



NOJI New Products Committee
April 2003

Introduction

This presentation summarizes 2 key NOJI documents: The Regional Community Labor Supply Audit and NOJI's Strategic Investment Plan Update submitted to the Annie E. Casey Foundation in December of 2002.

The Regional Community Labor Market Audit

- The Community Labor Market Audit was a Department of Labor funded research project designed to inform business and industry, jobseekers, program implementers, policymakers and other stakeholders in Louisiana's Workforce Region 1 about the supply and demand of the regional labor force.
- The Regional WIB Partnership appointed a committee to advise the project and the New Orleans Department of Workforce Development was the grantee.
- MetroVision was the contractor on the Demand side and NOJI was the contractor on the Supply side. Both reports included qualitative and quantitative research.

The MetroVision Demand Report:

Identified the top employment clusters and the specific issues these clusters face finding skilled employees:

Arts and Entertainment

Life Sciences and Healthcare

Environmental Technology

Food and Consumer Products

Oil and Gas,

Petrochemical

Maritime

Telecommunications and E-Commerce

Recommended the following priorities across the region:

- Development of specific occupational skill tracks based on industry cluster demand , creating career pathways that can be easily utilized by career-seekers, employees and employers.
- Improve basic skills and work readiness skills for the future workforce as well as underemployed/ unemployed workers.
- Promote awareness of skilled trade careers for new entrants to the workforce as well as to the underemployed/unemployed.
- Improve communication within the labor market system by, for example, establishing a regional Labor Market Information Portal on the Web.

NOJI's Supply-side Report:

Developed a comprehensive workforce- relevant profile of the region's supply of labor that identified:

- Defining characteristics of the employed labor force and the untapped labor force.
- Skill sets jobseekers need to develop and those they have put to use that can be built upon.
- What makes it difficult for them to achieve success.
- Aspirations of those who are not working have and how those aspirations compare to the real opportunities in the workforce

Key learnings emerged in three areas:

- Basic Skills
- Soft Skills
- Other Challenges for career seekers

Basic Skills is one of the Biggest Challenges.

Estimate of Adults in the Potential Labor Force at Literacy Levels 1 & 2

	Literacy Estimates		High Poverty Areas		Whole Parish	
	Level 1 %	Level 2 %	# at Literacy level 1	# at Literacy Level 2	# at Literacy level 1	# at Literacy Level 2
Jefferson	21%	50%	4,705	11,202	11,179	26,617
Orleans	39%	70%	22,051	39,579	27,266	48,938
Plaquemines	28%	67%	697	1,669	986	2,360
St. Bernard	19%	56%	722	2,129	1,615	4,760
St. Charles	23%	54%	390	915	1,186	2,785
St. James	36%	74%	843	1,733	1,126	2,315
St. John the Baptist	27%	60%	761	1,691	1,387	3,082
St. Tammany	17%	45%	495	1,310	3,336	8,832

In Orleans Parish 21% of the adult population is estimated to be at Literacy Level 1, which means below about the 5th grade level. 70% are at Level 2, below about the 8th grade level.

These issues present serious barriers to becoming employed and increasing technical skills for thousands of people, many concentrated in high poverty communities.

Soft Skills Themes Emerged from the Focus Groups:

- Trust within the workplace,
- Challenges managing anger in the workplace.
- Experiences with supervisors and managers who did not themselves model effective soft skills.

Other Critical Challenges that Emerged in from the Research

- o The need of injured workers and displaced workers to develop new career paths
- o The need of workers with experience to get their skills certified in order to bring them to new employment opportunities
- o Transportation to find good jobs
- o Flexible, accessible childcare for the hours parents work and for working and non working parents who are also trying to advance their skills
- o Getting stuck in low wage jobs with difficulty working, managing a family and acquiring new skills to advance to higher levels

The Supply-Side Report Recommendations:

(in addition to supporting the Demand-Side recommendations)

- Emphasize the focus of service delivery on careers rather than jobs.
- Build and strengthen effective, targeted assessment and career planning.
- Build and strengthen case management with a holistic approach that helps facilitate successful completion of education, hard and soft skill development, entry into and retention in the workforce
- Enhance the systems' ability to effectively serve:
 - ⇒ Workers who must change careers due to injury/disability,
 - ⇒ Job/career seekers who could benefit from mental health services as part of their efforts to move towards success,
 - ⇒ People who have criminal histories
- Develop creative approaches to the transportation problem, such as vanpools or IDA's for car purchase.
- Within each WIB area or parish, create working groups that include employers, training providers and human service providers to further analyze the regional workforce profile

NOJI's Strategic Investment Update for 2003

Components include:

- NOJI's 2003- 2004 Performance Goals for Employment, Retention & Advancement
- The Demand-Side Project
- The Supply Side Project

NOJI's 2003- 2004 Performance Goals for Employment, Retention & Advancement

Over 2003 and 2004, NOJI will place program participants in three types of jobs, which are described as follows:

<i>Placement Definitions</i>	
Quality Job Placements:	Placements in jobs that pay at least \$7.00 with benefits
Career Entry Placements:	Placements in less than Quality Jobs with continued training activity for advancement
Work Experience Placements:	Placements in less than Quality Jobs with no continued training activity

For each year, NOJI has set a target for the number of each type of job placements to be achieved. In addition, goals have been established for retention in employment and advancement. Below is a chart illustrating the annual employment goals for 2003 and 2004. The specific jobs are identified by employment sector.

Milestones Achieved	Construction		Health Care		Manufacturing		Overall	
	2003	2004	2003	2004	2003	2004	2003	2004
<i>Quality Job Placements</i>								
Placements in Quality Jobs	20	30	20	30	60	90	100	150
Retained over one year in Quality Job							50%	55%
Advancements from entry wage >\$7.00 to higher paying jobs	5	8	3	5	7	12	15	25
<i>Career Entry Placements</i>								
Placed in Career Entry Job	10	15	20	30	20	40	50	75
Retained over one year in Career Entry Job or Advanced to Quality Job							50%	55%
Advancements to Quality Jobs	4	6	4	6	12	18	20	30
<i>Work Experience Placements</i>								
Placed in Work Experience Job	10	15	20	30	20	40	50	75
Retained over one year in Work Experience Job, Entered Training or Advanced to Quality Job							50%	55%
Advancements in wages or benefits	4	6	4	6	12	18	20	30

The Demand-Side Project

The Problem

Within the three sectors NOJI has been working in, there are specific barriers to the achievement of quality job placements and retention in those jobs.

Sector	Barriers to quality jobs
Manufacturing	<ul style="list-style-type: none">○ The sector was too narrowly defined in NOJI's work○ Too many placements out of sector with no benefits○ Poor job retention in sector
Construction	<ul style="list-style-type: none">○ Many jobs in the non-union side of the sector but these are too often short term project-based employment with no benefits○ Union side has good benefits, but only has 15% of market; therefore, few apprentices get consistent work
Health Care	<ul style="list-style-type: none">○ Many entry level jobs have decent benefits, but low wages○ Majority of occupations require high level skills and credentials

The Demand Strategies

- Further refine our approach to *employer engagement* and *participation* that, while influenced by our previous sectoral experience, will nonetheless pursue opportunities in other *high demand occupations* that can reasonably be filled by the population that NOJI serves. Focus on developing the **deep relationships** with employers that will lead them to look upon NOJI as a reliable resource for well-prepared new workers.
- Continue designing **customized packages** that address the needs of individual firms, or groups of firms within a given industry cluster, by directly providing, or facilitating, training that **seamlessly integrates soft skills, hard skills, literacy, trainee support and retention services**.
- Work with two or more employers to develop a strategy for **preparing lower level employees to be more promote-able** through a mix of additional soft and hard skills training and literacy advancement.
- Add **personnel with private sector and employment/training experience** who will be dedicated to the development and successful implementation of the above NOJI demand side initiatives.

Demand Side Systems Reform Targets

- ◆ Employers collaborate successfully with NOJI to identify a broad range of high demand occupations that can reasonably be filled by the population that NOJI serves.
- ◆ Employers collaborate successfully with NOJI to identify the appropriate combination of competencies in soft skills, hard skills, literacy to prepare NOJI applicants to fill high demand occupations
- ◆ Employers collaborate successfully with NOJI to design appropriate work place strategies that support job retention for new workers.
- ◆ Employers look upon NOJI as a reliable resource for well-prepared new workers, expertise on job retention and skill advancement of incumbent workers.
- ◆ Individual employers or employer groups regularly come to NOJI to establish customized workforce preparation and retention packages to fill specifically identified groups of jobs.
- ◆ Public workforce development funding is better aligned with employer needs and is complemented by employer investment.
- ◆ A variety of effective transportation solutions are available for Northrop/Grumman workers from Orleans Parish.

Supply Side Project

The Problem:

One program design does not fit all. Participants have different needs and aspirations. NOJI is becoming more intentional about configuring the right array of training and support elements for each person. Some times this involves addressing policies that present barriers to effective service delivery.

The Supply Strategy:

A holistic approach that fits the Career Seeker:

Program Tracks

Upgrade Track —skill upgrading for people with Career Entry jobs who already have a track record of work experience and good job retention to connect them to better jobs.

Technical Readiness Track —aimed at unemployed applicants who are below 9th grade skills level when they first come to NOJI.

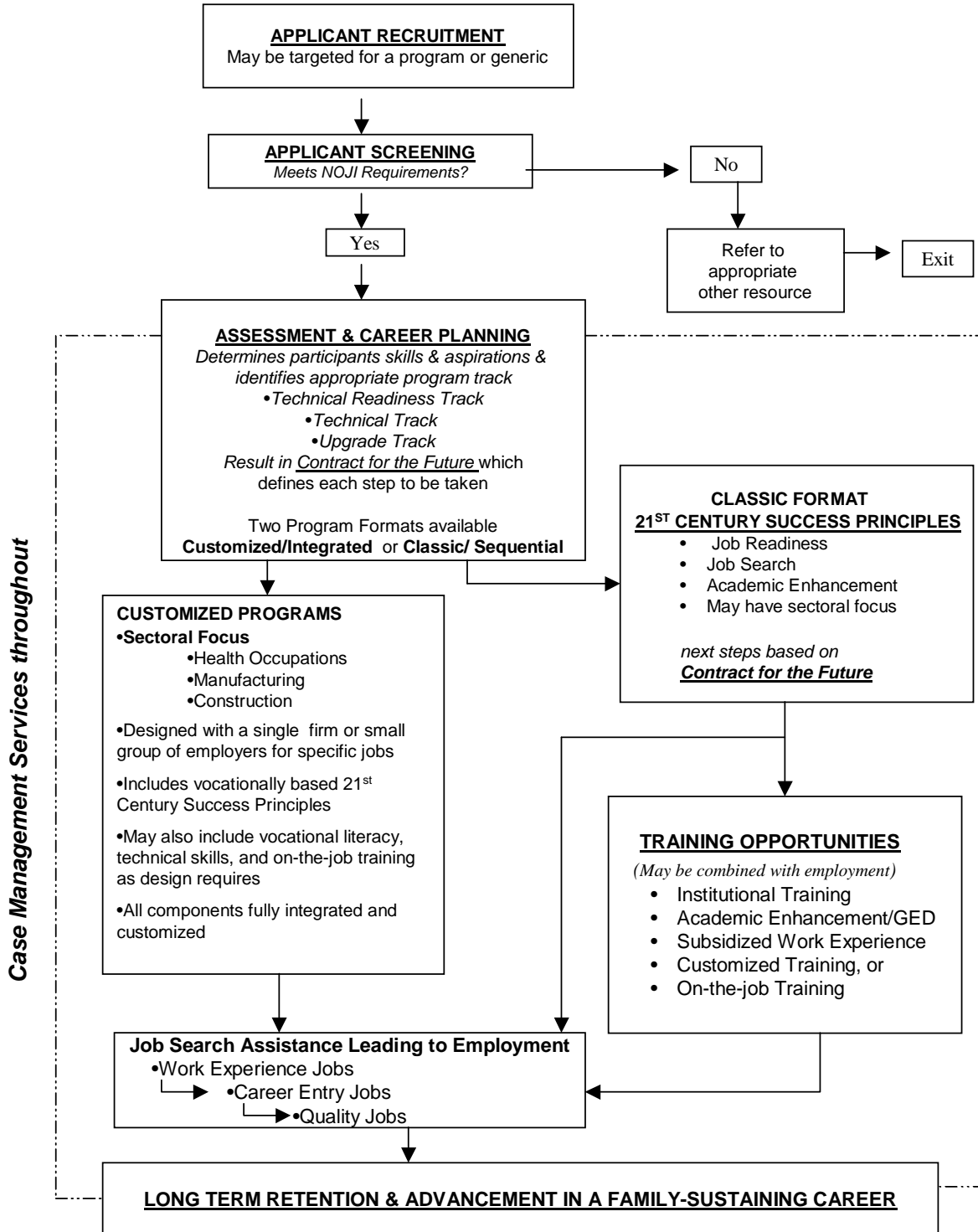
Technical Track —aimed primarily at applicants who are above 9th grade skills level (depending on sector requirements) when they come to NOJI and are more job-ready.

Essential Elements

- ◆ Recruitment and Screening
- ◆ Vocational Self-Discovery/Career Planning
- ◆ The 21st Century Success Principles Pre-Employment Course
- ◆ Academic Self-Improvement/GED Preparation
- ◆ Vocational/Technical Training
- ◆ Employment Search Assistance
- ◆ Trainee Support/Case Management
- ◆ Career Advancement Assistance



Supply-Side View of Service Delivery Strategy



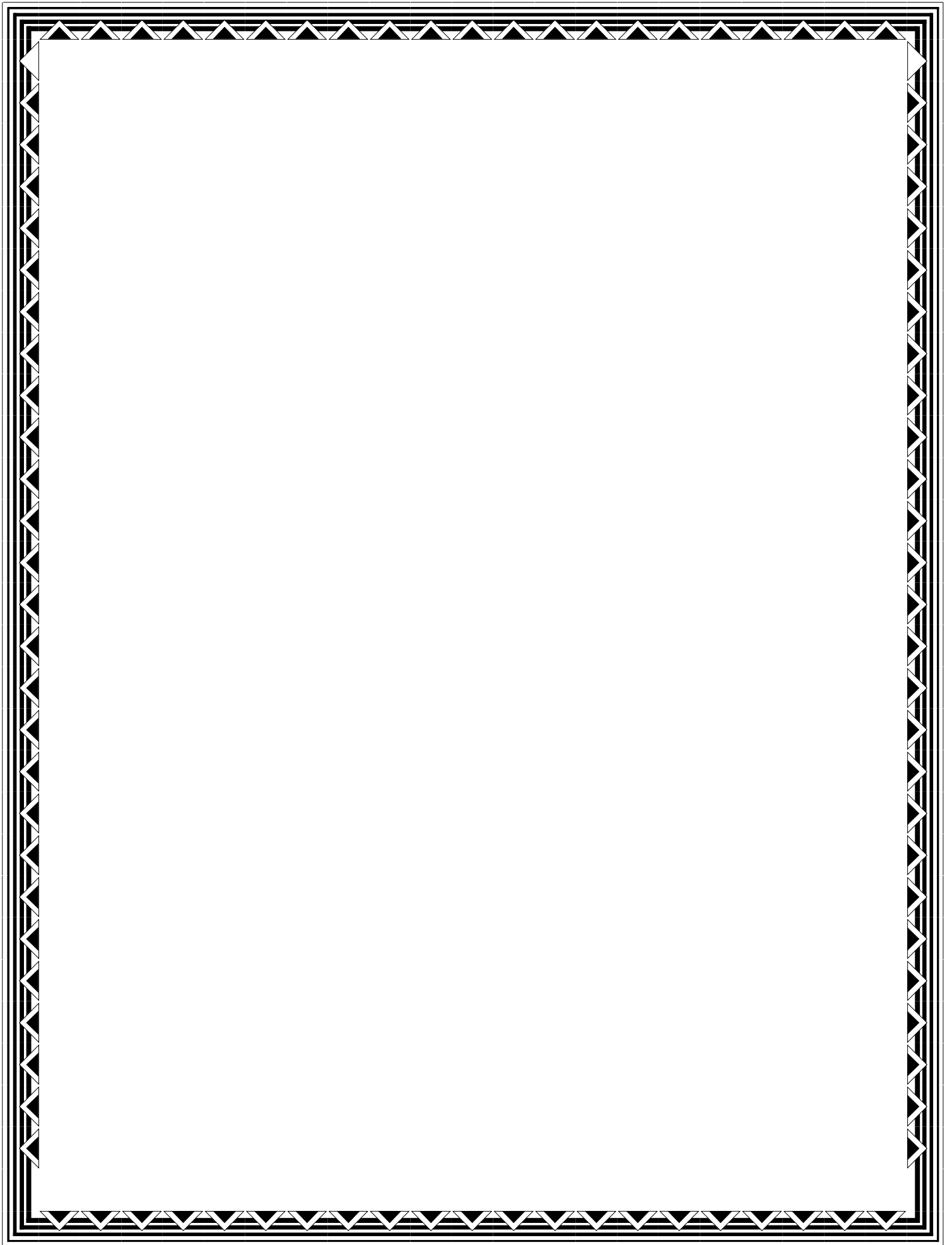
Supply Side Systems Reform Targets

The supply-side strategy is designed to move NOJI towards the following system reforms:

- ◆ The Jeremiah Group becomes an institutionalized part of NOJI's participant pipeline continually identifying participants who are ready to make a commitment to success and mentoring them throughout their entry onto a career path.
- ◆ The vast majority of NOJI graduates who attend some form of technical training attain jobs paying more than \$7.00 plus benefits.
- ◆ The New Orleans WIB looks upon NOJI as a critical resource for developing effective and innovative programs that prepare WIA eligible adults for quality jobs.
- ◆ Public workforce development funds are administered in ways that address the comprehensive preparation and support needs of low-income jobseekers in the region.
- ◆ Service providers from across the New Orleans region coalesce in the Workforce Alliance, which acts as a capacity building body, and increase abilities and combine strengths to ensure more effective utilization of state and federal funds.

Measuring Progress on Systems Reform

<i>Supply/Demand Scale-Up Milestones</i>	2003	2004
Number of customized programs training with hiring guarantees and mix of public/employer funding	1	3
Number of Career Entry workers trained by NOJI advanced to wages > \$7.00 plus benefits	20	30
Public funding (e.g. WIA, TANF, and HANO) pays for technical training costs for NOJI trainees	75%	85%
<i>Demand Side Scale-up Milestones</i>	2003	2004
Employers refer recruits to NOJI from their applicants and incumbent workers	40	60
Employers who have hired 2 or more NOJI trainees wages > \$7.00 plus benefits	22	27
New Employers contract NOJI to provider their training/supervisory staff with 21 st Century Success Principles for Supervisors	2	4
<i>Supply Side Scale-up Milestones</i>	2003	2004
NO-WIB issues Request-For-Proposals for Intensive Services that allows for a more comprehensive, less fragmented model of service delivery	RFP for 2003-2004 released	RFP for 2004-2005 released
NOJI secures Orleans Parish WIA intensive services funding for 21 st Century Success Principles with comprehensive design	X	X
Number of NOJI enrollees screened and mentored by Jeremiah members	50	75
Number of participants completing the 21 st Century Success Principles Classic Format	110	160
Number of participants completing the 21 st Century Success Principles Customized Format	120	170
Orleans Parish residents employed at Northrop/Grumman who participate in transportation program, ie van pool or License Recovery & Car Purchase program		10



Conclusion

- NOJI has established ambitious, but attainable goals for 2003-2004
- Attainment of these goals will bring NOJI to scale and bring about much needed reforms that improve the workforce system's overall performance at meeting the needs of employers and career seekers.