

WORKFORCE
DEVELOPMENT



is funded by the Workforce Investment Act. Youth services are provided to in-school or out-of-school youth ages 14-21.

SKILLED
IOWA

Governor Terry Branstad announced the new Skilled Iowa initiative in June.



job bank is now available in a mobile version.



Iowa Workforce NEWS

AUGUST 2012 • Issue 25

IowaWORKS Access Point Technology Wins International Technology Award

NetApp recognizes exceptional innovators

Gov. Terry Branstad and Lt. Gov. Kim Reynolds announced that Iowa Workforce Development's new IowaWORKS Access Point System has received NetApp's International Technology Award.

During this year's 8th annual Innovation Awards, NetApp honored a few of the exceptional visionaries who demonstrated that IT can be foundational to business success. The award winners have one thing in common; they had the vision to think differently to achieve results that are remarkable. NetApp announced the winners and finalists of the Innovation Awards program on Wednesday, June 20, 2012, during a distinguished awards ceremony at The Tech Museum in San Jose, California.

"I am excited to see Iowa's effective, efficient initiatives garnering national attention and awards," said Gov. Branstad. "Our access point system through Workforce Development is a proven method to get Iowans back to work while expanding services, locations and hours at a savings to Iowa taxpayers."



Over 200 global nominations were submitted for the 2012 Innovation Awards from multiple countries and industries. The award categories address the business impact of IT: Efficiency Innovation, Flexibility Innovation and Visionary Leadership.

In addition to these categories, The Innovator of the Year category recognizes one winner from each of the following four global geographies: Americas, APAC, EMEA, and U.S. Public Sector.

The 2012 Innovator of the Year for the U.S. Public Sector is Iowa Workforce Development, nominated for their technology driven, statewide workforce service delivery project.

"Iowa Workforce Development executed a cost effective virtualization project which saved our agency over \$6 million while delivering services to more Iowans, in more locations than the previous system," stated Iowa Workforce Development Director Teresa Wahlert. "Workforce services are now delivered in every county through 700+ access points, 15 regional centers and 4 satellite offices."

Iowa Workforce and Economic Development Status Report

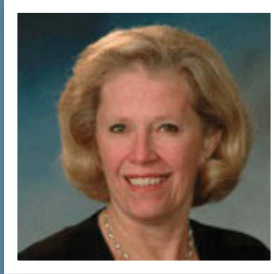
In January of 2011 Governor Terry Branstad released a set of goals aimed at improving the socio-economic environment of Iowans. These goals include: creating 200,000 new jobs, increasing family incomes by 25 percent, providing Iowa's youth with the best education in the nation and reducing State government costs by 15 percent. The Iowa Workforce and Economic Development Status Report delineates some of the opportunities and challenges Iowa faces in several areas as they relate to the attainment of these goals.

Along with the statewide report, regional reports based on economic development regional marketing group territories and Laborshed areas were independently analyzed. Visit www.iowaworkforce.org for more information.

Message from the Director

Over the past year and a half, I've watched employees throughout the department provide services to our customers, both individuals and businesses, in a professional and positive manner. As Iowa's economy shifts from a recession to one of growth, I look forward to working with all of you as we continue to provide much needed services to Iowans.

In an effort to deliver cost-effective, customer-focused services, it's often necessary to go through restructuring and process improvement within any organization. Throughout the past year, our workforce delivery system in the field has implemented improvements to serve our customers with our available financial resources. A continuation of this process has entailed an extensive review of our PROMISE JOBS delivery system which has always included services delivered by Iowa Workforce Development and partners throughout the state. After completing our program review and coming to a negotiated settlement with AFSCME regarding the PROMISE JOBS advisor positions we have launched a new delivery system effective September 1st that includes the department and six partners.



Teresa Wahlert
IWD Director

This is significantly streamlined from the 15 partners in the current model. As a result, we are adding 23 PROMISE JOBS Advisor positions located in our workforce centers across the state. We will be following the parameters of the negotiated settlement and the contract in filling these positions.

As our federal funds continue to fluctuate, it's important to realign services throughout the department. This will be happening over the next 30 days. Part of the realignment includes the posting of additional positions including: seven Employment Services/Unemployment Advisors in the field, 10 Advisors at the Unemployment Service Center (UISC) in Des Moines, four Associates at the UISC and four Unemployment Insurance Associates in the field. Based on available funding in other areas, we have removed several funded but vacant positions from the system.

As our federal funding is still varying in areas, I will work to keep you informed as more information becomes available.

WIA Youth Program

The WIA Youth Program is funded through the Workforce Investment Act. The program is designed to increase educational opportunities, assist with the obtainment of a High School Diploma and GED, explore career options, leadership opportunities, and provide meaningful subsidized work experiences. Youth services are provided to in-school or out-of-school youth ages 14-21.

What does the program offer?

- Tutoring, study skills training and instruction leading to the completion of secondary schooling including dropout prevention strategies
- Alternative secondary school services
- Summer employment opportunities directly linked to academic and occupational learning
- Paid and unpaid work experiences including internships and job shadowing
- Occupational skill training
- Leadership development opportunities
- Supportive services
- Adult mentoring for a duration of at least 12 months, that may occur during and after program participation
- Follow up services for not less than 12 months after the participant completes the program
- Comprehensive guidance and counseling, including drug and alcohol counseling and referral to counseling as appropriate to meet the needs of the participant

Iowa Unemployment Rate at 5.2 Percent

Iowa's seasonally adjusted unemployment rate increased slightly in June to 5.2. The current rate compares with 5.1 percent in May, and 6.0 percent in June 2011. Meanwhile, the U.S. unemployment rate for June remained at 8.2 percent. "Despite the large seasonal drop in local education employment, the private sector created 3,100 jobs in June," said Teresa Wahlert, director of Iowa Workforce

Development. "Professional and business services led the month's job growth with a gain of 3,000 jobs."

The number of unemployed Iowans rose slightly to 85,600 in June from 85,000 in May. The current estimate of unemployed is 14,700 below the year ago level of 100,300.

Total employment decreased to 1,573,400 in June from 1,578,000 in May, but is 12,900 higher than the year ago

figure of 1,560,500.

Iowa's total nonfarm employment shed 2,400 jobs in June, bringing the monthly total to 1,491,400. Although the private sector continued to add jobs in June, these gains were offset by a large drop in local government employment. Local government decreased by 5,300 in June as workers in education began their summer breaks.

Skilled Iowa Initiative Launched to Assist Employers and Workers

Program seen as valuable tool to attract businesses and new jobs



Governor Terry Branstad announced the new Skilled Iowa Initiative, a program that provides assurances to employers and potential employers that local workforces have the skills and abilities to fill job openings. The initiative will promote the National Career Readiness Certificate (NCRC) testing to potential job seekers, encourage businesses to hire certified workers when applicable, and provide resources to those looking to improve their skills.

Key supporters of the initiative joined Governor Branstad for the announcement, including Lt. Governor Kim Reynolds,

Iowa Workforce Development Director Teresa Wahlert, Bill Knapp and MidAmerican Energy Senior Vice President and Chief Administrative Officer Maureen Sammon.

"The Skilled Iowa Initiative is a critical step in improving the quality of the workforce in Iowa," said Governor Branstad. "It is important Iowa's government, private industry and our educational system work together to find innovative solutions."

"This program is the right move for our state," said Director Wahlert. "Skilled Iowa provides a universal system of assessing workers' skills and abilities for employers,

as well as promoting workers' development and improvement."

The program will allow employers to determine baseline skills for potential employees. The program uses a universal testing system that rates the skills and abilities of those in Iowa's workforce, awarding an NCRC upon completion of the program. The NCRC allows workers to more accurately display their skills to current and potential employers. More details are available at the website: www.skillediowa.org.

"The National Career Readiness Certificate is an effective measure of foundational

skills and will help businesses confidently hire workers who are right for the job," said Lt. Governor Reynolds. "It will help employers evaluate an individual worker's abilities, allowing for a more accurate matching of skill sets with those required by the job."

"MidAmerican is pleased that the state is taking this step to improve Iowa's economic growth and business development," said MidAmerican's Maureen Sammon. "As a company that hires employees with very specific skill sets, we understand and appreciate the value that will be achieved by the state's support for and promotion of the testing."

Find Skilled Iowa on Facebook at <http://www.facebook.com/SkilledIowa> and follow @SkilledIowa on Twitter.



IowaWORKS Update

Iowa Workforce Development Launches Mobile Functionality For Job Searches

Iowa Workforce Development's statewide job bank is now available in a mobile version at <http://workiniowa.jobs>.

"Iowans are increasingly connected to technology while on the go," stated Iowa Workforce Development Director Teresa Wahlert. "In an effort to provide workforce services to Iowans in convenient platforms, we have partnered with the DirectEmployers Association to provide the mobile technology."

Iowans can access job listings 24/7 via the new web site. Job opportunities can be searched by city, employer name and key word. The site only lists available jobs from employers verified by Iowa



Workforce Development.

Iowa Workforce Development provides workforce services statewide through 15 regional centers, 4 satellite offices and over 700 access points in all 99 counties. Services are available via live chat or (866) 239-0843 8:00 am-8:00 pm Monday-Thursday, 8:00 am-7:00 pm Friday and 10:00 am-3:00 pm on Saturday.

In 2007, an alliance between DirectEmployers Association and the National Association of State Workforce Agencies (NASWA) created the National Labor Exchange. The technology provided by DirectEmployers Association assists states with the creation of the mobile technology.

Southern Hills ECI: "Where Are All the Skilled Workers"

The Southern Hills Employers' Council of Iowa will be holding a conference on Tuesday, August 28, 2012, to provide information for local businesses and educators regarding resources and ideas to build a skilled workforce.

Where Are All the Skilled Workers?

Tuesday, August 28, 2012
9:00 am to 3:30 pm
(sign in at 8:30 am)
Supertel, 800 Laurel St,
Creston, IA 50801

Program topics will include:

- IowaWORKS – Assisting employers with business service needs.
- Southwestern Community

College – Learn about graduates seeking employment.

- Graduating Senior – Learn about the characteristics of high school students entering the workforce.
- National Career Readiness Certificate – Certifying work skills to help find the right person.
- STEM – Science, technology, engineering and math.
- Skilled Iowa – 8 week unpaid internships offered to business.
- Apprenticeship Program – Meeting the needs of American industry through apprenticeships.
- Employer Supported

Training – Creating internal training programs to grow your own workers.

- Staffing Agencies – How can local staffing agencies meet my labor needs?
- Economic Development – Array of job training programs to provide tax-aided training for employees.
- Workforce Readiness – Create an alliance and establish ongoing relationships.

Featured topics will include the state's STEM initiative and the Skilled Iowa initiative. These initiatives are intended to increase the skill level of job

seekers and provide businesses with qualified workers.

The Southern Hills ECI is a local employer group supported by Iowa Workforce Development and is part of the statewide ECI system. All employers are welcome to attend ECI events. This employer's group addresses workforce issues and provides both educational and networking opportunities for employers and human resource professionals.

Contact Elizabeth Waigand at (641) 782-2119 x 41 if you have questions about this session or about the Southern Hills ECI or IowaWORKS Southern Hills.

Labor Market Information

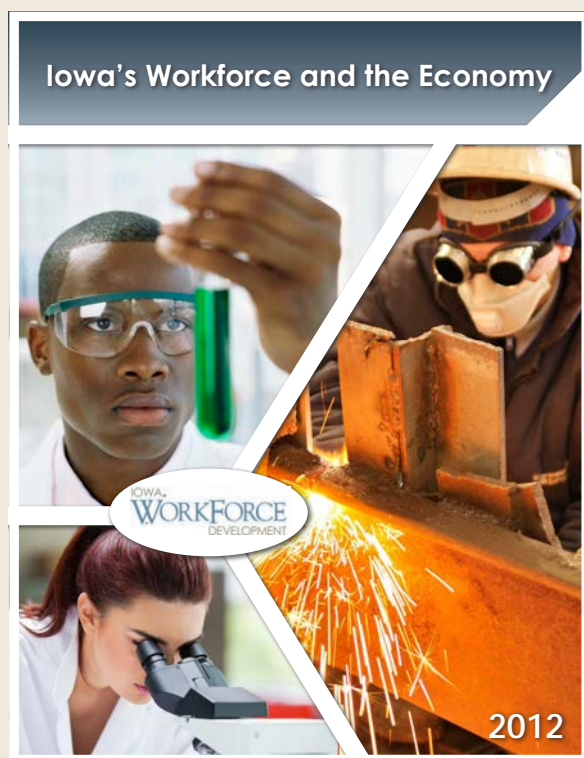
New Information Released Iowa Industry Projections

2010-2020

June 22, 2012 - The long-term industry projections provide information on the expected job growth and decline for the ten year time period, 2010-2020. The summaries provide information on the growing and declining industries for the state and each Iowa Workforce Development Region. <http://iwin.iwd.state.ia.us/iowa/ArticleReader?itemid=00004082>

2012 Iowa's Workforce and the Economy

The sixth edition of Iowa's Workforce and the Economy presents an economic overview and highlights of 2011, state and local unemployment trends, a look at how agriculture benefits the Iowa economy, building a STEM workforce and a look at Iowa's health care industry. The book also includes Iowa's 2012 Gender Wage Equity Study.



Labor Market Information Offers Free Training

The Labor Market and Workforce Information (LMWI) Division of IWD has been providing training on labor market information products and services to staff, boards, and partners. The training allows users to become familiar with the products and learn how they can be used to enhance their business, career, and economic development decisions in their daily work.

The 90-minute training is free and is held local IowaWORKS one-stop and satellite offices. The location determines whether one or two training sessions will best accommodate attendees.

Each of the three bureaus located within the division - Employment Statistics, Labor Force and Occupational Analysis, and Regional Research and Analysis provides a comprehensive overview of the data including methodology, use and locating the information.

In addition to the LMI Training, customized presentations have also been

provided to the local regional Workforce Investment Boards (RWIB) and Employers' Council of Iowa (ECI) on economic conditions and the workforce. Some sessions have also been used by ECI to obtain 1 hour of continuing education credit.

Each participant receives a packet of information and is asked to complete an evaluation of the presentation. Attendees have found the customized products for their area to be helpful. Products and tools include Laborshed Studies, Workforce Needs Assessment, On the Map and Local Employment Dynamics. A tour of the LMI web sites is also included - Iowa Workforce Information Network, <http://iwin.iowaworkforce.org> and IowaTrends: <http://www.iowaworkforce.org/trends/>

As of July 26, 2012, staff from LMWI division has conducted 15 LMI trainings, 12 RWIB and 2 ECI presentations to approximately 450 participants altogether.

Visit <http://iwin.iwa.state.ia.us/iowa> for links to the above publications.

Labor Services

Significant Changes to OSHA Hazard Communication Standard are Coming

Businesses that use, transport, and sell hazardous chemicals will be impacted by new hazard communication requirements. Deadlines for implementing the changes range from December 1, 2013, to June 1, 2016.

Under the current system, chemical manufacturers may be subject to a variety of different requirements for transporting, exporting, importing or selling their products. Different countries and different agencies have different protocols that can make compliance difficult.

Many stakeholders and agencies cooperated over a period of several years to develop a globally harmonized system for chemical

hazard communication. It is anticipated that by harmonizing requirements, the new system will result in significant savings to businesses.

Material safety data sheets (MSDS) are a primary component of the OSHA system for hazard communication. The new standard will utilize a Safety Data Sheet (SDS) rather than a MSDS. There will be a standardized format for the SDS to allow users to find important information more quickly.

For more information about the hazard communication changes, please visit <http://www.osha.gov/dsg/hazcom/index.html> or contact the Iowa OSHA Consultation and Education Bureau at (515) 281-7629.

Random OSHA Inspections Save Employers Money

A study published May 18th in the prestigious journal, *Science*, documents significant benefits to employers that received a random occupational safety and health inspection and to employees of those businesses. Employees benefitted from a 9.4% reduction in annual injuries, and the employers benefitted from a 26 percent reduction in the costs of injuries. The economists who performed the study were not able to find any negative impact on wages, employment, or firm survival.

The study matched 409 California businesses that received random OSHA inspections with similar businesses that did not. Each business was in a high-injury industry, had at least 10 employees, and had only one worksite.

"This study confirms what many firms have long known: safety pays," said Labor Commissioner Michael Mauro.

EFFECTIVE COMPLETION DATE	REQUIREMENTS	WHO
December 1, 2013	Train employees on the new label elements and safety data sheet (SDS) format.	Employers
June 1, 2015*	Compliance with all modified provisions of this final rule, except:	Chemical manufacturers, importers, distributors and employers
December 1, 2015	The Distributor shall not ship containers labeled by the chemical manufacturer or importer unless it is a GHS label	
June 1, 2016	Update alternative workplace labeling and hazard communication program as necessary, and provide additional employee training for newly identified physical or health hazards.	Employers
Transition Period to the effective completion dates noted above	May comply with either 29 CFR 1910.1200 (the final standard), or the current standard, or both	Chemical manufacturers, importers, distributors, and employers

Elevator Safety Board Seeks Public Input on Elevator Requirements

Currently older elevators and escalators do not have to comply with the same safety requirements as new elevators. For many years there has been a set of national standards that would improve the safety of older equipment if it were adopted in Iowa. To encourage public input on this topic, the Iowa Elevator Safety Board will hold a series

of public meetings around the state during the month of September.

The ASME A17.3 standards would enhance the safety of older elevators and escalators, but would not require that they meet the same safety standards set for new equipment. Elevators that are more than 20

years old and have not been modernized are the most likely to be affected by the rules under consideration.

For information on the ASME A17.3 standards and how you can express your opinion on this important issue, please visit: www.iowaworkforce.org/elevator.

Noteworthy Employee Acknowledgements and Accomplishments

We appreciate the feedback we get from our customers. Here are a few noteworthy comments we've received:

– Edith Anderson sent a note commending James Madden. She truly appreciated how he took the time to communicate with her to help her situation. "Not only did he take the time to tell me what form I needed, he also took

my information over the phone, corrected an error and faxed me a confirmation. What a great employee!"

– Brian Buethe send a note to thank Katie Lippold and others at IWD who worked on the Grimes, Johnston and Urbandale Laborshed. "It is very much appreciated and the value of the Laborshed is immense. Thank you for all that has been put into

making this and other studies around Iowa possible."

– Sargent Jon Sweet sent an e-mail to thank Heather Warren for her assistance with his job search. "I'm a soldier back from Afghanistan and came into the office for assistance on my résumé. Heather was extremely professional and helpful in aiding me on résumé building and interviewing techniques. She has taught me so much and I will never forget it. I will always be grateful for the

assistance I received."

— Lane Dyer of the North Carolina Division of Workforce Services wrote to thank Mary Lou Woods, Chris Nilles, Todd Spencer, Penny Dow and Kristy Judkins. "You have some incredibly dedicated staff and it was a pleasure meeting and talking with them during our visit."

If you would like to send us your noteworthy comment, send it to: kathryn.hommer@iwd.iowa.gov or 515-281-5407.



Employee News

Promotions/Transfers

Donna Hays
David Phillips

New Hires

Marlys Jones
Wayne Kerrigan
Scott Buckly

Retirements

David Girard
Donella Gould
Gary Haines
Doris Long
Dennis Thompson
Jill Jacobson
Joan Jensen

Anniversaries

5 Years

Mark Brady
Stephen McCann
John Good
Tina Woods
Sonja Waldner
Michael Pocernich
Chester Creswick
Scott Hook

Kris Henze

Joseph Walsh
Shanan Shaver-Notz
Sharon Bowers

10 Years

Allison Ritchie

15 Years

Steven Wise
Debra Wise

20 Years

Devon Lewis

25 Years

Patricia Pearl-Chavis

35+ Years

Vicki Richards
Kathy Lilly

Iowa Workforce NEWS

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For Deaf or Hard of Hearing, call Relay 711

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