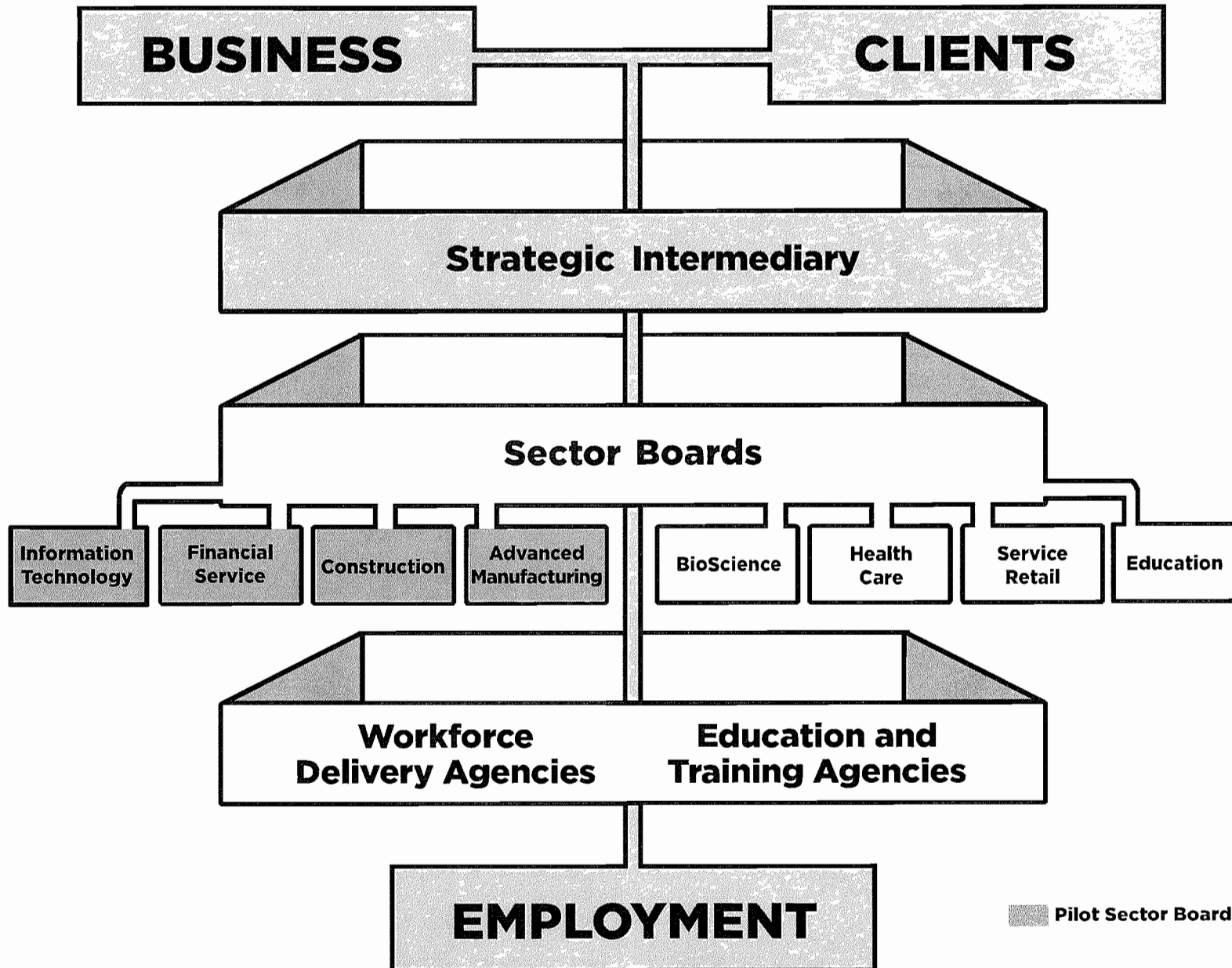


CENTRAL IOWA COMPREHENSIVE WORKFORCE SYSTEM



Pathway to Prosperity

A Competitive Workforce System

		Convene/Explore	Implementation
S Y S T E M	G O V E R N A N C E	<ul style="list-style-type: none"> • Building a Regional Strategic Workforce Intermediary Board with a dual customer orientation - (Community Workforce Partnership) <ul style="list-style-type: none"> ○ Scope (Geographic and Functional), Leadership, Composition ○ Convening Body – Workforce Study Steering Committee • Developing a Collaborative Learning Center to address the organization and management of workplace training and education <ul style="list-style-type: none"> ○ Convening Body – Education/Preparation Taskforce • Creating a Recruiters Forum <ul style="list-style-type: none"> ○ Convening Body – HR Retention/Recruitment Taskforce 	<p>Immediate Strategies:</p> <ul style="list-style-type: none"> • Pilot three functioning strategically integrated Sectorial Boards – financial services, technology, construction <ul style="list-style-type: none"> ○ Defines Career Pathways (Mapping) ○ Generates New Ideas/Innovation <p>Long-Term Strategies:</p> <ul style="list-style-type: none"> • Implement a Regional Workforce Intermediary Board • Create 10 Sectorial Boards • Develop specialized training programs • Expand internship opportunities at all levels <ul style="list-style-type: none"> ○ Summer Professional Internship Residency Program • Develop a standardized, user-friendly application process – inclusive of all applicant and employer • Formulate a candidate pooling system
C O M M U N I C A T I O N		<ul style="list-style-type: none"> • Developing a three-year workforce marketing plan • Integrating existing labor exchange systems tied to specific sectors <ul style="list-style-type: none"> ○ Convening Body – HR Retention/Recruitment Taskforce • Developing a virtual data driven strategy leading to real time systems adjustments <ul style="list-style-type: none"> ○ Convening Body – Data Collection Taskforce 	<p>Immediate Strategies:</p> <ul style="list-style-type: none"> • Design and launch a viral marketing campaign • Enhance web site (job positions/resume) capabilities • Utilize new marketing campaign to reach new target markets <p>Long-Term Strategies:</p> <ul style="list-style-type: none"> • Implement common labor exchange system that responds to demand driven needs of all sectors • Utilize data to develop and adjust economic strategies – aligns workforce to economic development goals

Central Iowa Workforce System Strategic Intermediary

Purpose:

Strategic Intermediaries, comprised of regional officials and stakeholders, work to advance local workforce agendas by providing a common vision for all players. The Central Iowa Strategic Intermediary's purpose is to provide System leadership for:

- Visioning/Strategic Plan
- Coordination
- Accountability
 - Outcomes
 - Financial
- Resources
- Public Policy/Advocacy
- Governance

Meeting Requirements:

- Four (4) per year

Board Membership:

- TBD

Central Iowa Workforce System Sector Board

Purpose:

Sector Boards provide a common table for industry-cluster-specific workforce-related topics and needs. Members of the sector board are representative of employers, workers, labor pools and education/training pipelines. Sector boards will be charged with:

- Labor Forecasting – Jobs/Skills/Educational Needs
- Career Mapping
- Supply/Demand Negotiations
- Labor Exchange Identification
- Best Practices – Education/Training and Employment

Meeting Requirements:

- Recommended minimum – monthly during Year 1

Central Iowa Workforce System Technical Team

Purpose:

The Technical Team will provide administrative support, technical expertise and system management to support all elements of the System. Team member responsibilities are:

Greater Des Moines Partnership – Martha Willits and Mary Bontrager

- Strategic Intermediary and HR Recruitment Council
- Recruitment/Retention Strategies Including Marketing/PR
- Regional Labor Exchange System
- Professional Candidate Brokering
- Business/HR Network Education

DMACC/Iowa Employment Solutions – Rob Denson, Mary Chapman, Doug Williams, Michael Wilkinson

- Sector Boards
- Data Collection – Labor Forecasting
- Workforce Delivery and Education/Training Agencies
- Track/Measure/Report Outcomes
- State-wide Labor Exchange System
- Liaison to Iowa Workforce Development

ISED/Casey Fdn. – Chuck Palmer and others TBD

- Technical Expertise
- Identify Supplemental Funding Sources

Central Iowa Workforce System Attraction and Retention Council (ARC)

Purpose:

Consisting of top recruiting professionals, the ARC will develop innovative and proactive attraction and retention practices to meet the demands of Central Iowa's labor pool. The ARC will focus on:

- Marketing & Communications Strategies
- Sourcing Strategies and Tools – i.e. Candidate Pooling, Labor Exchange, etc.
- Recruiting Best Practices and Policies
- Workforce Development
- Public Policy – i.e. Immigration

Meeting Requirements:

- Recommended minimum – monthly during Year 1



DES MOINES AREA
COMMUNITY COLLEGE

COMMUNITY and WORKFORCE PARTNERSHIPS

**Central Iowa Strategic Intermediary
Invited Board Members**

- Steve Lacy, Meredith Corporation
- Mark Oman, Wells Fargo
- Doug Reichardt, Holmes Murphy & Associates
- Kim Austen, Nationwide Insurance
- Todd Raba, MidAmerican Energy
- Shannon Cofield, United Way of Central Iowa
- Tom West, Pioneer Hi-Bred International
- Steve Chapman, ITA Group
- Kent Henning, Grand View College
- Mike Tousley, The Weitz Company
- Fred Buie, Keystone Electric
- BJ Do, ABC Virtual
- Nancy Sebring, Des Moines Public Schools
- Maxine Kilcrease, Heartland AEA
- Eric Crowell, Iowa Health Systems
- Johnny Danos, Greater Des Moines Community Foundation
- Dave Neal, Labor Commissioner
- Elizabeth Buck, Iowa Workforce Development

Technical Team:

- Martha Willits, Greater Des Moines Partnership
- Mary Bontrager, Greater Des Moines Partnership
- Rob Denson, Des Moines Area Community College
- Doug Williams, Des Moines Area Community College
- Mary Chapman, Des Moines Area Community College
- Mike Wilkinson, Iowa Employment Solutions/DMACC
- Sue Gibbons, Des Moines Area Community College
- Chuck Palmer, ISED/Annie E. Casey Foundation

Ankeny Campus 2006 S. Ankeny Blvd. Ankeny, IA. 50021-3993 515-964-6200	Boone Campus 1125 Hancock Dr. Boone, IA. 50036-7203 515-432-7203	Carroll Campus 906 N. Grant Rd. Carroll, IA. 51401-2525 515-792-1755	Newton Campus 600 N. 2 nd . Ave. W. Newton, IA. 50208-3049 515-791-3622	Urban Campus 1100 7 th St. Des Moines, IA. 50314-2597 515-244-4226	West Campus 5959 Grand Ave. WDM, IA. 50266-5302 515-225-2575
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**Central Iowa Sector Boards
Preliminary Board Member Organizations
August 29, 2007**

Advanced Manufacturing

Lead Organization—Iowa Association of Business and Industry
John Deere Des Moines Works, Ankeny
Sauer Danfoss, Ames
Vermeer, Pella
Pella Corporation, Story City
General Mills, Carlisle
Color FX, Des Moines
Turbine Fuel Technology, Des Moines
Compressor Controls, West Des Moines
Keystone Electrical Manufacturing Company, Des Moines
Accumold Corporation, Ankeny
Straub Corporation, Des Moines
Manpower, Inc., Des Moines
K-12 Representative—TBD
Higher Education Representative—DMACC and ISU
Special Populations—TBD
Labor Representative—TBD

IT

Lead Organization—Technology Association of Iowa
G-Commerce, Des Moines
Alliance Technologies, Des Moines
ABC Virtual Communications, West Des Moines
Wells Fargo, Des Moines
Principal Financial Group, Des Moines
Sogeti, Clive
GeoLearning, West Des Moines
Mortgage Hub, Waukee
Baker Communications, Des Moines
QCI Consulting, Des Moines
Spindustry, Johnston/Clive
Dice, Urbandale
Paragon IT Professionals, Des Moines
K-12 Representative—TBD
Higher Education Representative—DMACC and Grand View College
Special Populations—TBD

Financial Services

Lead Organization—Greater Des Moines Partnership
Wells Fargo
Principal Financial Group
Nationwide
U.S. Bank
Bankers Trust
Marsh Affinity Practice
Citigroup
ING
AVIVA
Iowa Credit Union League
Peoples Savings Bank of Indianola
Robert Half Management & Resources
K-12 Representative—TBD
Higher Education Representative—DMACC, Drake and Simpson
Special Populations—TBD

Construction

Lead Organizations—Master Builders of Iowa and Associated Builders and Contractors
McAninch Corporation
Regency
Weitz Company
Neumann Brothers, Inc.
Russell Construction
Greater Des Moines Home Builders Association
Baker Electric
Proctor Mechanical
Kinter Construction Services
The Human Resource Group
K-12 Representative—Urbandale Community School District
Higher Education Representative—DMACC and ISU
Special Populations—TBD