



Workforce Investment Act

P.O. Box 264 ~ 1527 White Avenue ~ Henderson, Tennessee 38340
Telephone: 731-989-0533 ~ Fax: 731-983-3149

Craig S. Butler
WIA Board Chair

Mike Smith
Executive Director

Memorandum

From: Jimmy Bell, WIA Director

Date: 5/9/2013

Re: LWIA-11 Strategic Plan

LWIA-11 is committed to providing the best service possible to all eligible participants in our 8-county service area. Those counties are Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison and McNairy.

The revised Strategic Plan is attached. Any changes that have been made are in blue font.



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Mike Smith
Executive Director

May 8, 2013

Christy Montgomery
Grants Program Manager,
Youth, Planning & Boards
Division of Workforce Services
220 French Landing Drive, 4-B
Nashville, TN 37243

Dear Christy,

Please consider this letter as an official request from LWIA-11 to extend the current 5-year plan until June 30, 2014. Any significant changes that have occurred since the 2012 local plan was approved are attached and noted in blue font.

Sincerely,

A handwritten signature in blue ink that reads "Mike Smith".

Mike Smith, Executive Director
Southwest Human Resource Agency

cc: Jimmy Bell, WIA Director



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**COVER SHEET
LOCAL STRATEGIC PLAN MODIFICATION**

FOR

TITLE I OF THE WORKFORCE INVESTMENT ACT OF 1998

(WORKFORCE INVESTMENT SYSTEM)

FOR THE PERIOD

JULY 1, 2013

TO

JUNE 30, 2014

LOCAL WORKFORCE INVESTMENT AREA-11

**1527 WHITE AVENUE
HENDERSON, TENNESSEE 38340**

PHONE: 731-989-0533

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LWIA-11

2013-2014 PLAN

NARRATIVE

1 Leadership

The West Tennessee Workforce Investment Board, Local Workforce Investment Area 11 is administered by Southwest Human Resource Agency and is comprised of eight counties in West Tennessee. LWIA 11 is under the direction of the [twenty-eight member](#) West Tennessee Workforce Investment Board, which is composed of representatives from all 8-counties, and meets all requirements for private industry and public representation.

1.1 Senior Leadership

The senior leaders in LWIA 11 include the West Tennessee Workforce Investment Board, Southwest Human Resource Agency Executive Director, the West Tennessee Workforce Investment Board staff, and the consortium of Local Elected Officials.

1.1 a Mission and Vision

The mission of the West Tennessee Workforce Investment Board is: "To insure an integrated workforce system through training, education, and economic development utilizing the resources available through the Career Center partners, training providers, and employers."

The vision of the West Tennessee Workforce Investment Board: "Workforce Investment Area 11 will be consistent with the state in ensuring delivery of the workforce system assuring there will be no duplication of services with Career Center partners, and providing opportunities and partnerships enhancing the lives of the individuals who live and work in our workforce area. LWIA 11 will provide accessibility to the needs of individuals seeking employment and meeting the needs of public and private sector employers. The WIA Administrative Entity, Southwest Human Resource Agency, in conjunction with the West Tennessee Workforce Investment Board will provide oversight and guidance of all programs administered by Local Workforce Investment Area 11."

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Figure 1.1-1 SWOT Analysis

**Strengths, Weaknesses Opportunities and Threats
Local Workforce System in LWIA 11**

Strengths	Opportunities
<p>Weaknesses</p> <ul style="list-style-type: none"> • C-mats still not integrated between partners. • Persistently high unemployment is still present in several counties in LWIA 11. Six of the eight have unemployment rates above 10% • A large number of rural counties lack the infrastructure to support significant economic development opportunities. • Limited public transportation for participants in the LWIA-11 area. • Weak work ethic; employees are not willing to adhere to increased demands necessary for continued employment. • Participants seeking work are often unable to background check and/or drug screening. • Participants seeking work in the truck driving field may be unable to pass a background check including MVR • Services by some partners declining due to budget restraints (classes full, no training available). • Individuals who lack marketable job skills. • Education levels below National and state averages. HS Grad. US-84% TN-81% LWIA 11-71% Bachelors US-27% TN-22% LWIA 11-13% 	<p>Threats</p> <ul style="list-style-type: none"> • Continued loss of funding from Congress. • Continued downturn in national, state and local economic conditions. • Continued reduction in manufacturing jobs. • Reduction in employer benefits for existing employees. • Increased cost of employer provided benefits. • Continued breakdown of the family structure. • Increase in disrespect for authority figures both in educational and employment settings. • Loss of job related knowledge due to retirement of older employees. • Discontinuation of on-site Wagner-Peyser Services

2013-2014 Local Workforce Investment Area Planning Guidance

1.1-b Identified Weaknesses

- a. C-mats still not integrated between partners. We now have the capability to view information from all partners, but are unable to edit any of the other partner's information.
- b. Persistently high unemployment is still present in several counties in LWIA 11. Six of the eight counties in LWIA-11 still has unemployment rates over 10%. LWIA 11 is utilizing Incumbent Worker funds, teaming with Economic and Community Development, and local government to help address some of the potential problems that might lead to job loss.
- c. A large number of rural counties lack the infrastructure to support significant economic development opportunities. We are eager to assist local governments, ECD and other developers in making potential mega-sites in West Tennessee a reality. Completion of these mega-sites will result in increased infrastructure in our area. One such mega-site is underway in Haywood County, located in Area 11.
- d. Limited public transportation for participants due to cost and mileage restraints. We are utilizing online and distance learning capabilities to assist with travel savings for participant training.
- e. Weak work ethic; employees are not willing to adhere to increased demands for continued employment. As part of our case management services, we counsel our clients on the changing job market and the expectations potential employers will expect from them. Some current employers have utilized Incumbent Worker funding to assist in job skills training.
- f. g. Participant(s) not able to pass background check and/or drug screenings
- g. Services by some partners declining due to budget restraints. We continue to utilize the resources each partner has available to refer clients to another agency that may be able to provide services where cutbacks have been made due to funding cuts.
- h. Individuals who lack marketable job skills. We are partnering with AE, all approved training providers, and post-secondary institutions in developing additional training and educational opportunities.
- i. Educational levels below National and State averages. We continue to utilize Dual Enrollment opportunities to assist high school seniors in getting a jump-start on their post-secondary education.

1.2 Governance and Social Responsibilities

1.2a Governance

The West Tennessee Workforce Investment Board Staff operates under the direction of the West Tennessee Workforce Investment Board and the Executive Director of our administrative entity, Southwest Human Resource Agency. Southwest Human Resource Agency is also responsible for the fiscal accountability for LWIA 11.

1.2b Social Responsibilities

We believe every participant is an individual, and each client is dealt with individually and equally. We must show concern for all those who need assistance in every way. If help may be obtained from another agency, the individual is referred to the appropriate agency to assure services are rendered.

2. Strategic Planning

2.1-a Plan Process

The strategic planning process in each area is a combined effort between all Career Center partners to insure that the objectives of the Workforce Investment Act, including all the responsibilities of all partners, the Local Board, the Administrative Entity, and the Local Elected Officials are met utilizing the strengths all involved bring to the table. This plan process is conducted yearly, with guidance supplied by the Tennessee Department of Labor and Workforce Development.

2.1-b Strategy for High Skill, High Growth Job Opportunities

DEFINE REGIONAL ECONOMIC DEVELOPMENT PARTNERSHIPS

Southern Energy Training Consortium SETC

The Southern Energy Training Consortium is a two state consortium of employers' labor organizations, and regional leaders in workforce development, economic development and higher education that has been formed to prepare workers for careers in the energy efficiency and renewable energy fields. This consortium will develop workforce training in collaboration with energy efficiency and renewable energy employers in both existing and emerging industries. Training will target current workers who need upgrade training and unemployed workers, especially dislocated workers.

The West Tennessee Workforce Investment Board has implemented ad-hoc committees to address the high-skilled, high-growth jobs in the LWIA-11 area. These committees working with employers and training providers in our area are identifying those job skills needed for successful employment.

Hospitality

A large part of our area along the Tennessee River is used for retirement and recreation. This creates a need for workers in the hospitality and restaurant industries.

Transportation and Distribution

There are several large distribution centers all across our area. The need for warehouse workers and for truck drivers to distribute the goods to retailers is necessary for the viability of businesses in West Tennessee.

Specialized Manufacturing-Through the use of the Incumbent Worker Training Grants, LWIA-11 is able to assist employers in being able to offer specialized training in order to avert layoffs, therefore enabling employers to continue their business without layoffs or closures. LWIA-11 will continue to assist employers through Incumbent Worker Training Grant contracts.

2.1-c Special Population

Persons with Disabilities - We have been partnering with the Tennessee Department of Vocational Rehabilitation in referring individuals that they might receive the services that will be most beneficial for them.

Older Workers

LWIA-11 operates the SCSEP program in four of our eight counties (Chester, Hardin, Hardeman and McNairy. LWIA-11 hopes to be able to operate the SCSEP program in the remaining four counties (Decatur, Haywood, Henderson & Madison). The Older Worker Program in our area is to assist in securing employment for older workers.

Offenders

We are currently investigating several possibilities for funding to assist ex-offenders to receive training and other services to help equip them have a smooth transition back into the workforce.

2.1-d Significant Closures and Layoffs

LWIA 11 has experienced a significant decrease in unemployment over the past year due to plant and business closures and layoffs. Unemployment rates have declined slightly over the past year. Information to determine demand occupations in our area is obtained through reports supplied by the Tennessee Department of Labor and Workforce Development and is readily available for anyone. Information can also be obtained through "The Source" found on the State Website. Still another way of accessing the needs of employers and jobseekers is through the contacts our staff has with both employers and jobseekers on a daily basis.

2.1-e Industry Targets

Healthcare-

Meeting the shortage of Registered Nurses
LWIA II continues to partner with area colleges to assist in training Licensed Practical Nurses to become Registered Nurses.

Service Industry-

Healthcare

The need for dietary staff; cafeteria staff, housekeeping staff, and maintenance workers is seen in both hospitals and nursing homes.

Retail Sales Workers

Retail sales associates positions in all areas are still needed in some locations.

Regional Economic Development Institute (REDI) The Regional Economic Development is being spearheaded by the Southwest Tennessee Development District. This is an effort to bring together economic development, workforce development, city and county leaders, and community organizations to work on a common goal, to boost economic development in West Tennessee. From building a more educated workforce to creating the infrastructure necessary to

support economic development to generating interest in entrepreneurship are key elements in creating this "boost" of economic development in West Tennessee. LWIA 11 is committed to making this endeavor successful.

2.1-f Development of Strategy

Strategy sessions with partners from workforce development organizations, economic development organizations, employers and training providers seem to be the most effective way to dispense information to all our population with a need and an interest in pursuing a field of study that will help them prepare for the jobs of the future.

3. Customer and Market Focus

3.1-a Obtaining Customer and Market Knowledge

Customer needs and market knowledge are obtained from LMI and by meeting with employers in the LWIA 11 service area. This past year, we have had significant decline in layoffs and closures

3.1-b Youth Program Best Practice

LWIA-11 will operate a Summer Youth Work Experience Program. The program will last 6-weeks and employ 100 youth throughout our eight counties in both the public and private sector. Youth will be interviewed by Career Specialist and then placed with employers based on the individual's occupational interest.

Utilizing funding received from the City of Jackson; Southwest Human Resource Agency will administer a four week work experience program for students with disabilities at Jackson Central Merry High School. These youth will work at Jackson Central Merry High School preparing the school for the next school year. Jackson Central Merry High School is in transition of changing to Jackson Central Merry Academy of Medical Technology School. This transition will change the curriculum

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to Health Science related fields so several classrooms had to be rearranged and moved. The students that worked on the program were assisted by two job coaches, who responsible for supervision and mentoring of the youth. The students will learn work readiness skills that will prepare them to transition from the classroom to the workforce after they graduate. The program will serve 18 youth in addition to the 2 job coaches that were hired. No WIA funds will be expended.

LWIA –has been asked for a 2nd year by the City of Jackson and Madison County Juvenile court to operate a Summer Work Experience Program involving kids in the Juvenile Justice system. Fifty youth that meet the requirements are being identified by Madison County Juvenile Court as participants in this program. The program provides specially targeted youth 16-18 years old with an enriching and constructive summer youth experience through subsidized placements in private and public sectors, governmental agencies, and non-profit organizations. No WIA funds will be expended.

3.1-c Relationships, Customer Satisfaction, and Loyalty

The relationships our case managers are able to establish with both our participants and with employers is evident by the successes we've achieved over the years. These kinds of results don't just happen; they are results from close relationships formed by working together. LWIA 11 feels that the successes we have seen with our OJT (On the Job Training) program and Incumbent Worker Training program have had an incredible effect on the workforce in our area. Last year we served twelve companies and 91 participants through OJT contracts. We also assisted four manufacturers and 896 employees in upgrading their skills through the Incumbent Worker Program. The total expended through Incumbent Worker Training contracts was \$97,159.41.

With the success of these two programs and the interest shown from other employers, we feel we are on track to grow these programs in the future. We also provide information to companies interested in customized training.

4. Measurement, Analysis and Knowledge Management

By utilizing the information available in eCMATS, we have the ability to compare our performance that has been negotiated with the state. Reports are generated quarterly and reported to us for review. We can then analyze our weaknesses and our strengths throughout our area. We then use the information that has been collected to make the necessary corrections for our organization to be more successful in delivery of services. We also hold periodic training sessions for our staff. The information received at these training sessions better enable us to dispense the information needed to address the areas that need attention.

The information we retrieve from all sources (i.e. eCMATS, University of Memphis, etc.) is all compiled and examined to determine the validity of our information including the cost parameters. We then decide if changes are needed to enhance our productivity; if changes are deemed necessary, that information is passed on to all our staff.

5. Workforce Focus

5.1-a Engaging the Workforce

The Tennessee Career Centers offer our workforce a wide array of services including Resource Centers that offer computers with Internet, copy and fax machines, telephones, career resource materials, and labor market information. The Career Centers also provide Access to Employers, Job Fairs, Skills Training Assistance, access to Job Listings, Job Readiness Information, Networking, and Rapid Response.

By motivating our clients to utilize all the resources available to them, will help to build a much stronger and more dedicated workforce for the future.

5.1-b Having an Effective and Supportive Workforce Environment

Comprehensive Career Centers or Affiliate sites are located in [two](#) of the [eight](#) counties in Area 11. We have WIA offices open in each of the [eight](#) counties. We have a comprehensive Career Center in Jackson; in Jackson the partners co-located are Adult Education, TDOL&WFD, WIA, Job Corps, Vocational Rehabilitation, and Senior Services. [The Savannah site, has TDOL&WFD, Workforce Essentials, and WIA co-located. WIA offices in Chester, Decatur, Hardeman, Haywood and McNairy are co-located with Southwest Human Resource Agency Community Service Center. Customers needing services through TDOL will be served in the Jackson or Savannah Career Centers.](#)

6. Process Management

6.1 Work System Design Utilizing the great knowledge and expertise demonstrated by the West Tennessee Workforce Investment Board, LWIA 11 has an advantage in determining the direction we need to pursue to make sure we meet the needs of both employers and job seekers. Our work system is designed to meet those needs in our Adult, Dislocated Worker and Youth programs; which may include those who are, or have been through our justice system, youth with issues, older workers, people with disabilities, and those with other special needs.

The successes we have been able to achieve have come about through the expertise of all involved; the Local Board, the Career Center partners, the training providers, employers, the West Tennessee Workforce Investment Board staff and of course, all those participants we serve.

6.2 Management and Improvement of Work Process

We manage our work processes by constantly monitoring each area of work. The results of our monitoring reports show the areas that we have opportunities to improve on. The areas where we have weaknesses are reviewed and steps taken through a collaborated effort of all to eliminate the weakness that are causing that particular program to not be as effective as it should be. The LWIA 11 staff is constantly provided with training, instruction, and information to make sure they are kept abreast of current work flow and innovation.

As we continue with the Baldrige Initiative, we expect some changes will be made in our processes to enable us to more efficient and more consistent with the recommended criteria for Baldrige certification.

7. Results

7.1 Product and Service Performance Results

The success achieved by LWIA 11 is measured by Performance Standards Developed by the United States Department of Labor in Washington D. C. These standards are then negotiated by each state, and in turn negotiated from the state level to each local LWIA. LWIA 11 received incentive funds last year due to the high level of performance achieved in a particular area. Helping our customers to be successful and insuring our employers are able to hire the best trained workers are the products we are responsible for.

These are the kind of performance results we continue to strive for.

7.2-a Customer-focused Performance Results

Customer satisfaction is a very important aspect of our performance. Through customer satisfaction surveys, done either locally through our Career Centers, or as a part of the follow-up conducted by the University of Memphis, we are able to see us through our customer's eyes.

This is an indication of how successful we are in case management, training, and job development. Our customers being able to obtain the training and skills they require for them to be successful in acquiring and retaining gainful employment that will continue to improve their earning potential.

LWIA 11 consistently meets or exceeds the customer satisfaction performance measure.

By utilizing actual negotiated performance measurements for Employment, Retention, Earnings, and Employer and Customer satisfaction, we can know just how successful we really are in carrying out our responsibilities

7.2-d Process Effectiveness Results

The effectiveness of our process is shown through the success we achieve through our case management system. The care we take to assure our participants are given the best chance for success within the program components, along with their willingness to be a part of the process by providing needed information during training and for follow-up after their training is over. They also help us market our program through contacts made with employers, and by becoming productive employees.

7.2-b Financial and Marketplace Performance Results

The West Tennessee Workforce Investment Board strives to insure our average cost per individual is reasonable and affordable through our grant process; and that cost is in line with what other organizations spend for similar services. [The number of participants served from 7-1-12 to 4-30-13 was 1,438 Adults; 153 Dislocated Workers; and 281 Youth; a total of 1,872.](#)

7.2-c Workforce-focused Performance Results

For a Workforce Board to be successful, results seen in improvement of the workforce in your area is essential. Whether it be the external workforce, (employers and jobseekers the local area is assisting), or the internal workforce, (the Local Workforce Board staff), successful results are critical. At LWIA 11, we are committed to insuring that those things we do both internally and externally will make a positive impact not only on our clients, but also on our staff and Local Board.