

# State of Iowa

## Application for WIA Section 503 Incentive Grant

The State of Iowa is eligible to receive an incentive grant in the amount of \$1,079,834, as authorized under Section 503 of the Workforce Investment Act. This document comprises Iowa's application for that grant. The period of performance for the use of these funds will extend from the point of grant through June 30, 2009.

### Assurances

1. The State Legislature was consulted with regard to this application.
2. The application has been approved by the Governor of Iowa, Chester J. Culver, and by Judy Jeffrey, Director of the Iowa Department of Education, the agency responsible for adult education programs, and for vocational and technical education programs in the state.
3. The State of Iowa exceeded the required performance levels in the WIA Title I, AEFLA, and Perkins Act programs in order to qualify for this incentive grant.

### Contact Information

Iowa Workforce Development will be the state agency responsible to receive and administer these incentive grant funds, and to report on the use of funds. In addition, the Department of Education will also be conducting activities with these funds. The respective contacts for these agencies are as follows:

David Neil, Interim Director  
Iowa Workforce Development  
1000 East Grand Avenue  
Des Moines, Iowa 50319

#### Contact Person:

Anthony Dietsch, Administrator  
Division of Workforce Center Administration  
Iowa Workforce Development  
150 Des Moines St.  
Des Moines, IA 50309  
Phone: 515-281-9027  
e-mail: [Anthony.Dietsch@iwd.iowa.gov](mailto:Anthony.Dietsch@iwd.iowa.gov)

Judy Jeffrey, Director  
Iowa Department of Education  
Grimes State Office Building  
Des Moines, Iowa 50319

Contact Person:

Dr. Janice Friedel, Administrator  
Division of Community Colleges and Workforce Preparation  
Iowa Department of Education  
Grimes State Office Building  
Des Moines, Iowa 50319  
Phone 515-281-8260  
e-mail: Janice.Friedel@iowa.gov

### **Planned Activities**

Grant funds awarded to Iowa will be divided between the Iowa Department of Education and Iowa Workforce Development. The Department of Education will receive \$719,926, or two-thirds of the funds, and Iowa Workforce Development will receive one-third, which is \$359,908.

Iowa plans to use the 2008 grant funds for two types of activities:

- expansion of literacy services, which has been the focus of previous grant awards in fiscal years 2005, 2006, and 2007;
- development of new strategies and deliverables to address the future workforce needs of the State by engaging business, education, and workforce entities in regional economic development planning

### **Family Literacy Services:**

The focus on literacy recognizes that skill is the essential foundation of success in employment, career growth, and self-sufficiency. In the context of workforce preparation, whether in educational institutions or in one-stop centers, the promotion of and opportunity for literacy growth will be provided for those individuals in need of this skill to successfully compete and succeed in the workforce.

Despite the fact that Iowa is recognized as having one of the highest literacy rates in the nation, there are still many individuals in the state who need to attain English literacy. This fact is particularly true, and understandable, with populations that are new and growing in our state. Our "New Iowans" often lack this skill, and therefore have a significant barrier to employment. Because we must grow our workforce to meet projected needs in the future, we are committed to literacy growth as a means to open employment opportunities to all who want to work.

In order to break the cycle of poverty and illiteracy, educational opportunities must be made available to families most in need of services. It is not only vital to provide education and

job skills to pull the adults out of poverty and low literacy levels; the children must also understand the importance of the learning process key to attaining good job skills. A comprehensive family literacy program integrates four components – adult education, child education, parenting, and parent/child literacy activities – into one model. Programs are designed to help parents become full partners in their children’s education and prepare children for successful experiences in school and life. The Department of Education will direct this activity.

The Department of Education will utilize input from Community College Adult Literacy and Family Literacy Staff in this fourth round of funding to facilitate transitions of students to higher levels of education in an effort to promote academic success that will build the necessary foundation for employment. Activities will focus on assisting adults to move from ESL to ABE, GED and credit classes at the Community Colleges leading to higher level certificates, career program completion, and degrees. In addition, children in preschool through high school will be offered the opportunity to continue to build their awareness of careers and workforce skills. Appropriate professional development will be provided to education staff to build their skills to more effectively assist students through their transitions.

Although each Community College will choose their own path for meeting the goals of round four, the following components will be included in the RFP next year:

- The four components of the model, adult education, child education, parenting, and parent/child literacy activities will be addressed.
- Collaboration with Iowa Workforce Development is encouraged, and their assistance is desired in offering job skills support to family literacy participants in transition.
- Existing efforts directed at children 0-12 will continue through career awareness
- Parenting for academic success of the children will be a component
- Career prep with a continuum of support from beginning job skills through moving up the career ladder may include:
  - Valued Employee Program through UNI
  - CHOICES
  - Balancing work and family
  - Materials related to job skills including prep and retention
- An evaluation component will be in place to collect quantitative and qualitative data related to student transitions.
- The State Advisory Committees’ role will be defined as a forum for information sharing and advocacy and may be expanded to include other interested parties

## **Regional Economic Development**

The Employment and Training Administration has strongly encouraged that States use Regional Economic Development strategies to leverage the impact of the employment and training system on State economies. Iowa supports this concept as a means to expand employment and advancement opportunities for workers and catalyze the creation of high-skill and high-wage opportunities. To that end, Iowa Workforce Development will use a portion of the grant funds to develop and enhance strategies that are identified in the Iowa Workforce Innovation in Regional Economic Development (WIRED) application. Activities in this effort will include a gap analysis of projected skills of the State workforce, establishing business-to-business and business-to-education networking opportunities to build new delivery models and funding streams for educating skilled workers, and building on existing career portfolio systems to establish a lifelong, worker-and-student owned Iowa Education and Career Portfolio system.

Conducting a gap analysis of future workforce needs is essential to effective planning and talent development strategies to meet those needs. Using the information generated by current workforce data and applying analysis tools and surveys to that data will identify gaps in the labor force and in education, training, and credentialing of workers. That information will then be used to facilitate dialog between education and training entities and business and Buyer/Supplier chains. This process will foster new cooperative ventures between educational resources and business, and will help the educational community generate new strategies for training Iowa's current and future workers.

Business-to-business and business-to-education networking opportunities will build new delivery models and funding streams for educating skilled workers, entrepreneurs, recruiting management talent, and identifying and leveraging existing resources. The goal of this effort will be to develop a "pull system" for business and industry to communicate to K-12, Higher Education, Skilled Trade, and Workforce Professional communities the types of workforce training they desire. "Pull systems" are a construct of Advanced Manufacturing. The idea is that end users of a product "pull" out of the producer only those products that have market value, and will ultimately develop a system of data-driven, market sensitive, meaningful workforce education.

Iowa currently has multiple models of digital career portfolios in schools and universities, and we want to expand their availability and functionality to include the majority of the current and future workforce of the State. The establishment of a universal student-and-worker-owned portfolio and suite of career tools will be offered to all Iowa citizens to encourage lifelong learning and career education.

### **Literacy Development in One-Stop Centers**

Iowa Workforce Development may also use available funds to continue literacy-training opportunities in One-Stop Centers, which have been supported through previous grant awards. This activity will be designed to achieve direct literacy gains for job seekers who need this skill, and combine that achievement with the development of technology skills, basic education, and soft skills.

Iowa Workforce Development has used the previous Section 503 Incentive Grant funds to develop and deliver innovative literacy and workforce preparation services in New Iowan Centers located in one-stop centers throughout the state. The additional Incentive Grant funds will allow for the expansion of these services into more communities and will develop enhanced literacy projects in the Workforce Centers with partner agencies in those Centers

The one-stop center, as the point of service delivery for literacy skills, has the capacity and resources of multiple partners available in the center to assist the broad base of customers to those agencies. These services will be comprehensive by extending their scope beyond an emphasis on literacy skills to include other work preparation services of assessment, basic education, career planning, and soft skill development

### **Legislative Authority for the Activities**

Iowa Workforce Development is the agency that directs WIA Title I and Department of Labor initiatives for Iowa. The Iowa Department of Education is the state agency that directs WIA II (AEFLA funds) and Perkins funds. Both of these agencies assure that aspects or activities of this incentive grant activity are authorized under the Workforce Investment Act and the Carl D Perkins Vocational and Technical Education Act

### **Innovative**

Today's jobs require a higher level of academics, especially in developing the skills required for employment in Iowa's high-growth industries. However, while individuals may have acquired the technical skills necessary to sustain employment, they often are lacking the soft skills - - such as communication, emotional intelligence, reasoning skills, and balancing work and family - - that are necessary for success on the job and in the home. Iowa's intent is to use the community college family literacy centers and the one-stop centers in an innovative approach of delivering basic academic and literacy skills outside of the normal education setting.

Purposeful learning occurs when individuals experience a problem or recognize a gap between where they are and where they want to be; these programs will take them to those goals. The focus of grant funds to increase the involvement of business in training preparation planning and regional economic development activities will add clarity to the career planning of our workforce, and will address future skill needs of our economy. We will engage more families and job seekers effectively in the career-planning process and in essential training to gain the knowledge and skills necessary to attain economic self-sufficiency.

### **Comprehensive and Coordinated**

All activities in this plan require extensive coordination with partners. The Iowa-based family-centered and high expectation model involves families, schools and communities working together to provide students with the literacy and job skills needed for success in Iowa's 21<sup>st</sup> Century economy. The delivery of this model will be through Iowa's community college-based ABE delivery system and may include the participation of elementary, secondary schools, career planning centers, workforce development centers, and other partners

At Workforce Centers this activity will engage all partners within the one-stop center to identify customers in need of services, and to provide “wrap-around” workforce preparation. Several centers in the state have established “New Iowans” locations that will extend outreach and service opportunities to populations that are particularly in need of literacy skill development. In addition, all Centers serve low income, welfare populations that are in need of such services. The resources of the One-Stop Center can provide the comprehensive and coordinated response that will meet the needs of a variety of workforce customers.

### **Improving System Performance**

By expanding literacy in Iowa’s workforce, the likelihood of success for individuals in achieving their career goals will be enhanced. The project is designed to meet goals that are beyond the basic trinity of getting a job, keeping that job, and achieving wage growth. The project seeks to expand the available workforce to meet future needs of Iowa’s businesses, and to prepare that workforce for the jobs of the future that hold the greatest potential for self-sufficiency. Through increased skills and improved career planning, we expect an increase in enrollments in the math and science courses that are essential to enter Iowa’s targeted industries.

The goals of the project are aligned with the performance indicators of the Workforce Investment Act and the Carl Perkins Act as follows: occupational and academic skill attainment; secondary school diploma or equivalency, post secondary diploma or certificate; placement, and retention in employment

### **Consultation With Stakeholders**

Stakeholders provide input to Iowa’s efforts to promote literacy and career planning through activities conducted by the Family Literacy Advisory Board and the State Workforce Development Board. Those board members include representatives of literacy professionals, business and industry, community-based organizations, educational institutions, the Legislature, and the state’s Executive Branch. The increased involvement from the business and education communities for regional economic development efforts will further enhance the input already received from the Regional Workforce Investment Boards (RWIB), local WIA service providers and the community colleges.

Respectfully submitted:

 6-11-07  
David Neil, Interim Director  
Iowa Workforce Development

**BUDGET INFORMATION - Non-Construction Programs**

SECTION A - BUDGET SUMMARY						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		Total (g)
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	
1. WIA Incentive 503	17-267	\$ 1,079,834.00	\$	\$	\$	\$ 1,079,834.00
2.						0.00
3.						0.00
4.						0.00
5. Totals		\$ 1,079,834.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,079,834.00

SECTION B - BUDGET CATEGORIES						
Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY					
	(1)	(2)	(3)	(4)	(5)	
a. Personnel	\$	\$	\$	\$	\$	0.00
b. Fringe Benefits						0.00
c. Travel						0.00
d. Equipment						0.00
e. Supplies						0.00
f. Contractual						0.00
g. Construction						0.00
h. Other						0.00
i. Total Direct Charges (sum of 6a-6h)	0.00	0.00	0.00	0.00	0.00	0.00
j. Indirect Charges						0.00
k. TOTALS (sum of 6i and 6j)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
7. Program Income	\$	\$	\$	\$	\$	0.00

SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS	
8. WIA Incentive for PY 2005 performance Yr 2 (7/1/08-6/30/09)	\$	\$	\$	\$	0.00
9.					0.00
10.					0.00
11.					0.00
12. TOTAL (sum of lines 8-11)	\$	0.00 \$	0.00 \$	0.00 \$	0.00

SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	13. Federal	\$ 539,916.00	\$ 134,979.00	\$ 134,979.00	\$ 134,979.00
14. Non-Federal	0.00				
15. TOTAL (sum of lines 13 and 14)	\$ 539,916.00	\$ 134,979.00	\$ 134,979.00	\$ 134,979.00	\$ 134,979.00

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program	FUTURE FUNDING PERIODS (Years)				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16. WIA Incentive for PY 2005 performance Yr 2 (7/1/08-6/30/09)	\$ 134,979.00	\$ 134,979.00	\$ 134,979.00	\$ 134,979.00	\$ 134,981.00
17.					
18.					
19.					
20. TOTAL (sum of lines 16-19)	\$ 134,979.00	\$ 134,979.00	\$ 134,979.00	\$ 134,979.00	\$ 134,981.00

SECTION F - OTHER BUDGET INFORMATION	
21. Direct Charges:	
22. Indirect Charges:	
23. Remarks:	



**APPLICATION FOR FEDERAL ASSISTANCE**

Version 7/03

<b>1. TYPE OF SUBMISSION:</b> Application <input type="checkbox"/> Construction <input checked="" type="checkbox"/> Non-Construction		<b>2. DATE SUBMITTED</b>  	Applicant Identifier
<input type="checkbox"/> Pre-application <input checked="" type="checkbox"/> Construction <input type="checkbox"/> Non-Construction		<b>3. DATE RECEIVED BY STATE</b>  	State Application Identifier
		<b>4. DATE RECEIVED BY FEDERAL AGENCY</b>  	Federal Identifier
<b>5. APPLICANT INFORMATION</b>			
Legal Name: Iowa Workforce Development		<b>Organizational Unit:</b> Department: Iowa Workforce Development	
Organizational DUNS: 089734235		Division: Workforce Center Administration	
<b>Address:</b> Street: 1000 E Grand		<b>Name and telephone number of person to be contacted on matters involving this application (give area code)</b> Prefix: Mr.	
City: Des Moines		First Name: Anthony	
County: Polk		Middle Name A.	
State: Iowa		Last Name Dietsch	
Zip Code 50319		Suffix:	
Country: United States		Email: Anthony.Dietsch@jwd.iowa.gov	
<b>6. EMPLOYER IDENTIFICATION NUMBER (EIN):</b> 42-6004512		Phone Number (give area code) (515) 281-9027	Fax Number (give area code) (515) 281-9006
<b>8. TYPE OF APPLICATION:</b> <input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision If Revision, enter appropriate letter(s) in box(es) (See back of form for description of letters )		<b>7. TYPE OF APPLICANT:</b> (See back of form for Application Types) A State Other (specify)	
Other (specify)		<b>9. NAME OF FEDERAL AGENCY:</b> Department of Labor - Employment & Training Administration	
<b>10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:</b> TITLE (Name of Program): 17-267		<b>11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:</b> Family Literacy & Regional Economic Development	
<b>12. AREAS AFFECTED BY PROJECT (Cities Counties States, etc):</b> State of Iowa			
<b>13. PROPOSED PROJECT</b> Start Date: 7-1-2007		<b>14. CONGRESSIONAL DISTRICTS OF:</b> a Applicant b Project	
Ending Date: 6-30-2009			
<b>15. ESTIMATED FUNDING:</b>		<b>16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?</b>	
a Federal	\$ 1,079,834.00	a Yes <input type="checkbox"/> THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON DATE:	
b Applicant	\$ .00	b No <input checked="" type="checkbox"/> PROGRAM IS NOT COVERED BY E O 12372	
c State	\$ .00	<input type="checkbox"/> OR PROGRAM HAS NOT BEEN SELECTED BY STATE FOR REVIEW	
d Local	\$ .00	<b>17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?</b>	
e Other	\$ .00	<input type="checkbox"/> Yes If Yes attach an explanation <input type="checkbox"/> No	
f Program Income	\$ .00		
g TOTAL	\$ 1,079,834.00		
<b>18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT. THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.</b>			
<b>a. Authorized Representative</b>			
Prefix Mr.	First Name David	Middle Name G.	
Last Name Neil		Suffix	
b. Title Interim Director		c. Telephone Number (give area code) (515) 281-3447	
d. Signature of Authorized Representative 		e. Date Signed 6-11-07	