agencies eliminate existing barriers to coordination?

New Orleans, as in other local workforce areas of the state, has integrated the services of WIA and Wagner-Peyser in an effort to improve operational collaboration. Local (WIA) and state (Wagner-Peyser) staff are housed in the Business and Career Solutions Center's Central and Satellite Offices. Four teams have been formed and are comprised of both local and state employees. These teams include a Membership Team, Skills Development Team, Business Services Team, and a Recruitment and Placement Team. The teams provide for much improved services to career center customers.

The management structure of the center includes a Leadership Team. The Leadership Team meets weekly to discuss and resolve all issues pertaining to services offered to businesses and job seekers, office policies and procedures, and some personnel matters. Each team has a "team leader" that is a member of the Leadership Team. All career center matters are properly vetted through the Leadership Team.

The state and local area has signed a Cost Allocation Plan to ensure both parties pay its fair share of rent for the office, as well as other expenses necessary to operate the Business and Career Solutions Centers. In addition, Memoranda of Understanding (MOU) have been developed with the mandated partners to clearly define the array of services to be made available to customers and in an effort to address barriers of all of our clients and avoid duplication of services as well as waste, fraud and abuse. MOU Partner meetings are held regularly where each partner has an opportunity to give comprehensive presentations on its business/agency services. All MOUs are reviewed and updated annually to ensure they adequately reflect the terms and conditions necessary for the services to be provided via the MOUs.

Reemployment Services and Wagner-Peyser Act Services

Describe the reemployment services the local provides to Unemployment Insurance claimants and the worker profiling services provided to claimants identified as most likely to exhaust their Unemployment Insurance benefits in accordance section 3(c)(3) of the Wagner Peyser Act. In responding to this question, local should describe:

- *How RES will coordinate with other services provided at the One-Stop Career Center under WIA*

The JOB1 Center staff will carefully assess individuals registering for service to determine if the persons will fall into a category that qualifies for additional services under ARRA. Skills Development will maintain a listing of these persons to be sure they are notified of available benefits and are given priority in accessing these benefits that are provided by the additional funding.

Postcards will be mailed to all members on UI profile list- inviting them to our JOB 1 Dislocated Orientation – orientation will inform all members about our services – including training programs if members are thinking about a career change.

- ***How UI claimants will be identified quickly and RES provided at the One-Stop Center under WIA***

Lists of Unemployment Insurance Claimants will be accessed through the LAVOS system to obtain a listing of recent claimants, as well as through the LDOL system to obtain a list of profiled claimants in order to identify those most likely to exhaust benefits. Postcards will be mailed to all members on the lists, inviting them to our Dislocated Worker Orientation. These persons will be notified to attend workshops explaining benefits available to them and will be given individualized skills assessments, career guidance, individualized plans of service, and information on the labor market to help them make decisions relevant to finding employment and the benefits of further training.

- ***The services that will be provided under RES, including in-depth services such as skill assessment, career guidance, individual service plans, and labor market information.***

JOB1 Career Solutions Centers provide a comprehensive developmental program designed to assist all members in making and implementing informed educational and occupational choices. JOB1 Career Solutions staff uses appropriate individual and group counseling techniques to assist customers with career decisions, career development concerns, and identify factors impacting career decisions.

Our system engages the member immediately and addresses his/her needs and interests. The key to engaging members in the system is to give each member a reason and motivation to stay involved. This relates directly to the value of the continuum of services that occurs with staff that is part of the Career Development Team.

All customers are triaged after meeting with a staff person on the Membership Team. Customers are then placed in one of three categories: Career Development, Career Advancement, or Employment Express. Intensive services provided include Comprehensive and Specialized Assessment of skill levels, inclusive of diagnostic testing, Individual Service Plans, Individual and Group Counseling, Short-Term Prevocational Services and Case Management for members seeking training services. Labor market information is provided to all members with the virtual one-stop delivery system, LAVOS, which is an Internet-based system that provides job seekers, businesses and workforce development staff with access to workforce information, job openings, training providers, O*Net data resumes, transferable skill matching, assessment tools, etc.

- ***How the region/local intends to integrate information technology into its RES program to better identify and ad serve UI claimants, including the percentage of funds that will be used for integrating ES and UI technology requirements to identify and serve the needs of UI claimants***

The Louisiana Workforce Commission has been contacted regarding the steps the region/local can take to integrate information technology into its RES program to better identify and serve UI claimants, and to determine the percentage of funds that may be used for integrating ES and UI technology requirements to identify and serve the needs of UI

claimants. Changes in information technology must be initiated through the Information Technology Unit of the Louisiana Workforce Commission.

- *Any labor market information tools that will be funded and integrated into RES.*

The Louisiana Workforce Commission has also been contacted to find out if the Research and Statistics Unit will use additional funding provided by ARRA to add additional labor market information tools. Locally, new software is being considered for purchase that would provide labor market information that is more comprehensive and timelier than is currently available.

Describe how the region/local will ensure the three-tiered service delivery strategy for labor exchange services for job seeker and employers authorized by the Wagner-Peyser Act includes: (1) self-service, (2) facilitated self-help service and (3) staff assisted service, and is accessible and available to all customers at the local level.

JOB1 Business and Career Solutions staff is responsible for providing core services across the New Orleans delivery system through the three labor exchange tiers of service. As provided for in the Act, JOB1 Business and Career Solutions staff ensures that all center customers have access to self-service, facilitated self-help service and staff-assisted service within the structure of each center's resource area. The tree-tiered service approach offers universal access for core services. As indicated above, the provision of services under the three-tiered service delivery strategy is one of the elements covered by monitoring staff as they conduct regular visits to the comprehensive career centers.

Adult and Dislocated Worker Services

Describe region/local strategies and policies to ensure adults and dislocated workers have universal access to the minimum required core services as described.

Universal access will continue to be the mainstay of our JOB1 Business and Career Solutions Centers' philosophy and central theme. Outreach is conducted at job fairs, community events, and public service announcements informing the public about our services. JOB1's Mobile Career Unit provides universal access and other services to jobseekers in areas of the city of New Orleans that do not have easy access to jobseeker services (e.g., New Orleans East, Lower 9th Ward).

JOB1's Business and Career Solutions Centers are designed to provide a full menu of job training, education, and employment services at our Canal Street (east bank) and Algiers (west bank) Centers. Adult and dislocated job seekers have access to a broad array of services, which are available to all job seekers. Examples of core services include: orientation to information and services available at JOB1 Business and Career Solutions Centers, Job search and placement assistance, including interview preparation, résumé preparation, job listings, resume listing, and various job search workshops. Additional core services include the provision of information on

employment and labor market statistics, and job openings, as well as outreach, intake, and, initial assessments.

JOB 1 Business and Career Solution Centers' core labor exchange services will be focused on meeting the skills demand of its employer customers through the appropriate matching of job seekers to the various job openings based on their education and skill backgrounds.

Describe how the region/local will integrate resources provided under the Wagner-Peyser Act and WIA Title I for adult and dislocated workers, as well as resources provided by required One-Stop partner programs, to deliver core services.

JOB1's integrated One Stop delivery system reflects the philosophy and strong message that long-term, self-sufficient employment is the goal and expectations for all members. It is the goal of the system to ensure that job seeking members achieves self-sufficiency. Therefore, the JOB1 Business and Career Solutions Centers seek to increase individual customer use by addressing the needs of the whole person, being responsible to those needs, and working collaboratively with individuals to provide customer choice. One of our one stop partners, AARP, assists with providing a variety of services at JOB1 Business and Career Solutions Center. Assistance in universal access job search is provided 5 days a week and is a tremendous value to the Business and Career Solutions Center's customers.

JOB1's fully integrated Business and Career Solutions Centers go beyond simple co-location. Currently, there are two JOB1 Business and Career Solutions Centers that have fully integrated WIA and Wagner Peyser staff. The Centers operate utilizing the new re-design service delivery system established by the Louisiana Workforce Commission. WIA and LWC staff works together in teams to provide services to all members. All staff is cross trained to provide all services to members. Career Center staff is aligned by function rather than by funding stream via the blending of Wagner Peyser and WIA funds to meet the needs of our Universal and UI members. This sets the standard to identify services in accordance of need and not by funding silo.

In addition, the creation of a Walk-In Counseling/Triage Team funded through Wagner Peyser, and now expanded by ARRA funds, allows for continued braiding and blending. Finally, the expansion of the Recruitment and Placement Team with ARRA funds to include job placement clearly indicates our intent to serve based on customer need and not by funding stream. The two primary units consisting of Career Services and Business Services work closely together and coordinate on a daily basis with administration and support services.

JOB1 staff will conduct assessment of skill levels, abilities and aptitudes, and career guidance, as well as conduct job search workshops and referral to employers. Other services include access to computerized career information (laworks.net) resources and institutions and organizations that provide training and information about job opportunities, labor market or workforce trends and high demand, high industry jobs.

JOB1 Career Solutions Centers Career Development program is a comprehensive developmental program designed to assist individuals in making and implementing informed educational and occupational choices.

Describe the region/local plan to increase training access for individuals including the investment of WIA Title I funds and the leveraging of other funds and resources.

Training services are for JOB1 members who are eligible for intensive services, but unable to obtain or retain employment. While increasing employment opportunities, the focus will be geared primarily toward four targeted industries in the New Orleans area which include: Advanced Manufacturing, Transportation, Medical and Construction. By focusing on the targeted clusters, the training process for eligibility will be accessible, thereby producing an increased amount of approved individual training accounts and a skilled workforce directly related to the occupations that are in demand in the New Orleans area. JOB1 has developed several strategies to increase training access for individuals interested in training to increase their skills. These strategies include:

- Hosting a public access television show on a monthly basis informing the community about JOB1 services including training opportunities. The show will also feature training providers from targeted industries that will describe their training programs in detail
- Producing a 15- minute video showcasing past participants that have completed a training program, and presently working in their field – Video will be played in universal access area, as well as at job fairs and community events
- Mailing postcards to all members on UI profile list- inviting them JOB1’s Dislocated Worker Orientation – orientation will inform all members about our services – including training programs if members are thinking about a career change
- Advertising JOB1 services and training programs in local newspapers and other media outlets

JOB1 will utilize funds received from CDBG (Community Development Block Grant), and NEG Youth Grant to assist with leveraging funds to increase access to training in the City of New Orleans.

What models/templates/approaches does the region/local recommend and/or mandate for service delivery in the One-Stop Career Centers?

The Office of Workforce Development – Louisiana Workforce Commission has mandated that the “Integrated Service Delivery Model” be used. This model merges Workforce Investment Act (WIA) and Wagner-Peyser programs into a seamless integrated system. The model has three (3) key benefits:

- 1) Eliminates duplication of services.
- 2) Ensures that the business needs of hiring, retention, training and advancement of workers is the driving force, i.e., “demand driven”.
- 3) Connects businesses looking for qualified workers with individuals seeking employment.

- ***Do all One- Stop Career Centers have a uniform method of organizing their service delivery to business customers?***

Yes. The Business Services team works out of our main office at 2330 Canal Street, but a BSR is assigned to the satellite office in Algiers as needed. The primary goal of Business Services is to address the needs of new industries, assist employers with expanding their current workforce and assist employers in training new workers.

- Each BSR has been assigned sectors and zip codes to ensure expertise in their respective fields.
- Employer-Based-Training procedures have been established between Recruitment and Placement and the Business Services team.
- Each BSR is equipped with a “Tool Kit” which contains the same information and promotionals.
- Each BSR must produce a bi-weekly report of future activities and a weekly report of outcomes. This ensures no duplication of services.
- Each BSR has specific goals and objectives that must be met and these goals are the same for each team member. These goals include the number of employers that must be contacted weekly, the number of events that must be held, etc.

- ***Is there a common individual assessment process utilized in every One-Stop Career Center?***

Yes, there is a common individual assessment process utilized at JOB1’s Eastbank, and Westbank Business and Career Solutions Centers. Customers, on their initial visit to the One-Stop Career Center, are greeted by Membership and given a quick assessment of their needs, skills, education and career objectives through a series of triage questions to determine entry services. Entry services consist of three (3) cohorts: Employment Express, Career Advancement, and Career Development. The customer is given a recommended cohort for services based on their reply to the questions and made a member. A more “in-depth” assessment is done by Skills Development.

- ***Are all One-Stop Career Centers required to have a resource center that is open to everyone?***

Yes, JOB1 provides universal access areas for self resume’ preparation, job lead listing, access to fax machine and copier, and access to labor market as well as education related information.

- ***What approaches will be used to ensure funds are targeted to those most in need, including low-income, public assistance recipients, persons with disabilities, etc?***

- Conduct outreach and collaboration with regional partners, Strategies To Empower People (S.T.E.P.), ARC of New Orleans and Goodwill Industries' Project and Office of Family Support (OFS).
 - Sponsor job fairs targeting people with disabilities.
 - Increase training opportunities.
 - Offer supportive services and needs-related payments if individual is enrolled in training.
 - Work with LVER/DVOP to ensure that disabled veterans are given priority of services.
- *How will region/local streamline the sequence of service to facilitate individual access to needed services and training?*

The local Career Centers will hire additional staff to work exclusively with dislocated workers and schedule workshops on high volume days as a means of streamlining the sequence of service to facilitate individual access to needed services and training. Also, the “service delivery model” the centers use allows members that are work ready to be placed in an “Employment Express” cohort.

Youth Services

Describe the local strategy for providing comprehensive, integrated services to eligible youth, including those most in need.

Up to seventy percent (70%) of the “Recovery Act” youth funds will be utilized for summer initiatives during the months of June through September. YCC has identified four (4) options from which youth may select for summer activities:

- Work & Learn (classroom-based/career exploration activities)
- Services Learning (team-oriented/community services activities)
- Internship opportunity (job shadow/mentorship activities)
- Work experience only

With some flexibility regarding age, three (3) of the four (4) summer options were developed with specific criteria:

- **Work & Learn** was targeted for in-school younger youth ages (14-17)
- **Service Learning** was targeted for both in-school and out-of-school youth ages (15-18)
- **Internships** are targeted for older out-of-school youth ages (18-24). This group of young adults will work longer hours at a higher rate of pay.

YCC issued a Request for Proposal (RFP) for qualified organizations and/or individuals interested in assisting us with making these options available to youth. Approximately \$163,000 has been allocated toward the (RFP) to serve (600) youth. The remaining amount has been set aside for youth wages under work experience activities.

During the summer activities, JOB1 will serve up to (1700) youth and young adults; allowing every participant to earn either a weekly stipend of \$100 or an hourly wage of \$8.00 - \$12.00 depending on the job specification. Most job assignments are a minimum of (20) hours per week for a duration of six (6) to eight (8) weeks.

During the employer's orientation, YCC discussed the program's policies and procedures and stressed the importance of proper supervision at all times, and ensuring youth are involved in meaningful work assignments.

List of Employer Slots (1019): (**See Attachment**)

As stated previously, the "Work & Learn" Model, which has been identified as an option this summer, offers a mixture of academic (literacy & math) skill building, career exploration of work-based and classroom based learning activities; all centered on basic skills instructions, career and college exploration, and life skills. Currently, we have (350) youth participating in this model.

To support and encourage out-of-school youth participation in summer employment activities, YCC has established a policy that allows every out-of-school youth participant to receive:

- Increased wages (\$10.00 - \$12.00)
- Extended work hours (25 – 30) hours per week
- Extended program duration (8 – 12) weeks

The remaining balance of Recovery Act Funds will be allocated toward year-round youth services that are focus on occupational/customized skills training opportunities connected to subsidized work experience activities. Employer and occupations we are interested in targeting include:

- Entergy New Orleans – Plant Operations, Engineering, Pipefitting/Pipe laying, Maintenance & Repair
- Criminal Sheriff's Office – Data Processor, Customer Service Clerk, Telephone Dispatcher
- Green Jobs – Converting used cooking oil into biodiesel fuel, Energy Efficiency Raters and Auditors, Weatherization, and Solar Panel Installation
- Filming/Video Production Training
- Entrepreneurship Training

Finally, ARRA funds may be utilized for supportive service and retention incentives associated with employment-related activities (e.g., providing childcare and transportation assistance, drug test and background checks, stipends for work uniforms).

Veterans' Priority of Services

What policies and strategies does the local have in place to ensure that, pursuant to the Jobs for Veterans Act (P.L. 107-288) (38 USC 4215), priority of service is provided to veterans (and certain spouses) who otherwise meet the eligibility requirements for all employment and training programs funded by the Department of Labor?

Veterans and eligible spouses are provided priority service for job vacancies and training opportunities by all staff in the JOB1 Business and Career Solutions Office. The center's staff works closely with LVER/DVOP staff in offering employment and training services to veterans and eligible spouses.

When new job vacancies are received, they are placed on "24-hour hold for veterans." Veterans and eligible spouses are then contacted to offer the work opportunity first. The 24-hour hold allows staff time to contact veterans and eligible spouses before other applicants. Following new redesign policy and procedure (SOP), each vacancy is further addressed via a Quality Review at 72-hour, and 10/20/30-day intervals (Membership Management). Furthermore, new veteran members and eligible spouses are assured contact by a vet rep within 5 working days of his/her registration.

Veterans and eligible spouses are afforded priority of services for all qualified job training programs delivered through the state's workforce system. Initial phase of implementing this priority begins with the recognition that covered persons are identified at the point of entry via an in-depth initial assessment and is uncovered/coded through the completion of the WIA Participation Record.

Skills Development team members will extend extra effort to identify these veterans and eligible spouses and to specifically mention to them consideration of their priority over non-veteran members. Veterans and eligible spouses, as members of the Recovery Act priority group will receive the highest priority and be given an opportunity to take full advantage of priority of service within that priority group, followed by non-veterans members of the Recovery Act priority group.

The Skills Development team will ensure veterans and eligible spouses are aware of their entitlement to priority of service, are aware of the full array of employment, training programs and placement services available under priority of service, and are aware of any applicable eligibility requirements for those programs and/or services.

Staff is provided initial and on going refresher training by LVER on the requirements of giving priority service to veterans and eligible spouses. Training includes awareness and knowledge of Priority of Services to Veterans/Eligible Spouses law and regulation. LVER will demonstrate to all staff: how to properly identify/enter veterans and eligible spouses in LAVOS, instructions on how to perform a veterans/eligible spouse file search, how to perform job searches, and how to document these service activities and referrals in LAVOS Case Notes and Service Activity (Services Management).

Referrals to job vacancies are monitored by LVER to ensure veterans and eligible spouses are granted priority referrals to employment and training.

Additionally, given the expanded age range to 24 for youth services under the Recovery Act, local offices will encounter an increased volume of veterans and eligible spouses that are eligible for services under the youth program. Covered persons age 21 to 24 have a particularly high incidence of unemployment initially upon discharge and will be provided every opportunity to

take advantage of their priority for employment services and training programs under the Recovery Act and the Jobs for Veterans Act.

Veterans and eligible spouses, ages of 21 to 24 have the option to register with the Youth Program and receive priority to services in this program.

Service Delivery to Targeted Populations

Describe the local strategies to ensure that the full range of employment and training programs and services delivered through the state's One-Stop delivery system are accessible to and will meet the needs of dislocated workers, displaced homemakers, low-income individuals, migrant and seasonal farm workers, women, minorities, individuals training for nontraditional employment, veterans, public assistance recipients and individuals with multiple barriers to employment (including older individuals, limited English proficiency individuals, and people with disabilities). (112(b)(17)(A)(iv).) In responding to this question, the local should:

- *Strategy to effectively implement the Recovery Act priority of service for low income individuals and those receiving public assistance*
- *How are Wegner-Peyser resources used to support individuals with disabilities or other targeted populations*

WIA Title I Adult and Dislocated Worker funds allocated for FY '10 have been reduced, and as such, are very limited. We are assuring the statutory priority for low-income individuals and recipients of public assistance. Resources for intensive and training services will be targeted toward those who are welfare recipients, low-income, or homeless adults as follows:

- Recipients of public assistance will have immediate access to intensive and training services when is determined that said services are not available to that individual under TANF resources
- Individuals, employed or unemployed, that are determined to be in a family that meets the "low income" definition described in WIA, will have immediate access to intensive and training service
- If an individual referred by a mandated partner meets at least one of the above criteria, they will be granted first priority for intensive and training services
- If an individual who is homeless meets at least one of the above criteria, they will be granted first priority for intensive and/or training services. Persons will be considered homeless whose primary nighttime residence is either:
 - A supervised publicly or privately operated shelter designated to provide temporary living accommodations
 - An institution that provides a temporary residence for individuals intended to be institutionalized, or
 - A public or private place not designated for or ordinarily used as a regular sleeping accommodations for human beings

JOB 1 has developed a clear understanding of the multiple and varying needs of public assistance recipients, low-income and under-skilled adults, and adults who are disconnected from the workforce. In addition, the One Stop Operator manages the STEP (Strategies to Empower People) Initiative. Goodwill Industries of Southeast Louisiana (separate from its role as career center “Operator”) operates targeted workforce and employment programs for the homeless and ex-offenders. The barriers that these populations face are similar and often individuals can benefit from multiple programs.

The local one stop center shares a Disability Navigator with the other three workforce investment areas in the region. The Disability Navigator has been effective in providing the equipment and staff training necessary to assist the population with disabilities to avail themselves of the services and programs that the centers operate.

The local area will soon begin facilitating meetings between staff from local service providers that work with the targeted populations and JOB1 staff to discuss the progress and challenges to the current system and develop strategies to more effectively serve the priority populations. This will differ from MOU Partner meetings in that these meetings will be attended by “front line” staff as opposed to being limited to those with optimum decision making authority.

Transparency and Public Comment

Include a description of the process the local area used to make the plan available to the public.

The goal of the New Orleans Workforce Investment Board (NOWIB) is to ensure that the programs and services provided through ARRA funds are transparent to the public. To achieve this goal, NOWIB has convened open meetings to discuss the plan and strategies for implementing programs funded by ARRA. NOWIB has also held meetings with the Youth Council and the WIA Mandated Partners to review the plan and strategies for feedback. NOWIB will also meet with the business community for feedback.

The local plan for the implementation of ARRA will be posted on our website at www.job1no.com for seven days for public comments. The website may also be linked from the City of New Orleans’ home page, www.cityofno.com. In addition, monthly updates on progress, new programs, and expenditures will also be posted on the website. The New Orleans Workforce Investment Board and the Youth Council will also be provided reports that highlight successes, challenges, expenditures, and corrective actions.

Increasing Services for Universal Access

What region/local policies are in place to promote universal access and consistency of service?

Universal access will continue to be the foundation of the services provided by the operator and is central to the local board's charter with the one stop operator.

The local area board staff will ensure consistency in service through regular contact with the one stop center staff and the weekly leadership team meeting with the centers' management staff.

Using ARRA funds to hire two additional staff because of the large increase of persons seeking services will greatly diminish any wait time customers experience that need staff assisted service. All centers' staff has been cross-trained and can effectively respond to customers' needs.

A computer-based customer satisfaction kiosk is stationed at each center and center customers are encouraged to complete the anonymous survey after each visit.

The equipment and space for universal access is quickly becoming restricted due to increased numbers. The local area board staff and operator management team are closely monitoring the situation and are in the process of developing strategies to address this issue.

Procurement

Describe the competitive and non-competitive processes that will be used at the local level to award grants and contracts for activities under title I of WIA, including how potential bidders are being made aware of the availability of grants and contracts. (112(b)(16).)

Competitive Bid Process:

- The federal program Operator shall procure goods and services pursuant to the City of New Orleans CAO- Purchasing Policy Memorandum 24(R) (Revised March 31, 2008) promulgated through the City Charter Section 4-1301(l)(g) and 6-308(5).
- Received proposals will be reviewed by the New Orleans Workforce Investment Board (NOWIB) Program Committee. At least three (3) individuals will be certified as qualified readers, and will assign a score in accordance to the proposal evaluation guidelines.
- Approved proposals must receive a combined average score of 75% of the total score prescribed by the evaluation criteria. If no scored proposal receives the 75% standard, the City of New Orleans-Office of Workforce Development (OWD) may re-authorize a second RFP/RFQ process.

Non-Competitive Bid Process:

- Non-Competitive contracts may be awarded for ARRA or WIA funds as prescribed in 20CFR Part 652 Section 663.430. Contracts for services may be used (in lieu if ITAs) when:

- Employer Based Training (EBT) is being provided, which includes On-the-Job Training (OJT), Customized Training, or paid/un-paid Work Experience or,
- NOWIB determines that there is an insufficient number of eligible training providers in the local area to offer a substantial array of customer-choice occupational skills training opportunities or,
- NOWIB determines that the desired population to be served contains multiple barriers to employment which would require the solicitation of institution of higher learning or community based organizations with track records of demonstrated expertise and program performance. This would include but not be limited to: skills attainment, completion/graduation rates, certification/credentialing, training-related employment, retention and follow-up.

Monitoring and Oversight

Describe the monitoring and oversight criteria and procedures that the local utilizes to move the system toward the state’s vision and achieve the goals identified above, such as the use of mystery shoppers, performance agreements. (112(b)(14).)

ARRA youth monitoring will be incorporated into the existing WIA/NEG monitoring policies and procedures. Service providers will be contacted for a scheduled on-site monitoring visit which may include worksite supervisor interview, participant interview, on-site records review, worksite agreements, child labor laws, authorized program referrals, observation of jobsite work-duties, general safety, file folder application, program eligibility documentation, (low income, barriers to employment) assessment, rights for grievance, allowable program activities, LAVOS system documentation, activity/program codes, program performance and outcomes. Internal Desk Reviews will precede the on-site visits monitoring visits and serve as a preparatory tool for the ensuing review process.

Financial reviews will be conducted along with the program monitoring including review of financial transactions, documentation, budgets, policies, internal controls, payroll registers, supportive service and/or incentive payments, program staff, participant time sheets, asset tracking, cash management, allowable costs, and reporting. Established youth earmarks and level of effort will also be tested.

Written monitoring reports will be issued to the appropriate parties upon conclusion of the on-site visits and data reviews. The reports may identify findings, and/or observations that will require official written responses or corrective action plans. Monitoring findings and observations will remain “open” until it is mutually agreed by all affected parties that the proposed corrective actions adequately and properly resolve the issues.

The monitors will make every effort to ensure that each summer youth worksite is visited during the program. If this is not achieved for logistical reasons, worksites will be assigned on a risk-based analysis.

Monitoring files will be kept and maintained documenting the field visits, report findings, corrective actions, correspondence and record data.

Accountability and Performance

Describe the local performance accountability system, including any state-system measures and the state’s performance goals established with local areas. Identify the performance indicators and goals the state has established to track its progress toward meeting its strategic goals and implementing its vision for the workforce investment system (112(b)(3) and 136(b)(3).

The Recovery Act emphasizes the importance of accountability. Describe the regional/local overall efforts to its self accountable for the results of activities funded by the Recovery Act, and how will they measure whether it has achieved the state’s goals for implementation under the “State Vision and Priorities”.

The New Orleans Workforce Investment Board operated on the negotiated levels of the common measures as indicated below.

WIA Adult Performance Requirements

Entered Employment Rate	72%
Employment Retention	80%
Average Earnings	\$12,100

WIA Dislocated Worker Performance Requirements

Entered Employment Rate	84%
Employment Retention	90%
Average Earnings	\$13,900

WIA Youth Performance Requirements

Placement in Employment or Education	57%
Attainment of Degree or Certification	44%
Literacy & Numeracy Gains	52%

The Recovery Act requires states to report on work readiness to assess the effectiveness of summer employment opportunities for youth. The region/local plan should identify its methodology for determining whether a measurable increase in work readiness skills has occurred, and what tools will be used for determination.

The New Orleans Workforce Investment Board has adopted two tests to measure effectiveness of summer work experiences:

- **In-School Youth- Job Survival and Success Scale**
This test is designed to help identify most effective job survival and success skills, also known as soft skills.
- **Out –of-School Youth - Work Keys**

- **Fit Assessment** - Measures the fit between a work-relevant interest and values and the characteristics of occupations.
- **Performance Assessment** – Measures personal behaviors and attitudes critical to workplace success.
- **Talent Assessment** – Measures personal and workplace behaviors and attitudes.

Methodology

In-School Youth – Each participant is administered the Job Survival and Success Scale. This instrument measures dependability, responsibility, Human relations, Ethical Behavior and Getting Ahead.

Performance Requirements – Test scoring ranks Low – Average - High

Pre- Test	Post-Test	% change Low to Aver/High	% change Ave to High
100%	80%	75%	80%

Out-of-School

Youth – Each participant is administered the Work Keys

Fit Assessment Performance Assessment .Talent Assessment. Percentile increase are expected on the Performance Assessment of 5-10 percentile gain.

Talent Assessment requires constructing a plan in areas where the youth demonstrated weaknesses. The post-assessment should demonstrate a 10 – 20 percentile increase.

Assessment	Pre-Test	Post Test	Net Gain
Fit Performance and Talent	100%	80%	5 -20 Percentile

