

WORKFORCE INVESTMENT COUNCIL

OSSE Professional Development Summit Presentation

April 26, 2021



AGENDA

- I. Overview of the Workforce Investment Council (15 min)
- II. Program Highlight: Back to Work DC (10 min)
- III. Program Highlight: Healthcare Workforce Partnership (10 min)
- IV. Q&A (15 min)



DC Workforce Investment Council (WIC) Overview

Ahnna Smith
Executive Director



WIC Functions

The role of the WIC is to:

“Advise the Mayor, Council, and District government on the development, implementation, and continuous improvement of an integrated and effective workforce investment system.”

WIC’s primary functions include providing the following to the Workforce System:

- **Leadership** (*direction, convening, coordination, strategic partnership*)
- **Oversight** (*policies and reporting*)
- **Resources** (*critical insights and researched guidance*)
- **Innovation** (*funding, pilots, etc.*)



What is a Workforce System?



From Urban Institute <https://www.urban.org/policy-centers/income-and-benefits-policy-center/projects/local-workforce-system>



Workforce Innovation and Opportunity Act (WIOA)

A high-performing **state workforce board** is one that **provides leadership to the entire education and workforce system to create sustainable change.**

Looking across states, three key roles stand out as being critical for achieving success as well as represent the system leadership high-performing boards use to move their states forward.

High-performing boards:

- **Set and communicate the *Vision* for the workforce system;**
- **Model and manage *Strategic Partnerships* that achieve the vision; and**
- **Use data and accountability systems to *Keep the System Accountable* to the vision.**

Source: <https://www.nga.org/wp-content/uploads/2018/07/NGAHighPerformingStateWorkforceBoard.pdf>



Workforce Innovation and Opportunity Act (WIOA)

Under WIOA, **local workforce development boards (WDBs)** administer the core workforce programs offered, with guidance and oversight from **state workforce agencies**.

Workforce development boards also coordinate with a range of other publicly funded programs (e.g., childcare subsidies, housing, and career and technical education) to **ensure workforce customers can access the assistance they need**.

In addition, WDBs address such issues as skills shortages by **engaging employers and industry** in preparing workers for available jobs.

Source: <https://www.urban.org/research/publication/understanding-local-workforce-systems>



What Does the WIC Board Do?

- Serve as ambassadors of the workforce system
- Offer technical expertise
- Bring new employers to the table
- Create industry and business partnerships
- Commit to serving as a work experience partner/agree to hire job-seekers



WIOA Unified State Plan 2020-2024

Submitted to the US Departments of Labor and Education in Spring 2020, guiding the work of the Department of Employment Services (DOES); Office of the State Superintendent of Education (OSSE); Department of Disability Services (DDS); the Department of Human Services (DHS); and the University of the District of Columbia (UDC).

Core Programs

- DOES: WIOA Adult Workforce (Title I)
- DOES: WIOA Dislocated Worker (Title I)
- DOES: WIOA Youth Program (Title I)
- OSSE: Adult Education and Family Literacy (Title II)
- DOES: Wagner Peyser (Title III)
- DDS – RSA: Vocational Rehab (Title IV)

Key Partners

- DHS: TANF
- UDC: Community College



WIOA Unified State Plan 2020-2024

Goal 1: Enhance System Alignment

Goal 2: Improve Community Access to Workforce and Education Services

Goal 3: Expand the Talent Pool for Businesses

Goal 4: Improve Youth Services

Goal 5: Increase Performance and Accountability

More information can be found in the full State Plan located at dcworks.dc.gov



High-Demand Sectors in DC



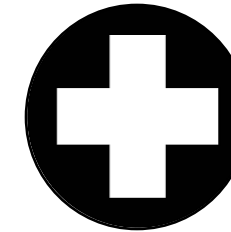
IT and Business
Administration



Construction



Security and
Law
Enforcement



Healthcare



Infrastructure
and
Transportation



Hospitality



Program Highlight: Back to Work DC

Kieran Lorenz
Business Engagement Analyst



Back To Work DC Campaign

The Back to Work DC campaign was developed to **support DC residents and local employers** as the city and region recover from the COVID-19 public health emergency and its effects.

- It is a **citywide, multi-partner initiative** connecting residents and businesses to resources and opportunities
- Outreach was conducted to more than **2,000 employers** to identify and understand their hiring needs
- Events launched in February 2021 with support and participation from **10 DC government agencies**



Past Events: Outcomes and Takeaways

February and March 2021 Preparation Events to Cultivate and Prepare Employers and Jobseekers

- Events included:
 - Case manager coordination meeting
 - Jobseeker resource fair
 - Human resource professional roundtable discussion
 - How to conduct and participate in virtual interviews using the Zoom platform
 - Resume workshops

March 23-25, 2021 Virtual Hiring Event

- 416 jobseekers participated
- 358 interviews conducted
- 85 employers hiring for more than 500 positions



Future Events

Additional virtual hiring events and participant cultivation and preparedness events will be held throughout the remainder of 2021.

Upcoming opportunities include:

- **Business Resource Fair: May 19, 2021, 10:00 a.m.-11:30 a.m.**
- **Virtual Hiring Event: June 23, 2021, 10:00 a.m.-11:30 a.m.**

For more information please contact: dcworks@dc.gov



Program Highlight: Healthcare Workforce Partnership

Gemma Thomas
Manager of Sector Partnerships



HEALTHCARE WORKFORCE PARTNERSHIP

- Funded as part of the HealthCare Workforce Partnership Establishment (HWP) Act of 2020, the focus of the HWP Act is to increase the number of District residents employed in the healthcare industry. The Partnership is funded for up to four years and work will be delivered in partnership with DCHAPSCI, under the leadership of the WIC.

Key milestones:

- March 2021: Partnership members identified by grantee and kick off meeting held on March 24, 2021;
- April-May 2021- Finalize and execute on training grant provider for FY21 healthcare training;
- April-June 2021: Focus on employer partnerships, data gathering and drafting of Healthcare Occupations Report;
- July 2021: WIC and DCHAPSCI finalize draft report;

Target Outcomes:

- Select members for partnership;
- Begin work on Healthcare Occupations Report
- Deliver on-time Healthcare Occupations Report;
- Select Training Provider to deliver healthcare training, certification prep and job search and referrals.





**DC Health Care
Workforce
Partnership**

**DC Workforce Investment Council
Board of Directors**

Who We Are

DCHA Program Services is a 501(c)(3) not-for-profit organization under the District of Columbia Hospital Association established *to conduct studies and propose improvement with regard to quality, utilization and effectiveness of health care and to educate those involved in furnishing, administering and financing health care.*



Health Care Workforce Landscape

- The District of Columbia, like the American health care system, is changing—**demographics**, public health crises, **markets, technologies**, and **policies** are contributing factors to how **health care is delivered, financed and staffed**.
- The fastest-growing, high-demand jobs will be **entry-level, lower wage jobs** with **limited prospects for career pathways** and mobility for under-resourced DC residents.
- **Education and Health Care as a workforce development system** has a history of **fragmentation, and unaligned and inequitable recruitment, training and retention for DC residents**, particularly residents of color.



Envisioned Future

Envision the District of Columbia where:

- **Every DC resident** is ready, able and empowered through lifelong learning, sustained employment and economic security;
- **Businesses in DC** are connected to market-responsive skilled DC residents to successfully compete locally, regionally and globally; and
- **Education, Training and Supportive Services** are coordinated, cohesive, and integrated through public and private partners working together.



Next Generation Sector Partnership Model

Sector Partnerships and the NextGen Sector Partnership Model are:

1. Recognized for their effectiveness in **aligning education, economic, and workforce development systems** to address industry-identified labor market needs.
2. Comprised of companies from the **same industry** in a **shared labor market region** that work with partners to **tackle shared needs of the targeted industry**.
3. Led **exclusively by the industry**, meaning that the businesses within the targeted industry identify the needs and **assume the lead role in developing strategies** to address their identified needs.
4. Continuously **developing and evaluating goals, policies, and service-delivery strategies** to meet the needs of employers in the targeted sector.
5. Sector partnership typically have **one primary focus**, such as education and workforce training needs of an industry, and other secondary foci of issues related to the **industry's competitiveness**.



Applying the Model to the District of Columbia

Sector: Health Care

Sub-sectors: *Acute Care Services*

Ambulatory and Behavioral Health Services

Nursing and Long Term Care Services

Partners: Health Care Employers

Core Partners

Network Supporters

Totaling 40 Partners and counting...

Primary Focus: Workforce Development and establishing a Pipeline to employment



The Partners

CONVENER & INTERMEDIARY

District of Columbia Hospital Association Program Services, Inc.

HEALTH CARE EMPLOYERS/BUSINESSES

ACUTE CARE

The George Washington University Hospital

Children's National Hospital

BridgePoint Hospital

MedStar Health

Psychiatric Institute of Washington

AMBULATORY AND BEHAVIORAL HEALTH SERVICES

Providence Health

Whitman-Walker Health

Mary's Center

McClendon Center

Unity Health Care

NURSING AND LONG TERM CARE SERVICES

Ascension Living Carroll Manor Nursing and Rehabilitation Center

Volunteers of America Chesapeake

CORE PARTNERS

Coalition for Nonprofit Housing & Economic Development

DC Primary Care Association

DC Health Care Association

DC Coalition on Long Term Care

SOME Center for Employment Training

UDC Community College Division of Workforce Development and Lifelong Learning

DCPS Academy of Health Sciences

Trinity Washington University

1199 SEIU

Greater Washington Community Foundation

Office of State Superintendent of Education

Community College Preparatory Academy

NETWORK SUPPORTERS

Dress for Success DC

Rodham Institute Pathways for All to Health Careers

Campaign for Fair Sentencing of Youth

Department of Aging and Community Living

DC Health Care Finance

DC Appleseed Center for Law and Justice



The Compass

VISION

An Industry-driven Career Pathway System where:

- DC residents are ready, able and empowered through lifelong learning, sustained employment and economic security;
- Health care businesses in DC are connected to market-responsive skilled DC residents to successfully compete; and
- Education, training and supportive services are coordinated, cohesive, and integrated through public and private partners working together.

APPROACH

We will realize the Vision through the Partnership of Health Care Employers defining and leading the agenda of industry workforce needs, and along with Core Partners and Network Supporters collaboratively and purposefully designing and executing solutions that are intentionally diverse, inclusive and equitable to DC residents and the health care industry.



The Shared Agenda

Branding of the Health Care Industry

- **Focus on three sub-sectors**
- **Alignment with other priorities**

Curricula Design and Training

- **Responsive to the market now and in near future**
- **Curricula design inclusive of technical and life skills**
 - Technical skills to demonstrate competencies and ability to achieve professional certification(s)
 - Life skills to support personal success, job performance, prevent burnout, promote retention and advancement. Examples: service excellence (hearing patient's voice), using new technologies and supportive services
- **Training**
 - Train-the-trainer using market-responsive curricula with core technical and life skills across all positions
 - Offered through various learning formats, including apprenticeship
 - Aligned to leverage workforce development programs in upskilling and reskilling

Career Pathway System for the Industry

- **Target Populations**
 - Middle and high school students, adults and seniors, re-entry citizens
- **Pathway Design**
 - New skills, re-skilling and upskilling
- **Policy and Advocacy**
 - Sustainable and livable wages
 - Addressing the benefits cliffs
 - Workforce housing and supportive services for work readiness in an essential industry



Partnership with the DC WIC

Advancing our Shared Agenda through:

- ✓ Analysis of the District's health care sector informed by quantitative and qualitative data and engagement with industry partners,
- ✓ Recommendations of three (3) to five (5) health care occupations requiring less than bachelor's degree, in which the District should invest in training, and
- ✓ A Training Plan that will inform the District's investments to help residents prepare for the identified occupations.



Creating a **Sustainable**
and **Agile** Alliance to
do business based on
Shared Goals,
Resources and
Outcomes



Sustainability



Key Accomplishments & Partnership Activities

The First 100 Days:

- Recruited and onboarded 32 partners
- Launched two (2) Partnership meetings: March 24 and April 14
- Provided feedback on DC WIC's RFP for training grants
- Implemented Engagement Survey with 100% response rate
- Initiated qualitative and quantitative research for market and industry insights

The Next 90 Days:

- Operationalize the Shared Agenda
- Implement the Action Teams
- Offer Recommendations through the Annual Health Care Occupations Report





DC Health Care Workforce Partnership

A service of the District of Columbia Hospital Association

Trends and Opportunities

- **Private sector employment has grown** by 25% over the past 10 years.
- **Health care entry-intermediate skill jobs are projected to grow** by 37% from 2016 to 2026, the highest of any sector (e.g., Home Health Aides, Nursing Assistants, Orderlies).
- Anticipated growth **industries**: Outpatient Care Centers, other Ambulatory Care Services (3.2%, 2.4% projected annual growth rates from 2016-2026, respectively).

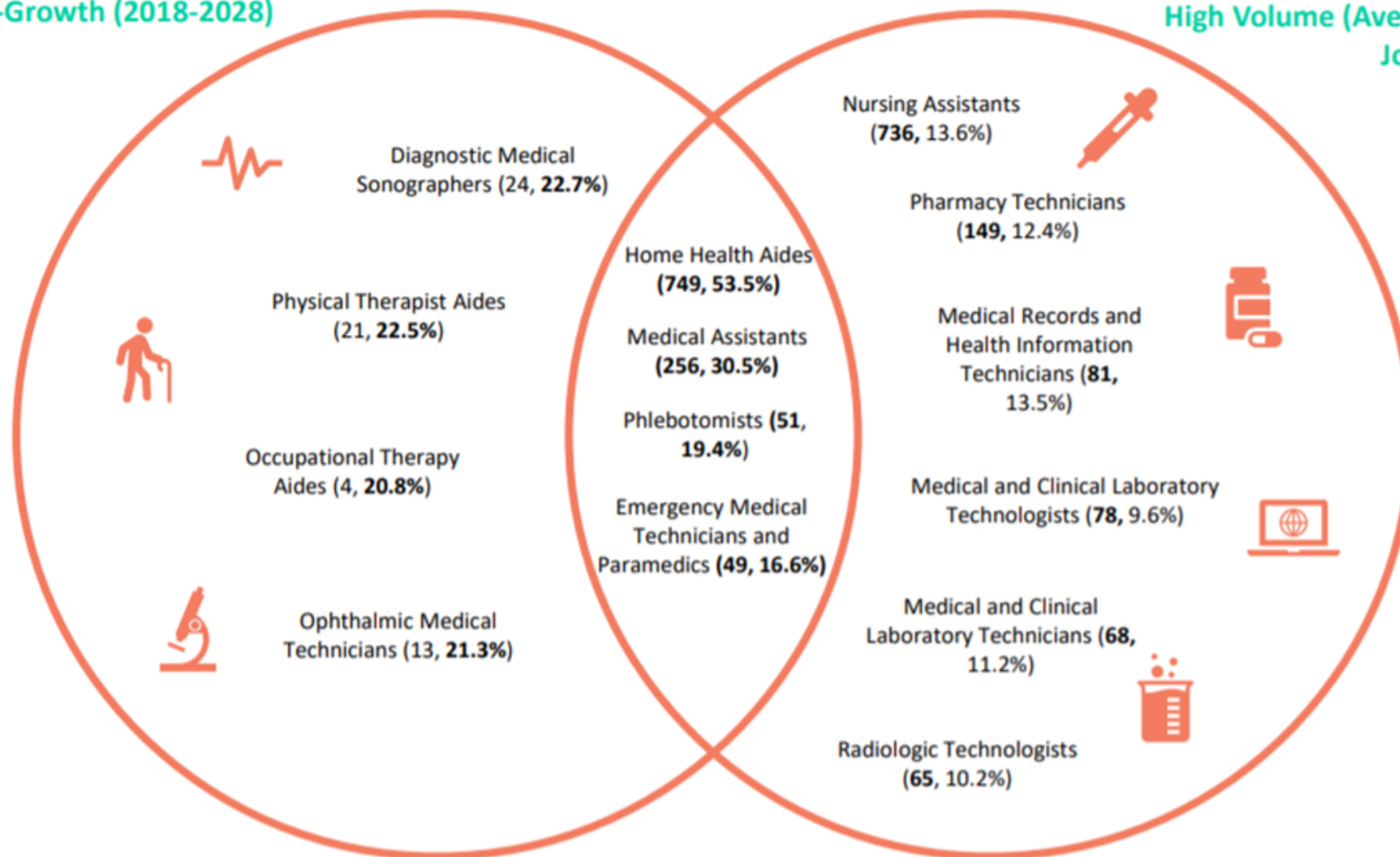
**Data insights from December 2019 Hanover Report and DC WIOA Unified State Plan 2020-2024.*



High-Growth, High-Volume Opportunities

High-Growth (2018-2028)

High Volume (Average Annual Job Openings)



Challenges

- The District's **competitive labor market** limits access for many:
 - Over 50% of DC residents have a college degree.
 - Over 70% of all DC jobs are held by non-DC residents.
- DC residents with **no college education** have a **labor force participation rate 25 percentage points lower** than those with at least a bachelor's degree. (DC WIOA)
- Other barriers to entry for Tier 1 occupations* include (1) **limited awareness** of these occupations among both providers and job seekers and (2) **training resource shortages** to support workers.
- Occupations projected to have the highest potential annual supply shortfall from 2018 to 2028 include Medical Assistants, Medical Records and Health Information Technicians, and Radiologic Technologists.
 - **High turnover rates** for these occupations cause most of the demand: 79.7% of demand for Medical Assistants, 82.7% of demand for Medical Records and Health Information Technologists, 86.6% of demand for Pharmacy Technicians is due to Separation/Turnover.

*Data insights from December 2019 Hanover Report and DC WIOA Unified State Plan 2020-2024. *Tier 1 Occupations: Non-licensed clinical and non-clinical entry-level positions in health care and commonly work in hospital settings.*



Q & A

