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*Working to Reduce Poverty in America*



*Ending poverty, promoting justice and restoring dignity.*



# What is a Workforce Development Program?



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*Presenter*

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## Housekeeping

This meeting is being recorded. The phone lines and computer speakers are muted.



You may submit questions throughout the presentation using the Chatbox. Q & A will take place towards the end of the meeting.



# Agenda



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- Introductions
- Job Development Vs. Workforce Development
- What is Workforce Development?
  - Components
  - Partnerships
- WFD program design
  - Demand Side
  - Supply Side
- Elements of a good program design
- Questions



# Who am I?



**Surabhi Jain**

- Nearly 20 years of experience in WFD
- Strategy Development
- Program design / management / evaluation
- Employer engagement/ stakeholder relationship building
- Capacity-building
- Curriculum development



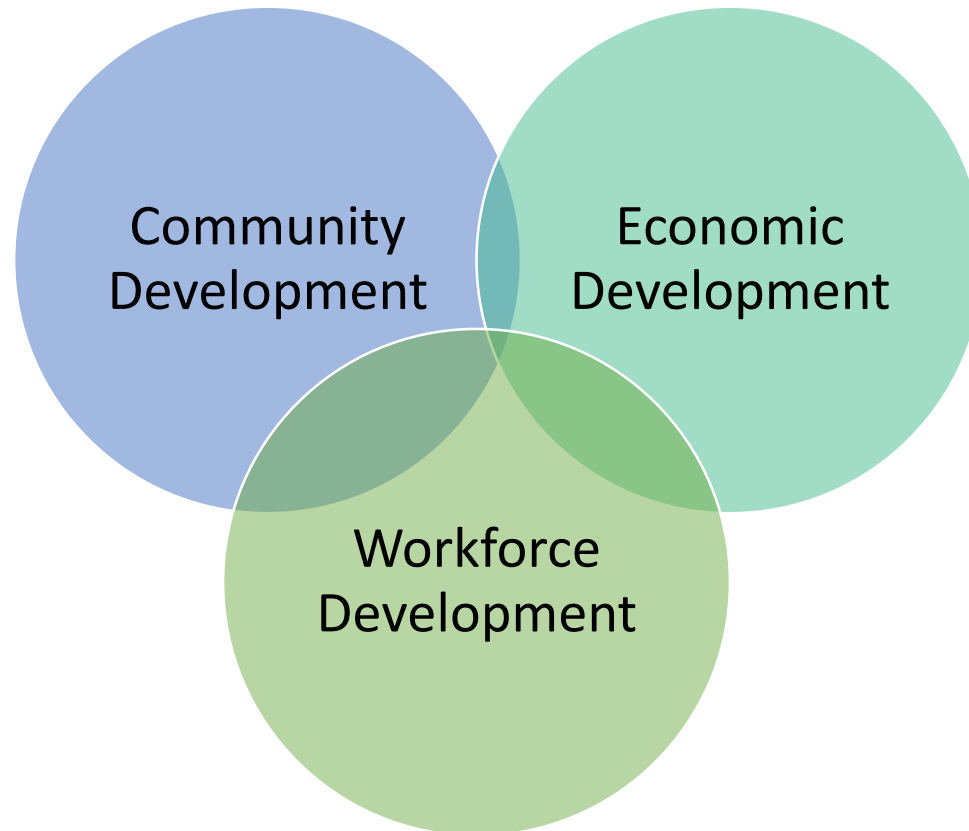
# Poll # 1

What is Workforce Development?

# What is workforce development (WFD)?



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# Job development vs. Workforce development



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## Job Placement

- *Services that assist that individual prepare, secure, access gainful employment*
- *Job placement strategy that is very immediate and not future focused*
- *Individual focused only; rarely involves other organizations or employers as partners*
- *Individualistic approach*

## Workforce Development

- *Training and education of individuals to meet the current/future needs of the businesses*
- *Economic + community development strategy that focuses on human resource development*
- *Engages individuals, organizations, businesses*
- *Holistic approach*



# Workforce Development

## Evolved from job development

### Holistic approach

- Coaching and mentorship
- Skill development
  - Transferable skills
  - Employability skills
  - Basic literacy and digital literacy skills

### Matchmaking process

- Assessment

### Education and Training

- 4 years vs. 2 years vs Certifications
- Stackable credentials
- Micro-credentials
- Continuous learning

### Employer Engagement

- Beyond a source of jobs
- Source of information
- Source of labour market information

# Components of a WFD Program

## Assessments

- Education
- Employment
- Social
- Family
- Economic

## Education and Training

- Certificate of completion
- Industry-recognized
- Professional credentials
- Degree

## Employer engagement

- Internships
- Externships
- Jobs

## Follow-up

Case Management  
+  
Supportive Service



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# Partnerships

## Community-based organizations

- Referrals (in/out)
- Additional support services

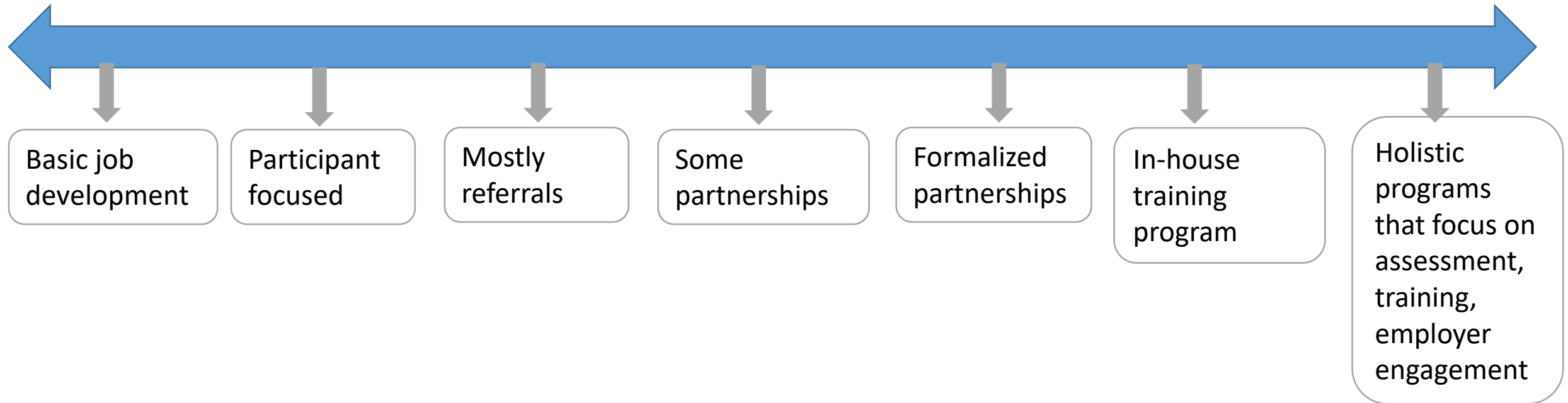
## Education and training providers

- Community colleges
- Private colleges
- Universities and colleges

## Employers

- Individual employers
- Trade associations
- Small business associations

# Workforce development spectrum





## **Poll 2**

**What sort of programs do you run?**



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# “Balanced” WFD

## Supply + Demand → Balanced

- Matchmaking process
- Business value
- Develop a product that has value and need

## Conduct labour market research

- Labour market tools
- Employers
- DOL (State and Federal)
- Universities and Colleges
- Community

## Assessments

- Participant/Student
  - Skills
  - Needs
- Employer
  - Talent acquisition needs
  - Pain points

# Demand Side: Employer Engagement



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Beyond job  
development

## Advising

- Program development
- Labour market
- Advisory Board

## Classroom

- Instruction
- Specialized topics
- Mentors

Mock interviews

Talent-acquisition  
solutions

Volunteers



# Supply Side: Students/Community Engagement



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Program Design  
Advisement

Needs Assessment

Source of  
Information

Engage

- Focus group discussions
- Interviews

Word-of-mouth

Volunteers

# Elements of a good program design



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Meets the needs of employers and community

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Assesses community

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Case management and supportive services through out

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Connections to training/education

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Financial literacy

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Job Readiness

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Understands and addresses employers' needs

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Employer engagement and follow-up

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Follow up post job placement

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Alumni engagement

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# THANK YOU FOR YOUR PARTICIPATION!



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