

# **CAREERLINK 101**

## ***Foundations of Workforce Development***

### **THE WORKFORCE INNOVATION AND OPPORTUNITY ACT OF 2014 (WIOA)**

WIOA modernizes and streamlines the Workforce Investment Act of 1998 (WIA). This \$3-billion program funds state and local workforce initiatives and provides a comprehensive menu of employment and training services for adults and youth.

WIOA is designed to improve our nation's workforce development system that prepares workers for the 21<sup>st</sup> century workforce, while helping businesses find the skilled employees they need to complete and create jobs.

WIOA was signed into law in July, 2014. The federal Department of Labor (DOL) maintains a website that lists publications and updates to WIOA. To read the legislation, browse to Workforce Innovation and Opportunity Act of 2014, or an overview of the Act, in plain English.

Like its predecessor (WIA), WIOA continues to take a broader and systematic approach than previous workforce legislation, requiring both a more coordinated and more responsive service system. The five Titles of the Act address different aspects of the law, mandating that:

- Services be provided through a one-stop delivery system (in Pennsylvania, known as PA CareerLink®)
- Private-sector (non-governmental) organizations be participating partners or stakeholders
- Universal access to services by jobseekers to be provided
- Training system to be market-driven
- Common performance accountability measures to be used across all programs
- Youth services be enhanced

#### ***Title I "Workforce Innovation and Opportunity"***

- Continues authorization of the workforce investment system
- Identifies the provisions establishing one-stop service delivery
- Identifies and addresses provisions for eligible providers of training, youth services, and adult & dislocated workers' employment and training services

#### ***Title II "Education"***

- Provides adult education and literacy programs

#### ***Title III "Labor Exchange"***

- Provides employment services through provisions of the Wagner-Peyser Act
- Establishes Unemployment Insurance (UI) claimants as a core customer
- Ensures that UI claimants receive enhanced career services including assistance with UI claims filing, eligibility assessments, and referrals to training and education resources

#### ***Title IV "Office of Vocational Rehabilitation (OVR)"***

- Provides Rehabilitation Act programs
- Contains provisions for services, research, training, and other rehabilitation issues for persons with disabilities
- Ensures that each state's public vocational rehabilitation (VR) program has an expanded role in providing services related to the transition of youth with disabilities from school to adult life
- Requires that 15% of VR funds be used for transition services including:
  - Job exploration counseling
  - Work-based learning experiences

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- Counseling related to post-secondary opportunities
- Workplace readiness training
- Self-advocacy training

### ***Title V “Performance”***

- Requires submission of unified state plans
- Defines indicators of performance

### **Partnerships within the PA CareerLink®**

WIA mandated that organizations provide employment and training services via a one-stop system to permit greater coordination of and responsiveness to customer needs; WIOA continues this mandate. As the graphics on the following page illustrate, prior to implementation of WIA, customers seeking services related to employment and training were less likely to find what they needed in one location, and service providers were less likely to know about related services offered by other organizations – or that they might be offering similar services to similar customers. WIA’s one-stop concept brought customers and providers together for more effective and efficient service. The mandated governmental agencies that must provide services through the PA CareerLink® offices in Pennsylvania are:

#### ***Department of Labor & Industry***

- Provisions of the Wagner-Peyser Act
- Unemployment Compensation
- Veterans’ services
- Vocational rehabilitation

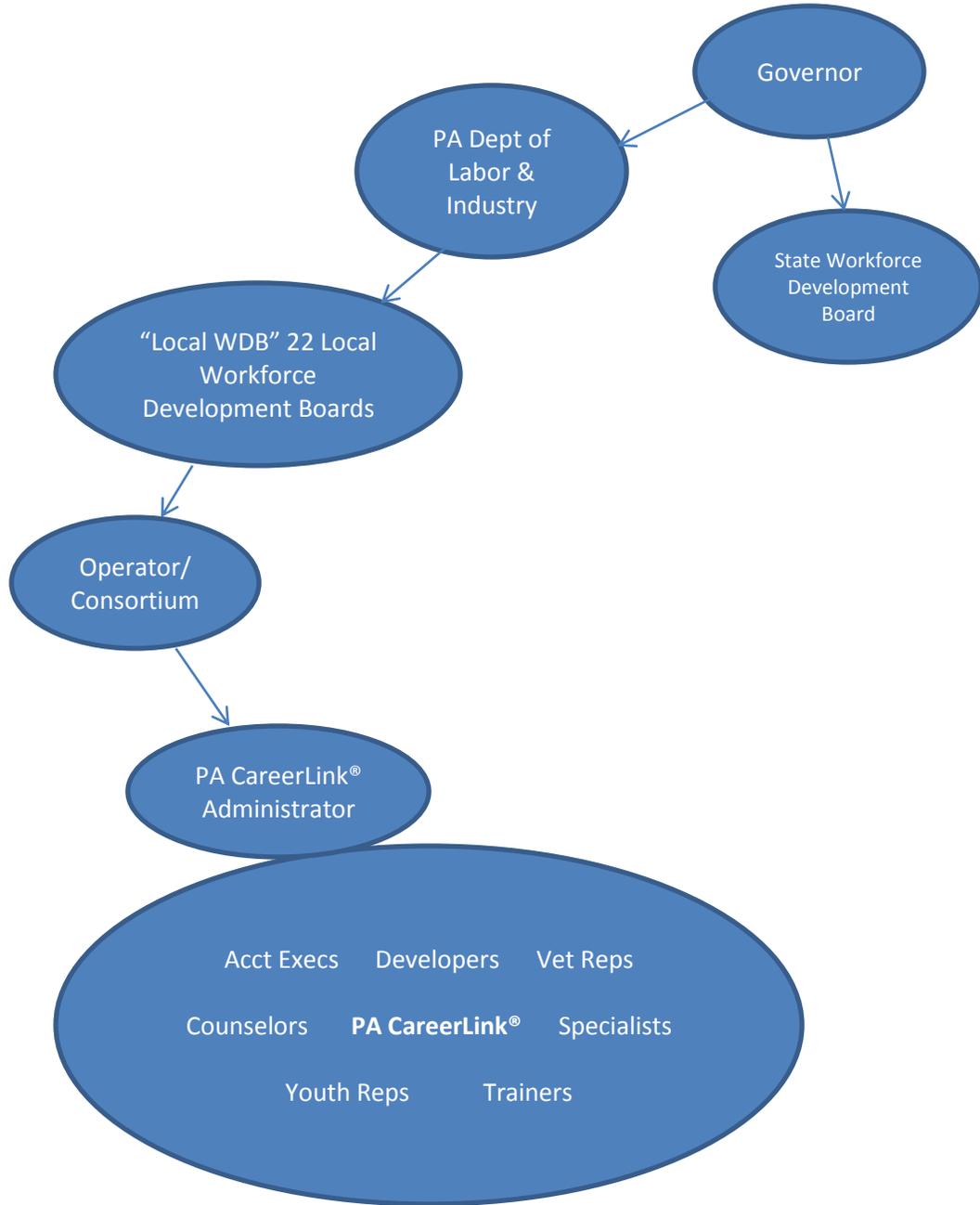
#### ***Department of Education***

- Adult and vocational education
- Literacy

The Operator may be a single (public or private) entity or a consortium of entities with demonstrated effectiveness in employment and training. The Operator is selected through a competitive process, and if the LWDB opts for an Operator Consortium, it must include representatives for at least three of the federal programs providing services at the PA CareerLink office(s) in the local area. The Operator must understand the local area’s strategic plan so it can focus priorities at the local PA CareerLink® office(s); it functions as an information conduit between the local Board and the office(s).

“One-stops,” as mandated in WIA, and continues in WIOA, provide job search services, career planning, resume assistance, job placement, and training services for a variety of customers. The approach provides easier access for everyone and is a customer-focused system. Pennsylvania established its system of one-stops under the PA CareerLink® brand name to provide employment, training, literacy, and vocational rehabilitation services in strategic locations across the commonwealth for unemployed, underemployed, and employed individuals, as well as services to business looking for a skilled workforce. PA CareerLink® offices continue to work toward the seamless integration of systems and services. Each PA CareerLink® Administrator is responsible for integrating the priorities and leveraging the strengths of all partner organizations through strategic and operational planning processes. S/He has a functional supervision over all staff in the facilities, as well as coordination of activities and services on a daily basis. The position description for PA CareerLink® Administrator reflects the functional responsibilities and requirements of the job, including coordination of partner services. A graphical representation of the PA CareerLink® system is as follows:

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## Services and Programs

### CAREER AND TRAINING SERVICES

With oversight from the Local Workforce Development Board (LWDB) and the local PA CareerLink® Operator or Operator Consortium, the local Pa CareerLink® office is responsible for delivering career and training services to jobseekers and businesses.

WIOA streamlines programs and improves services to customers by merging the WIA “core” and “intensive” services into a single category of “career services.” This clarifies that no “sequence of service” is required before enrollment in training and ensures that more, comprehensive services are readily available.

#### Services for individuals include:

- Outreach
- Orientation
- Intake
- Initial assessment
- Job search/Referral/Placement
- Career resource area
- Labor Market Information
- Supportive Services
- Eligibility determination
- Foundation skills upgrade
- Unemployment compensation
- Follow-up
- in-depth assessment
- Group/individual counseling
- Individual employment plan
- Short-term, pre-vocation services
- Job readiness training
- Ob-the-job training
- Occupational skills training
- Adult education and literacy
- Entrepreneurial training and apprenticeships

#### Services for businesses include:

- Universal access
- Orientation
- Registration
- Access to resumes
- Job opening information
- Automated job matching
- Pre-screening and referral
- Training programs, provider lists, and consumer reports
- Employment statistics information
- Resource room
- Economic development
- Initial skills assessment
- Access to PC training
- Follow-up
- Job profiling
- Individualized recruitment plans
- Seminars and workshops
- Account executive services
- Incumbent worker training
- On-the-job training
- Basic and advanced skills training

### LABOR MARKET INFORMATION

Technically speaking, labor market information (LMI) is a body of data available on a particular labor market (local, state, and /or national) and includes such things as employment and unemployment rates, occupational statistics, average hours, and earnings information

In real terms, LMI is information and about jobs, the workplace, and workers. It encompasses a variety of statistically-validated data, ranging from estimates about the size and composition of the labor force to projections about the growth or decline of industries and occupations. It also includes a data analysis aspect, looking, for example, at such things as the impact of an aging workforce on the supply of healthcare professionals in the state and local areas.

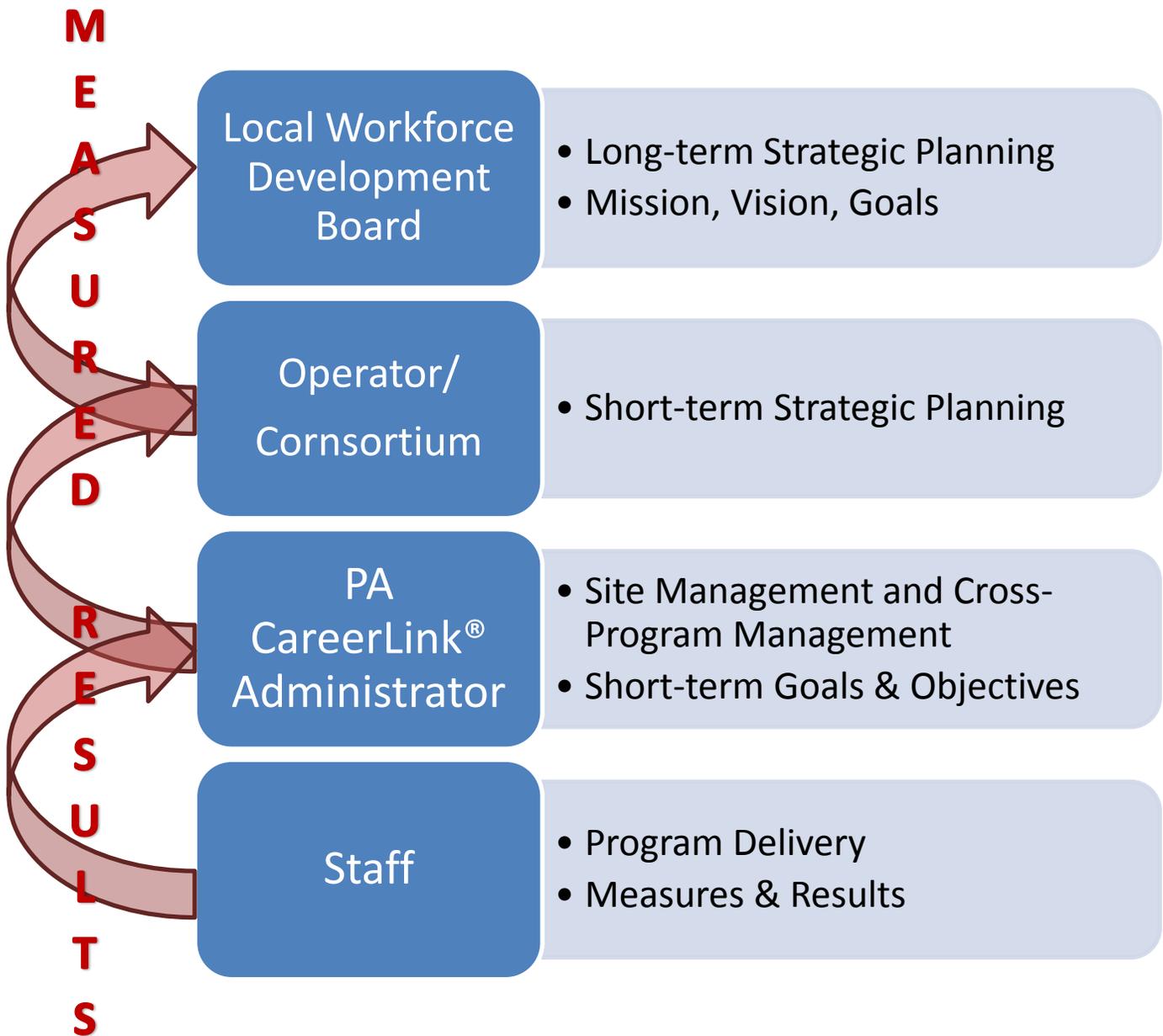
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LMI is useful as a basis for decision-making by:

- Businesses – example: locating pockets of potential workers
- Economic Developers – example: looking at commuting patterns
- Government officials – example: distributing funds based on target populations
- Jobseekers – example: evaluating opportunities based on occupational pay, job location
- Students – example: researching careers, hiring expectations
- Educators – example: counseling students on what jobs are growing

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*Integration: Goals and Measures*



# **NORTHWEST PENNSYLVANIA WORKFORCE DEVELOPMENT BOARD**

## *Mission, Vision, Goals*

### **Mission**

To connect people with jobs through collaborative workforce development efforts and strong partnerships with the economic development, business, education, and government sectors in the Northwest Pennsylvania region.

### **Vision**

Northwest Pennsylvania will have a skilled workforce that is responsive to the current and future needs of the region

### **Goals**

1. Convene regional entities for active partnership development
2. Build capacity (knowledge & understanding of the workforce development system) of the board and stakeholders (economic development, businesses, education, training, and social service providers) to be strong advocates for our system
3. Work with employers and training providers to develop industry-recognized career pathways
4. Enhance customer service to better align with board and operator consortium expectations