

# ARKANSAS

## WORKFORCE DEVELOPMENT BOARD

ISSUE NO 4 | APRIL 2023



Board Director, Chad Brown, came across a video of Mr. Braxton Scarbrough (9 years old) dancing in front of one of Division of Workforce Services (DWS) mobile units. This was almost too good to be true. Director Brown reached out to Braxton's dad, DuShun Scarbrough, and asked if he could use this on the Board's media outlets.

Since Director Brown and Mr. Scarbrough know each other, it was an easy ask. If Dushun Scarbrough sounds familiar, you may know him as the Director of the Martin Luther King Jr. Commission.

**Want to know more about the mobile units? You can learn about it in two ways**

- 1) Go to Division of Workforce Services Website
- 2) Go to page 2 of this newsletter

Board Chairman  
Tom Anderson



### Page 2

Mobile Workforce Units

### Page 3

Board Member Spotlight

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Boards Roles one piece at a time

### Page 5

Labor Force Participation Rate

### Page 6

Reimagine Flyer

## AWDB Social Media Links

Facebook— 78 followers  
[www.facebook.com/AWDBBoard](https://www.facebook.com/AWDBBoard)

Twitter— 217 followers  
[@AWDBBoard](https://twitter.com/AWDBBoard)





# Mobile Workforce Centers

The Arkansas Division of Workforce Services has a fantastic resource to meet Arkansans' workforce needs. ADWS's Rapid Response Program operates five Mobile Workforce Centers and four "mini" Mobile Workforce Centers. Each Mobile Workforce Center has full internet connectivity and is equipped with computers, printers, copiers, and helpful staff. All the Mobile Workforce Centers include a computer with access to Jobs Application with Speech (JAWS) software, and most mobile units are handicapped accessible.

## Dislocated Worker Assistance

When a company is downsizing or closing, the Rapid Response Team can provide information and connection to various services and programs to assist workers during their transition. When there is time to provide expanded services for workers, the Mobile Workforce Centers are brought in for on-site assistance at job fairs or transition centers. The RESEA program has also worked to have the units provide job readiness training.

## Job Fairs and Events

The Mobile Workforce Centers are often requested for job fairs, hiring events, conferences, and other events so attendees can receive and/or learn more about ADWS services. Training sessions, interviews, workshops, and assessments have also been held on the mobile units.

## Support Reentry Activities

The units also support reentry activities by assisting individuals who are still incarcerated, recently released, or within 30 days of release. The units help with Arkansas Job Link (AJL) information and registration, job search, resume creation, mock interviews, and information on careers and small businesses.



## Nine (9) Mobile Workforce Centers

- Five large units (four RVs, one trailer)
- Four "mini" Mobile Workforce Centers
- Full internet connectivity
- Equipped with computers, printers, copiers, and helpful staff
- Jobs Application with Speech (JAWS) software
- Handicapped-accessible



## Request a Mobile Workforce Center

Request a Mobile Workforce Center by completing and submitting our online form. Or by going to the DWS website.

<https://dws.arkansas.gov/workforce-services/mobile-workforce-centers/>



# Recognize these two?

Candice Lawrence



Every year, the ADWS local office managers get together over a couple of days to get training and hear updates from their colleagues around the state. This year Dr. Childers asked two of our Board Members to come and present on “Marketing Strategies and Effectively Engaging Business.”

Miles Crawford



A majority of the discussion dealt with knowing your audience and utilizing social media to reach that audience. For example, did you know there were optimum posting schedules to reach audiences? For example

- On Instagram, post between 3 and 7 times per week.
- On Facebook, post between 1 and 2 times a day.
- On Twitter, post between 1 and 5 Tweets a day.
- On LinkedIn, post between 1 and 5 times a day.

According to indeed.com “There are a few days and times that your audience is rarely on social media. It’s important to post at the moments you’re confident users are logging into these platforms and viewing your posts to ensure you’re using your marketing and advertising budgets wisely. Times and days to avoid posting on each outlet include:

- **Twitter:** Before 4 a.m. and after 10 p.m. each day, especially Saturdays
- **Facebook:** Before 7 a.m. and after 5 p.m. each day, especially Sundays
- **Instagram:** Before 6 a.m. and after 9 p.m. each day, especially Sundays
- **LinkedIn:** Before 4 a.m. and after 8 p.m. each day, especially Sundays

Understanding which days and times are best for you to post on different social media outlets allows you to better target your audience. Be sure to conduct separate research on your specific audience’s activity on social media as well and use this to schedule posts your audience is guaranteed to see.”

# Breakdown of State Workforce Board Functions

The Arkansas Workforce Development Board is responsible for assisting the Governor in twelve specific activities that are outlined in the legislation (A.C.A. §15-4-3706). Last month, we covered the first of the 12 roles. This month, we will tackle the second.

## BOARD FUNCTION 2 OF 12

- (2) The review of **statewide policies**, of **statewide programs**, and of **recommendations on actions** that should be taken by the State to align state workforce development programs in a manner that supports a comprehensive and streamlined state workforce development system, including the review and provision of comments on the state workforce development plan, if any, for programs and activities of **one-stop** partners that are not core programs;

## BREAKDOWN

- Definition of “statewide” – A strategic-collaborative approach that touches every program across the state.
- What is a statewide policy? It may be easier to explain what is *not* a statewide policy. Policies that get into administrative and operational details are not defined by the State as statewide policies.
- What is a statewide program? The State interprets this requirement to be specific to WIOA programs included in the state plan, for example, High Concentration of Youth.
- What are recommendable actions? Generally, these recommendations would come from a comprehensive WIOA programs evaluation, which Arkansas has not completed OR the results of customer satisfaction surveys from each of the four WIOA core programs...which AR does not complete yet.
- What actions is the Board supposed to take on these recommended actions? If an evaluation is completed, then these recommendations would be proposed therein. If we are using the results of customer satisfaction surveys, then the recommendations would probably come from whichever State Board Committee this project has been assigned to...Strategic, Program Performance & Evaluation.
- Who is “the State”? We believe that this generic reference refers to the Governor, ADWS, and state Workforce Board.
- The language then says, “...the review and provision of comments on the state plan for programs and activities of one-stop partners that are not core programs.”

Is there a specific time for comments? Yes, at the end of the compilation of the state plan, there is a 30-day public comment period. Any interested party can provide comments that must be reviewed, considered and included in the final state plan submission to USDOL. I believe our role as the state workforce agency would be just to initiate and document these efforts.

- It is the role of the Board to be “strategic” and not into the weeds of day-to-day operations. Understanding how to be a strategic board at a high level is extremely difficult. The Board only reviews the policies, which is why the Board agendas include the policies as informational. Rarely will the State have a strategic policy approved by the Board.
- Please take note that this is the first time the legislation refers to “one-stop” partners. The goal of the “one-stop” center is to bring all partners—core and non-core— together under one roof so all services are available in one place. This setup should make services/programs more accessible and result in a comprehensive and streamlined workforce development system.





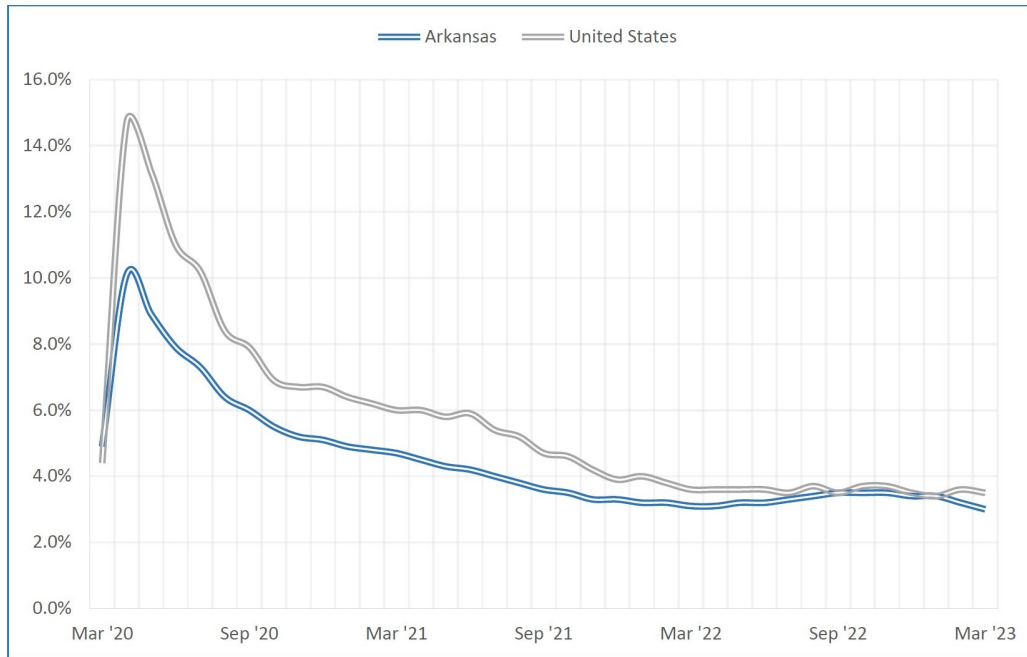
# Labor Force

## Arkansas Civilian Labor Force (Seasonally Adjusted)

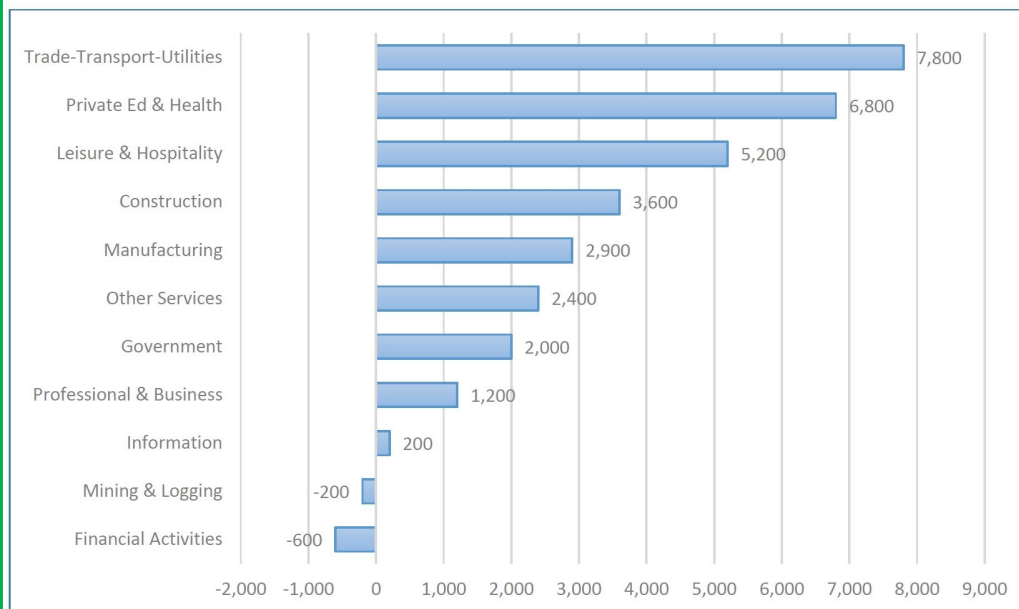
	March 2023	February 2023	March 2022	Change from February 2023	Change from March 2022
Civilian Labor Force	1,375,426	1,373,598	1,367,533	1,828	7,893
Employment	1,334,589	1,329,928	1,324,471	4,661	10,118
Unemployment	40,837	43,670	43,062	-2,833	-2,225
Unemployment Rate	3.0 %	3.2%	3.1%	-0.2%	-0.1%
Labor Force Participation Rate	57.4 %	57.4%	57.6%	0.0%	-0.2%

Source: U.S. Bureau of Labor Statistics, Current Population Survey. More information about the data is available at <https://www.bls.gov/cps/definitions.htm>

Seasonally Adjusted Unemployment Rates  
Arkansas vs. United States (3-Year Comparison)



Job Gains/Losses by Major Industry Sectors  
March 2022 to March 2023 (Not Seasonally Adjusted)



Participation Rate

March 2023

IDATAFY



# Shorter College *Reimagine* Workforce Program REIMAGINE the Possibilities...



**RETRAIN REBRAND REIMAGINE**

**CERTIFICATIONS**

**PAID INTERNSHIPS**

Entrepreneurship/Small Businesses Management

Human Resource Certificate

Digital Marketing Fundamentals

Wine Certification (Ages 21+ and older)

Microsoft Office Certification

IBM Certifications and Badges

Certificate in Apple Swift Coding

Accounting Software



## **APPLY TODAY**

*Adults 18+, Affected by the Pandemic*

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