

WORKFORCE DEVELOPMENT UPDATE



JANUARY 2020

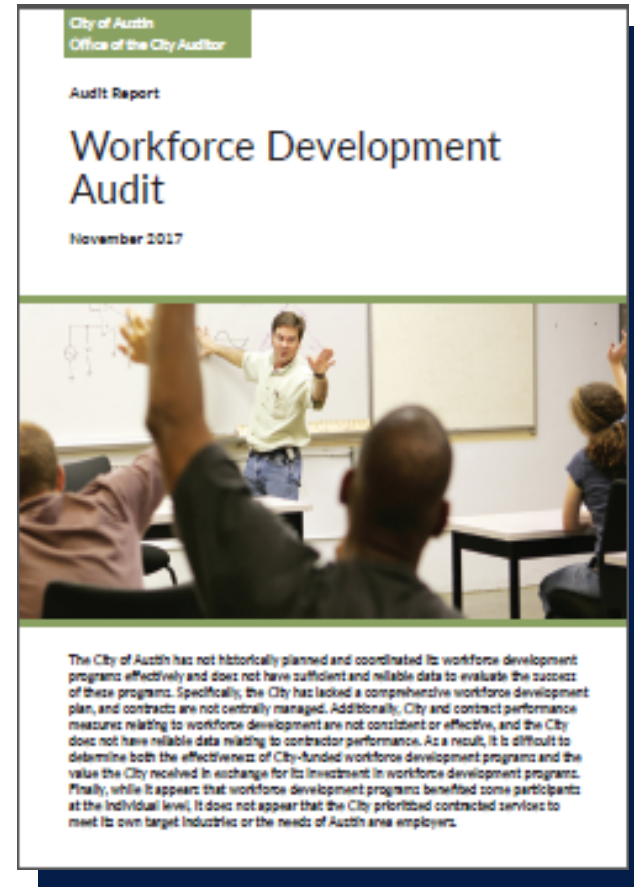
Past Action

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Workforce Development Audit

Major Themes

- Planning and Coordination
- Consistent Goals and Measures
- Contract Measures and Monitoring
- Reliable Data
- Meeting The Needs Of Employers



Actions Taken

- Formed Interdepartmental Team
- Examined COA workforce activities and contracts
- Reviewed Imagine Austin and Strategic Direction 2023
- Researched Workforce Development Roadmap
- Conducted/reviewed annual desk and site audits
- Convened service providers for feedback
- Explored reports on employers needs
- Considered “Pay for Performance”
- Initiated process for adoption of Master Community Workforce Plan

Lessons Learned and Decision Points

- Clarify goals for focused investment
- Identify employer needs versus community needs
- Create community embraced definitions across workforce development
- Clarify appropriate use of “target industries”
- Identify and develop feasible tracking outcomes
- Leverage collaborative funding

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CITY OF AUSTIN WORKFORCE ROADMAP

- Define workforce development and outline organizational approach
- Create single points of contact
- Create a framework to categorize and track across departments
- Illustrate the role of other strategies

WORKFORCE SOLUTIONS COMMUNITY PLAN

- Align goals and actions of City, County and local workforce board
- Execute strategies within broader approach to workforce development
- Industry-focused career education starting in middle school through the adult reskilling population

**Presented to Council during May 22, 2018 Work Session

Inventory of Services

Draft Breakdown of Workforce Development-Related Programming

Program	Dept.	Contract / Direct	Contractor	Focus Industries	Narrow Demographic Focus	Adults / Youth	All clients receive WFD services or only a portion?	FY 19 Funding	Econ Dev	Mix	Social Service	SD 2023 Outcome Area(s)			
												EOA	C&LL	GTW	H&E
Career and Occupational Training – Long-Term	EDD	Contract	Capital IDEA	Healthcare, IT		Adults	Yes	\$2,099,650	✓			✓			
Career and Occupational Training – Short-Term	EDD	Contract	Skillpoint Alliance	Skilled Trades		Adults	Yes	\$287,833	✓			✓			
Tech Hire Initiative (w/ Goodwill)	TARA	Direct*		IT		Adults	Yes	Staff cost (?)	✓			✓			
Total - Economic Development WFD								\$2,387,483							
Workforce and Education Readiness Continuum (WERC)	APH	Contract	Workforce Solutions			Both	Yes	\$2,718,528		✓		✓			
High School Summer Internship Programs	APH	Direct				Youth	Yes	Unknown *		✓		✓	✓		
Grant for Technology Opportunities Program (GTOPS)	TARA	Contract	Various			Both	Portion Only	\$200,000 (\$62,851 for WFD providers)		✓		✓	✓		
Total - Mixed (Econ Dev & Social Srvc) WFD								\$2,918,528 (\$2,781,379 WFD) *							
Community Access Lab & Digital Literacy Skills Training	TARA	Contract	Austin Free-Net			Adults	Portion Only	\$198,000			✓	✓	✓		
African American Youth Resource Center	APH	Contract	African American Youth Harvest Fdn		95% clients African American and/or Hispanic	Families	Portion Only	\$181,459			✓	✓	✓		
Workforce Reentry Program	APH	Contract	Austin Clubhouse		Mental illness	Adults	Yes	\$55,328			✓	✓			✓
Access Austin	APH	Contract	Autism Society of America		Autism	Adults	Yes	\$74,246			✓	✓			✓
Food & Leadership Fellowship	APH	Contract	Urban Roots	Food/Farming	Youth	Both	Yes	\$82,727			✓	✓			
Social Services	APH	Contract	Easter Seals		Disabilities	All Ages	Portion Only	\$371,509			✓	✓			✓
Supported Employment	APH	Contract	Foundation Communities	Various	Supportive Housing Residents	Adults	Yes	\$55,574			✓	✓			✓
Teacher & Director TRAC	APH	Contract	ACC	Childcare	Teachers	Adults	Yes	\$51,128			✓	✓			
First Workers Day Labor	APH	Direct				Adults	Yes	\$455,948			✓	✓			
Neighborhood Services	APH	Direct				Adults	Portion Only	\$1,102,106			✓	✓			
Ready to Work Collaborative	APH	Contract	Goodwill	Various	Various	Both	Yes	\$776,551			✓	✓			✓
Public Access Computers / Dedicated Lab	APL	Direct				All Ages	Portion Only	Unknown			✓	✓		✓	
Financial Literacy Program	APL	Contract	Financial Literacy Coalition				Portion Only				✓	✓			
College and Career Pathway Program	APL	Contract	ACC	HSE/GED & Skilled Trades	Highschool & Re-Skilling	Both	Portion Only				✓	✓			
Total - Social Service WFD								\$3,404,576							



Benchmarking

- **Defining Workforce Development:** Few cities operating from a clear and communicated definition; Delineations and roles more likely to come from a board through expressed priorities rather than a definition.
- **Planning and Strategy:** Most cities acknowledged the need for a plan or were in various phases of developing a strategic plan; City's primary role is to dictate planning process.
- **Administration:** Funding and responsibility passed to Workforce Board with defined relationship to the City; Cities maintaining administrative duties typically have large contract management teams; Cities do not provide direct services.
- **Metrics and Measurement:** Informed by relationship to funds; Federal funding requires annual reporting that informs the creation of a [board approved] plan for funding in subsequent years; Difficulty and danger of comparing one single metric for all programming; All expressed challenges around tracking and metrics.

Cities evaluated include San Antonio, Seattle, Louisville, Portland, Raleigh, Seattle, and Charlotte

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Recommendation

EDD recommends shifting the administration of Economic Development workforce development funds to the local workforce board, Workforce Solutions Capital Area, through a cooperative interlocal agreement under Government Code: Chapter 791, executed to ensure continuity of service by soliciting funds prior to the expiration of EDD's (and similar services) remaining contract extensions for workforce development in October of 2021.

Current contracts would be unchanged until this time.

Justification

- **Mutually Beneficial:** WFS strengths supplement City's weaknesses outlined in Audit of 2017; Alignment of Strategic Direction 2023 outcomes with WFS services and Master Community Workforce Plan; Alleviates service providers of a majority of primary data collection, aggregation and reporting
- **Operational Efficiencies:** City, County and WFS staff and administer programs and funding resulting in each holding separate contracts with generally the same local providers; Streamline the ecosystem for all stakeholders and improve outcome tracking; Ability to scale successful programming
- **Leverage Funding:** WFS has a proven track record of raising through grants and private funding in this space (\$1.1M in two years for master plan); Maximizes federal dollars available to the region through a *Third Party Reimbursement or SNAP 50/50*; Alignment supports coordination with WFS Rural Capital Area
- **Oversight:** WFS diverse and informed governance structure; EDD seat appointed on Workforce Board

Data Comparison

Current COA reporting

- Number of enrollees
- Number of completers
- Percent of completers for short term trainings
- Percent of completers in long term trainings
- Percent of enrollees gender (male/female)
- Percent of enrollees by ethnicity (Non-Hispanic-white/Hispanic/Non-Hispanic-Black)
- Percent of enrollees by age (21 years and younger/22-39/40-59/60+)
- Percent of completers by ethnicity (Non-Hispanic-white/Hispanic/Non-Hispanic-Black)

Reporting available from WFS

- Data points included above
- Number and/or Percent of individuals entering employment
- Average wages pre-program entry and post-program exit utilizing Unemployment Insurance wages
- Number and/or Percent of individuals retaining employment
- Percent of successful completion of training/credential attainment (by provider and type of training)
- Number and or Percent of individuals entering employment related to training
- Type and Dollar amount of support services (key to successful completion)
- Demographic data-justice involved, foster youth, educational level, veteran

These impacts can be broken out and reported by race/ethnicity, gender, and age.

Discussion

Veronica Briseño, Director of Economic Development

David Colligan, Acting Assistant Director of Economic Development

Stephanie Hayden, Director of Austin Public Health

Adrienne Sturup, Assistant Director of Austin Public Health

Tamara Atkinson, Chief Executive Officer of Workforce Solutions Capital Area

Yael Lawson, Chief Operations Officer of Workforce Solutions Capital Area

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