

The logo for Project IOWA is contained within a white rounded square. It features a stylized graphic of two curved lines, one black and one yellow, that sweep across the square. The text 'PROJECT IOWA' is prominently displayed in the center, with 'PROJECT' in black and 'IOWA' in a larger, bold green font. Below this, the tagline 'providing opportunities' is written in a smaller, black, sans-serif font.

**PROJECT
IOWA**
providing opportunities

Mission: Project IOWA serves as a bridge between underemployed persons seeking living wage careers and employers seeking workers, thereby transforming lives and benefitting communities.

Iowa Opportunities for Workforce Advancement

*21st Century Workforce initiative of AMOS
(a mid-Iowa organizing strategy)*

Accomplishments



□ First class in February 2012

□ 2012

□ 4 classes

- 1 Certified Nursing Assistant
- 3 Welding

□ 2013

□ 5 Classes

- 1 Certified Nursing Assistant
- 1 Welding
- 3 Certified Production Technician

□ 2014

□ 7 Classes

- 2 Certified Nursing Assistants
- 2 Welding
- 3 Certified Production Technicians



Project IOWA Outcomes

Total Trained & Transformed - 112 Iowans

- 19 in Healthcare (CNA)**
- 93 Advanced Manufacturing**
 - 41 in Welding**
 - 52 in Certified Production Technician**

- ✓ **Placement Rate: 75%**
- ✓ **Average Starting Wage:
\$13.66**
- ✓ **Retention Rate: 87%**
- ✓ **Average Retention (in days)
282.46**
- ✓ **Advancements: 30**

Foundational Philosophy



- ❑ Focus on outcomes – placement at a livable wage
 - ❑ The Iowa Policy Project, November 2013 statewide average
 - ❑ Two parents both working
 - ❑ One child \$12.11
 - ❑ Two children \$15.14
 - ❑ Two parents one working
 - ❑ One child \$17.09
 - ❑ Two children \$20.16
 - ❑ C.N.A. – decision to discontinue training
 - ❑ \$11.25 an hour

What makes us different?



OUR STRATEGY

- ❑ Upfront work with employers seeking a skilled workforce
 - ❑ Welding and Certified Production Technicians
 - ❑ Industry input
 - ❑ Reconvening on February 11th about skills and preparedness of Project IOWA participants
 - ❑ Employer Relations Committee
 - ❑ Looking to increase the number of employee partners
 - ❑ Qualifications
 - ❑ Hiring, wage and location

Upfront work with employers seeking a skilled workforce, continued

Interviews and job placement with employer partners

Employee Partners

Project IOWA partners have committed to participate in developing an initiative that nurtures, promotes and trains valuable employees who seek careers in growing industries in Central Iowa.

Project IOWA currently partners with the following organizations:

- ❑ Mercy Medical Center
- ❑ Vermeer Corporation
- ❑ ALMACO
- ❑ Des Moines Area Community College
- ❑ Mercy College
- ❑ Central City Development Corporation
- ❑ Bridgestone
- ❑ Danfoss
- ❑ General Mills
- ❑ Kreg Tools



What makes us different?



OUR STRATEGY

- ❑ Pre-screening of participants
(interviews, drug-screen, assessments)
 - ❑ Informational meeting
 - ❑ Share information about process and sector focus
 - ❑ Phone interview
 - ❑ Assess if career a right fit for individual
 - ❑ Face to face interview

Pre-screening of participants, continued

- ❑ Attend 4 consecutive pre-V.I.P. (Vision, Initiative, and Perseverance Classes) – Quality Learning Tools

- ❑ Complete all assignments and tasks
 - ❑ Drug testing
 - ❑ Attendance Policy
 - ❑ CIW checklist
 - ❑ One-on-one meetings

**IT'S NOT THAT SOME
PEOPLE HAVE WILLPOWER
AND SOME DON'T.
IT'S THAT SOME PEOPLE
ARE READY TO CHANGE
AND OTHERS ARE NOT.**

Best Practice Curriculum



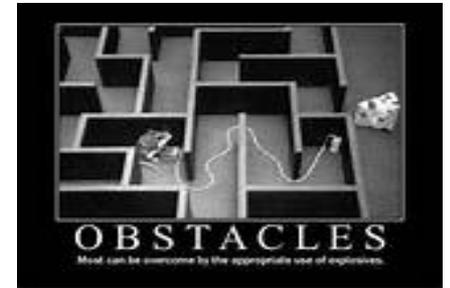
- ▣ Taught concurrently

- ▣ VIP – Vision Initiative and Perseverance
- ▣ Technical Training based on employer input

While learning technical skills we also build confidence and social skills

Best Practice Curriculum

- ❑ *Providing OPPORTUNITY through VIP*
 - ❑ Goal Setting (SMART goals)
 - ❑ Emotional Management skills
 - ❑ Adaptive Cognitive skills
 - ❑ Effective communication skills
 - ❑ Work place behaviors and expectations including Attitude, Team-Building, Attendance, Confidence
 - ❑ Resume writing/Interviewing skills



“Practical Intelligence”

knowledge that helps you read situations correctly and get what you want.

Technical Training



Education:

- ❑ Skills based on employer input
- ❑ Classes conducted using a cohort format of no more than 12 individuals
- ❑ Technical training (12-16 weeks)
- ❑ Short term-certificate programs
- ❑ NCRC

What makes us different?



WRAP AROUND SUPPORT

- ❑ Retention and follow-up with Employers and Graduates
 - ❑ Continued follow up and work with graduates and employers after placed for up to one year.

Significant Findings:



- Assessment and Pre-screening for both academic and employment success is necessary
- Working with employers to develop and assist in teaching the class key to employment success
- Geographic location of the employee and employer is very important for retention and employment success
- Building relationships with participants, Project Iowa & employers build loyalty, learning and curriculum improvement
- Wrap around supports and coaching about how to address and think about barriers is an ongoing process that must continue after employment- *Follow up one year into employment*

MEASURE Change & Progress, NOT completion



Success of Project IOWA

Project IOWA is about graduation not just an education and creates opportunities that produce life changing transformation.





Project IOWA Funding Sources

- Private Foundations
- Annie E. Casey Foundation
- OPUS
- Private Donors
- Central Iowa Works
- Workforce Investment Act
- State of Iowa
- Polk County
- Employer Partners

- Total Funding: **\$504,460.00**
- Total Spent on Participant Transformation to date: **\$168,300.00**