



WIOA PARTNERS' CONFERENCE

NOVEMBER 7-9, 2023



REIMAGINING &
ELEVATING
SERVICE
EFFECTIVENESS
TOGETHER

OPENING REMARKS

Dr. Charisse Childers

Director, Arkansas Division of Workforce Services

LAUNCHING Arkansas' Workforce Through Data & Technology

Robert McGough

Chief Data Officer

Jake Walker, PhD

Chief Research Officer

Kristen Shryock

Skills Data Coordinator

ARData Team

Department of Transformation and Shared Services



LAUNCH Partnerships

- Research Improving People's Lives (RIPL)
 - DOORS—Data for Opportunity in Occupation Reskilling Solution
 - LAUNCH Platform
- Google.org
 - CiviForm
 - **Erin Hattersley**, Manager
- Credential Engine
 - Credential Registry
 - **Jared Diener**, State Partnerships Manager



What is LAUNCH?

- Platform to discover careers, jobs, and training opportunities that leverage individuals' skills in Arkansas' industries.
- Explore new careers
 - Leverage your skills to explore new career paths in Arkansas
- Find in-demand jobs
 - Link your skills to current opportunities in Arkansas' industries
- Train for your future
 - Find training opportunities to get the skills to prepare for your future in Arkansas



What is LAUNCH?

- Netflix for Jobs for job seekers meets Match.com for Employers trying to find employees
 - Moving the focus to one based more on skills
- Artificial Intelligence Engine uses advanced algorithms to calculate how much of a match the skills a person has are with a job that needs filled
- Allows UI claimants to log their weekly work search activities automatically while discovering and applying for jobs



What is Launch

- Ready Hire for Employers
 - Allows employers to see how much of a match a person may be for a job, without the employer knowing who the person is
 - Employer reaches out to the individuals they are interested in based on their skills
 - The individual controls whether or not the employer can see additional information about them



[About](#)[Español](#)[Start](#)

Use your skills to unlock opportunity

Discover careers, jobs, and training that leverage your skills in the industries of Arkansas' future.

Launch your career today >>

Explore New Careers



Find In-Demand Jobs



Train For The Future



Skills and Experience

- Upload a resume or manually enter your education and work history

Update your skills & experience

Edit or add more information to refine your career recommendations.



Signed up



Added your
last job



Uploaded
your resume



Added 10
skills

Your work experience, education, and skills

Add or update your resume

Save some typing time

Drag your resume here to upload and we'll fill in your work and education.

We can read .doc, .pdf, .txt files.

BROWSE

Last Updated: 10-13-2023

Update your education

Highest Education Level*

Doctoral or professional degree

School Name

Mississippi State University

Field of Study

Workforce Development

Add or update additional education or training


Add Certificates, Certifications, Training, etc.


Graduate Certificate in Geographic Information Systems


Skills & Experience


Your skills


These skills were added when you signed up for Arkansas LAUNCH. Remove skills that no longer apply to you or add new ones using the search box.


COMMUNICATION 


COMPUTER-LITERACY 


CRITICAL-THINKING 


CURRICULUM-DESIGN 


DATA-ANALYSIS 


DATA-ENTRY 


DATA-MANAGEMENT 


DATA-REPORTING 


DECISION-MAKING 


DETAIL-ORIENTED 


GRANT-WRITING 


HIPAA-COMPLIANCE 


INFORMATION-GATHERING 


MICROSOFT-EXCEL 


MICROSOFT-POWERPOINT 


MICROSOFT-WINDOWS 


MULTI-TASKING 


PRESENTATION 


PROBLEM-SOLVING 


PROCESS-IMPROVEMENT 


PROGRAM-EVALUATION 


RESEARCH 

SOCIOLOGY 

SPEAKING 


SPSS 


TEACHING 

Start typing to search for skills 

Add recommended skills

These skills are recommended based on your work history. Add more skills to generate better career and job recommendations.

DATA MODELING 


MICROSOFT VISIO 


BUSINESS PROCESS 

PROJECT PLANNING 


TERADATA 

VIRTUAL TEAMS 

MICROSOFT SQL SERVER 

CHANGE MANAGEMENT 

SAP 

ENTERPRISE SOFTWARE 

Work experience

Most recent job title*

Chief Research Officer

Started*

06/2022

☒ This is my current job

Is/was this work experience full-time or part-time?

☒ Full-Time

☐ Part-Time

Is/was this work experience one of the following:

☐ An Apprenticeship

☐ An Internship

☐ Military



Career Paths

- Filter Career Paths based on what you are looking to accomplish
 - Boost your income
 - Use existing skills
 - Find paths with multiple job options

Explore new careers recommended especially for you

Search by Keyword

Filter Careers

This may be a good career path for you based on your experience and skills. [i](#)

☐ Boost My Income

☐ Use My Skills

☐ Have Many Jobs



Career Paths

- See how much your skills match with suggested career paths

Explore new careers recommended especially for you

Search by Keyword

Filter Careers

This may be a good career path for you based on your experience and skills. ⓘ

Training and Development Manager ▼

76% match

19 JOBS →

Additional careers to consider. ⓘ

Training and Development Specialist ▼

73% match

8 JOBS →

Career/Technical Education Instructor (Postsecondary) ▼

67% match



4 JOBS →





Jobs

- Explore job recommendations based on skills as well as education and work history

Here are some jobs you might like



INSTRUCTIONAL DESIGNER
CROSSMARK
Unknown
 

LEARN MORE AND APPLY →

Instructional Systems Specialist
Office of the Chief of the National Guard Bureau
Unknown
 

Estimated Pay Range
\$89K / yr

LEARN MORE AND APPLY →

Manager Trainee - Operations
Takeda Pharmaceuticals
Unknown
 

Estimated Pay Range
\$51K - \$57K / yr

LEARN MORE AND APPLY →



Training

- Recommends training based on your goals

CAREER PATHS


JOBS

TRAINING

SKILLS & EXPERIENCE

SAVED ITEMS

Here are some training options for you

 Search by Keyword

 Filters

Business Administration

Length: 60 Weeks

Camden, Ouachita



LEARN MORE AND APPLY →


Business Administration (Associate)

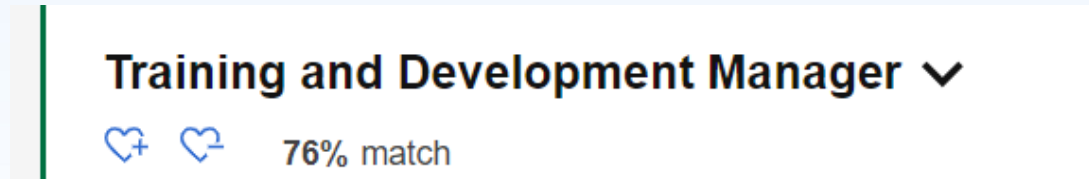
Monticello, Drew




LEARN MORE AND APPLY →

Save Your Favorites for Later

- Find a Career Pathway, Job Opportunity, or Training you want to check out later, simply click the  icon



- Decide you are no longer interested, or don't want to see an option displayed again, simply click the  icon
- You can find your likes under **Saved Items**
- If you accidentally dislike something there is a history in your profile that will let you change it



Connection to Additional Resources

Official Website of the State of Arkansas

LAUNCH

Welcome to Arkansas LAUNCH, Jacob!

[EDIT SKILLS & EXPERIENCE](#)

CAREER PATHS **JOBS** TRAINING SKILLS & EXPERIENCE SAVED ITEMS

Here are some jobs you might like

INSTRUCTIONAL DESIGNER

CROSSMARK

Unknown

×

ADDITIONAL RESOURCES

[ARKANSAS.GOV](#)

[CIVIFORM](#)

[PROGRAM OUTCOMES DASHBOARD](#)

[EDUCATION AND TRAINING PROVIDERS MAP](#)

[WORKFORCE OVERVIEW DASHBOARD](#)

SHORTCUTS

[CAREER PATHS](#)

[JOBS](#)



[TRAINING](#)

[SKILLS & EXPERIENCE](#)

[SAVED ITEMS](#)

[EDIT PROFILE](#)

[SIGN OUT](#)



Google CiviForm



Credential Engine

- *Credential Engine is a non-profit whose mission is to map the credential landscape with clear and consistent information, fueling the creation of resources that empower people to find the pathways that are best for them.*



Credential Engine

- [Credential Engine Slide Deck Link](#)



ARData Contacts




Robert McGough | Chief Data Officer
Transformation and Shared Services
o. 501.682.4191 | robert.mcgough@arkansas.gov
[Website](#) | [LinkedIn](#)



Jake Walker, PhD | Chief Research Officer
Transformation and Shared Services | Division of Information Systems
o. 501.534.4947 | jake.walker@arkansas.gov
[Website](#) | [LinkedIn](#)





Q&A

A blurred background image of two business professionals in suits. One person is holding a tablet, and the other is holding a pen, suggesting a collaborative work environment.

NETWORKING BREAK

THE TEXAS MODEL: A DISCUSSION WITH LEADERS FROM THE TEXAS WORKFORCE SYSTEM-- COLLABORATION ON ALL LEVELS

MODERATOR: Miles Crawford

Boss LLC, Arkansas Workforce Development Board Member

Texas Workforce Commission (State Agency)

Courtney Arbour, Director of Workforce Development

Workforce Solutions of Greater Dallas (Local Workforce Board)

Laurie Bouillion Larrea, President

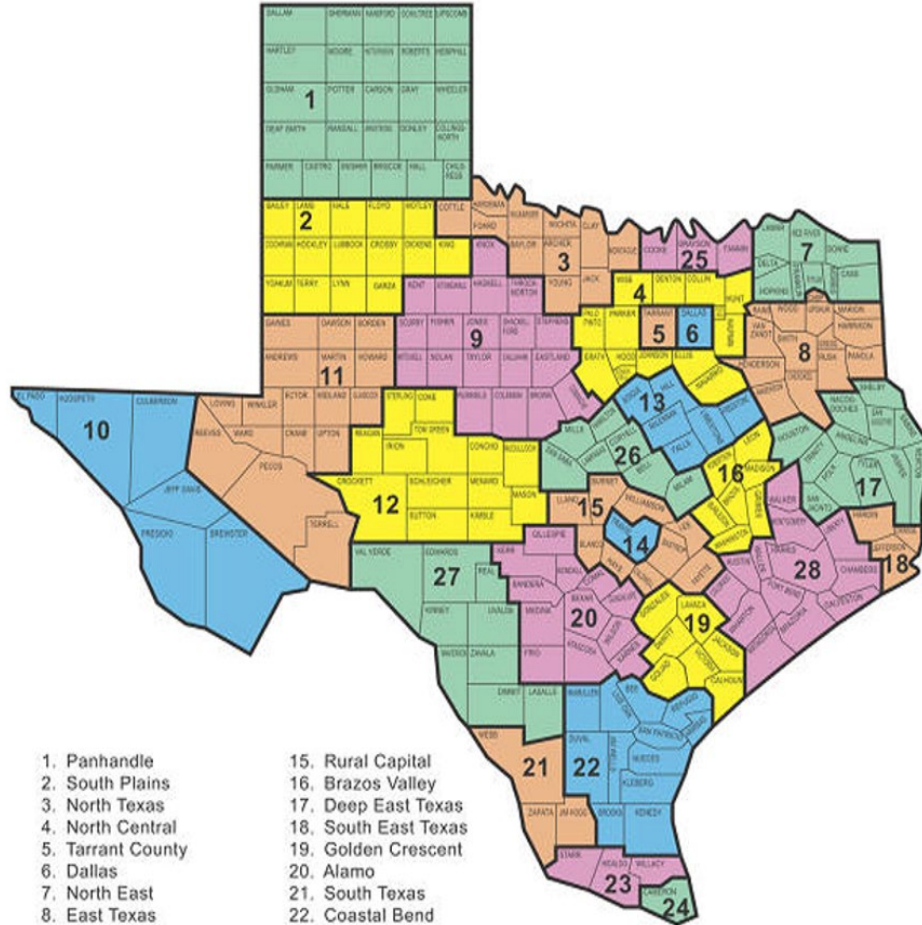
Demetria Robinson, Executive Vice President

Equus Workforce Solutions (One-Stop Operator/Service Provider)

Tera Nunn, Project Director



A Local and Statewide Network



1. Panhandle
2. South Plains
3. North Texas
4. North Central
5. Tarrant County
6. Dallas
7. North East
8. East Texas
9. West Central
10. Upper Rio Grande
11. Permian Basin
12. Concho Valley
13. Heart of Texas
14. Capital Area
15. Rural Capital
16. Brazos Valley
17. Deep East Texas
18. South East Texas
19. Golden Crescent
20. Alamo
21. South Texas
22. Coastal Bend
23. Lower Rio Grande Valley
24. Cameron County
25. Texoma
26. Central Texas
27. Middle Rio Grande
28. Gulf Coast

Texas Workforce Investment Council

Texas Workforce Commission

28 Local Workforce Development Boards

175 Local Workforce Development Offices

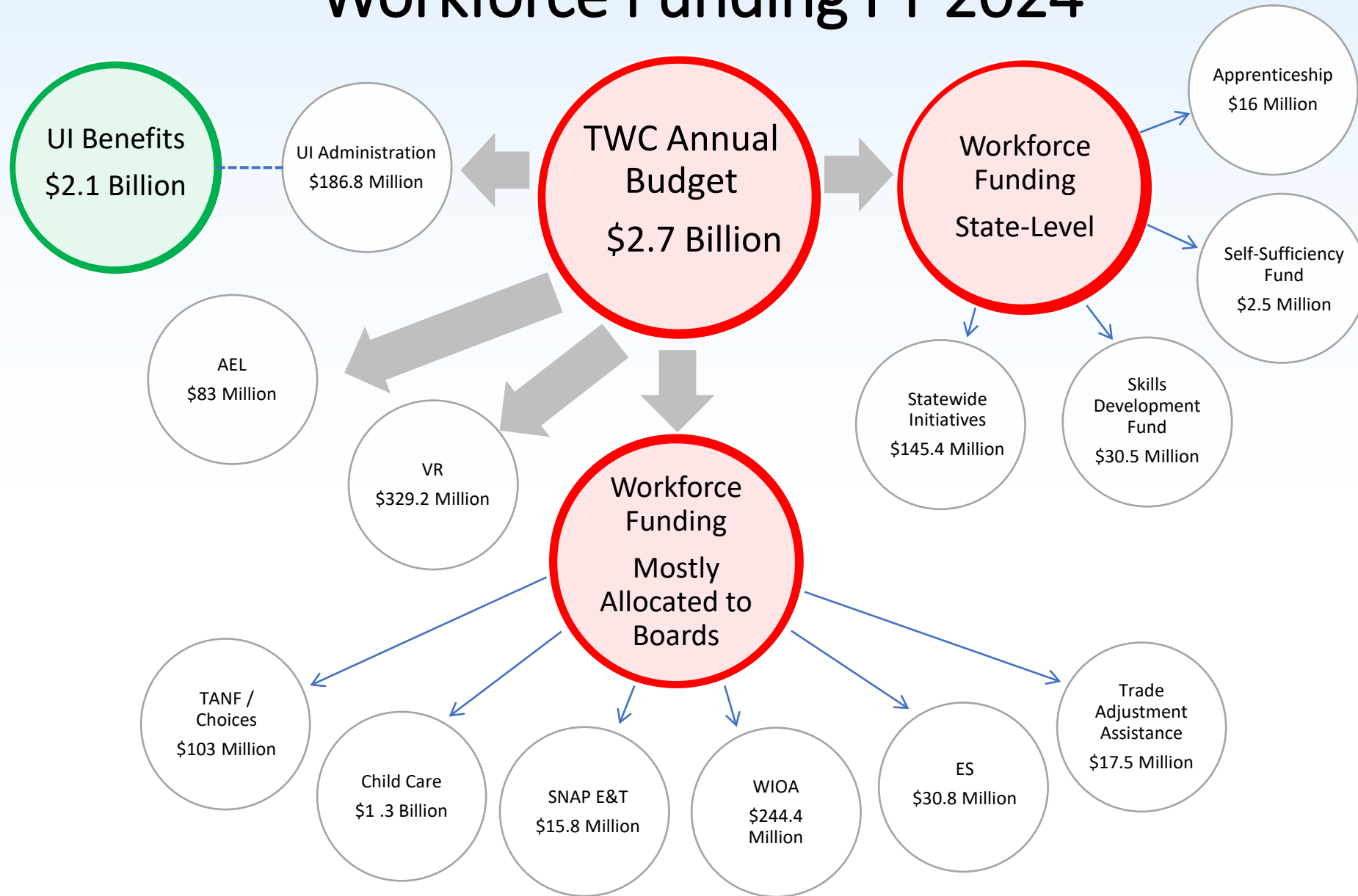
Child Care & Early Learning

Vocational Rehabilitation Services to Persons with Disabilities

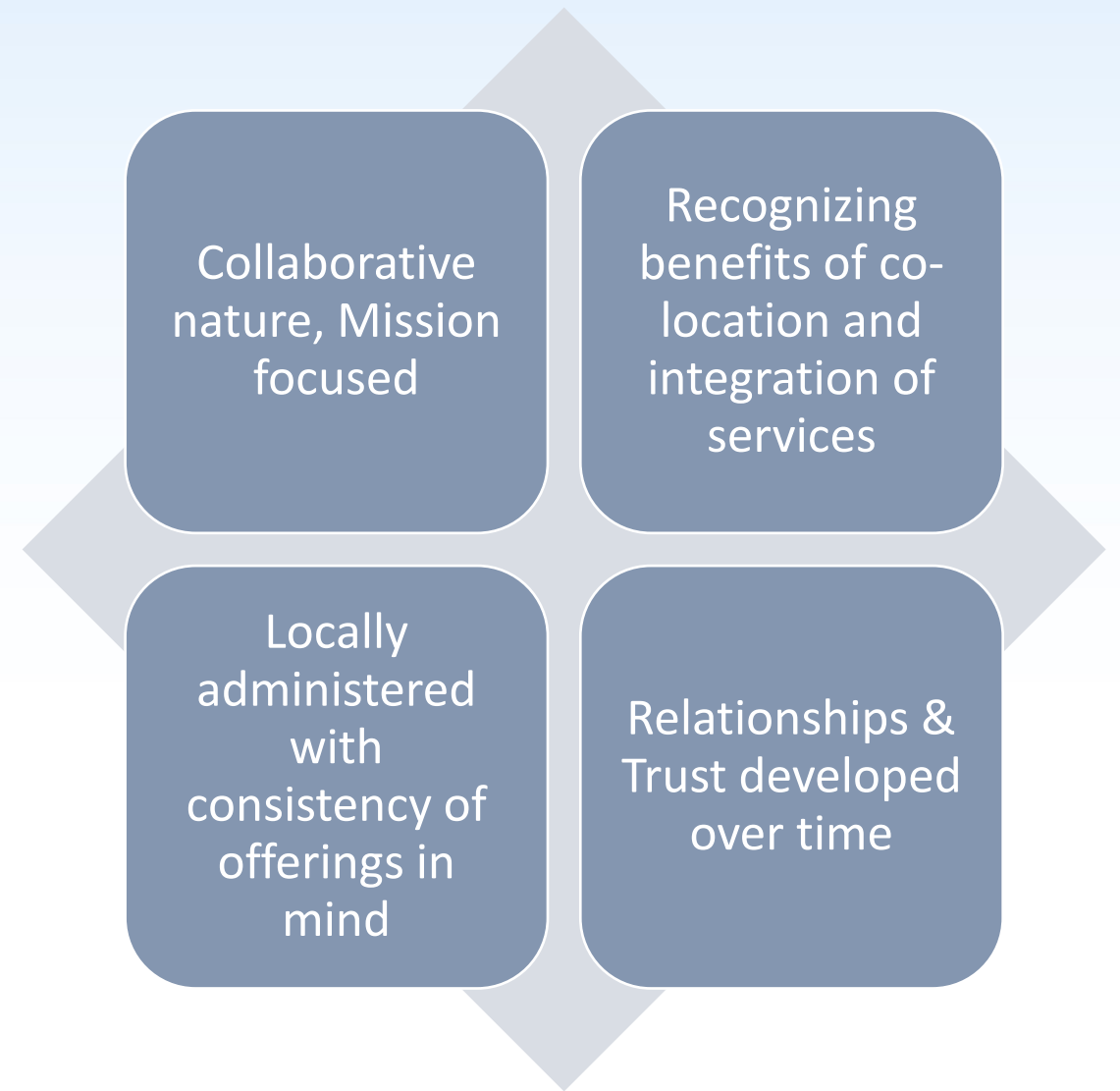
Adult Education and Literacy

Apprenticeship

Workforce Funding FY 2024



Success Factors



- ☐ Workforce Ambassador
- ☐ Convenor
- ☐ Aggregator
- ☐ Connector to Business
- ☐ Partner in Eco Dev
- ☐ Innovator
- ☐ Broker
- ☐ Reviewer/Monitor
- ☐ Planner/Procurer/Contract Administrator/
Lease Holder
- ☐ Accountable to funders

Mission

Workforce Solutions Greater Dallas exists to ensure competitive solutions **FOR EMPLOYERS** through quality people, and **FOR PEOPLE** through quality jobs.



ADMINISTRATION FOR
CHILDREN & FAMILIES



↑↑↑↑↑
100,000 OPPORTUNITIES
Initiative

Walmart  **org**



iiit | SOLVE

Linked in



**Jobs for
the Future**



Google

Retail Pays
Sponsored By **Walmart** 
WORKFORCE SOLUTIONS
GREATER DALLAS



 **PROLOGIS®**

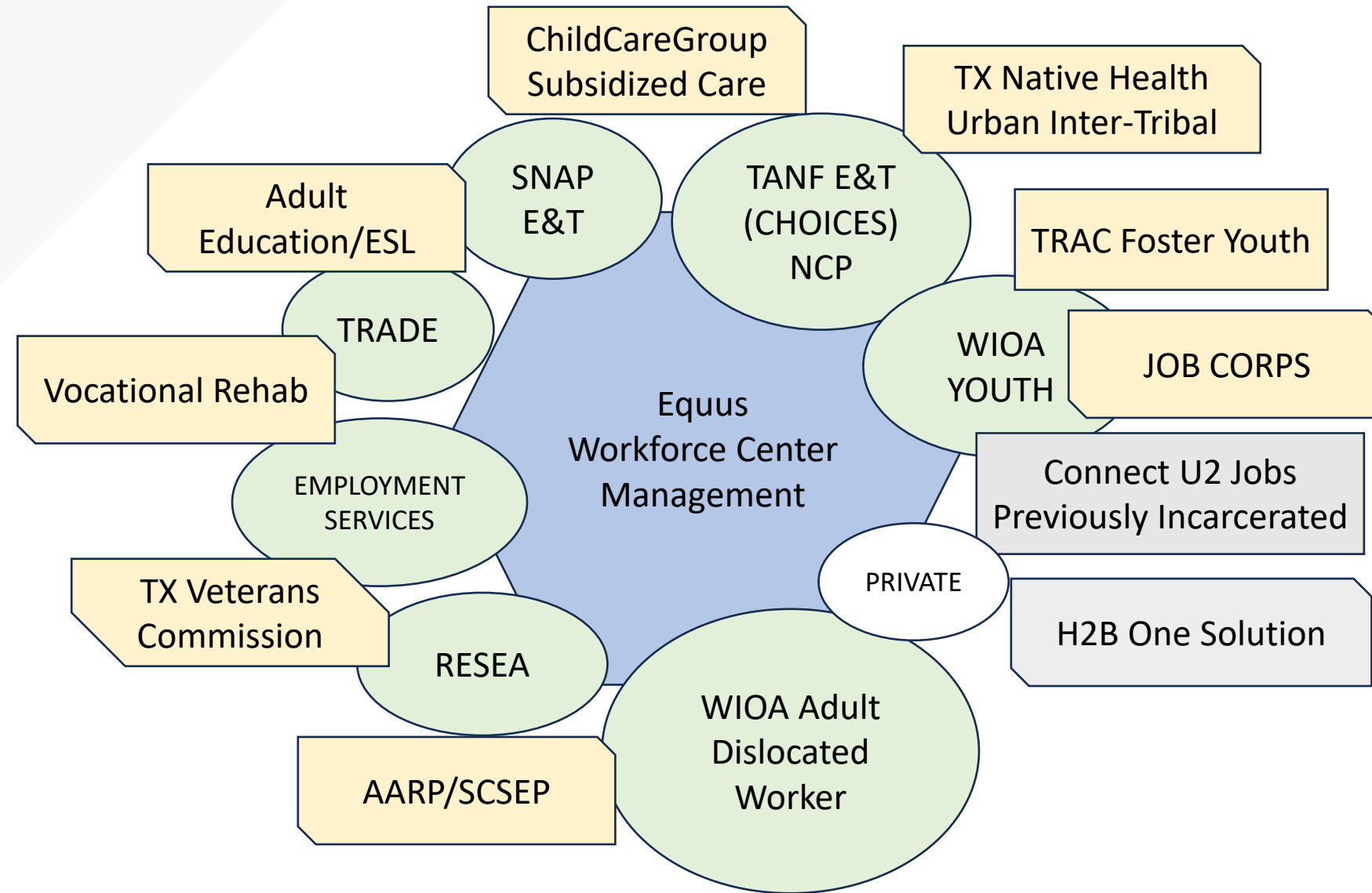


Guiding Principles

At Workforce Solutions Greater Dallas we practice transparency, integrity, and win-win negotiations.

We thrive on innovation and continuous improvement to benefit our customers. We value diversity, experience and partnerships in a family-friendly workplace.


- ☐ **Procurement**
- ☐ **Evaluate Options**
- ☐ **Negotiation**
- ☐ **Contract Execution**
- ☐ **Contract Administration and Oversight**
- ☐ **Professional Development/Training**
- ☐ **Partnerships**
- ☐ **Innovation**
- ☐ **Leveraging Resources and Inclusion**





WORKFORCE SOLUTIONS
G R E A T E R D A L L A S
forty years connecting employers and job seekers
A proud partner of the American **Job** Center network

*Thank You Arkansas for YOUR
Commitment to Workforce!*

A blurred background image of a conference room. In the center, a large, bold, black "Q&A" text is overlaid. The background shows a group of people in business attire, with several individuals raising their hands, suggesting an interactive session or a Q&A period. The room has large windows in the background, letting in bright light. The overall tone is professional and collaborative.

Q&A

A blurred background image of two business professionals in suits. One person is holding a tablet, and the other is holding a pen, suggesting a collaborative work environment.

NETWORKING BREAK

BREAKOUT SESSIONS

(Morning)

Option A: Room 102/103

New & Emerging Tech to Aid in Employability

Rick Anderson, Program Manager, ARS

Gustavo Manzanales, Program Manager, DSB

Option B: Room 104/105

Mental Health & the Workforce

Kristen Blair Lawhon, MHFA Instructor

The Academy at Goodwill Industries of Arkansas

BREAKOUT SESSIONS (Morning)

Option C: Room 201/202

Customer Service: Know Your Audience, Serve Your Audience

Cara Kerner, Statewide Program Specialist

Transformation and Shared Services, Office of Personnel Management

Option D: Room 203/204

Business Services & Engaging Employers: Practical Application

A.M. FACILITATORS:

LaJuana Delph, Adult Education Section

Stephen Partridge, Division of Services for the Blind

TRANSITION TO LUNCHEON

LUNCHEON & KEYNOTE ADDRESS: ARKANSAS' WORKFORCE STRATEGY

**Mike Rogers,
Chief Workforce Officer, State of Arkansas,
Office of Governor Sarah Sanders**

A blurred background image of two business professionals in suits. One person is holding a tablet, and the other is holding a pen, suggesting a collaborative work environment.

NETWORKING BREAK

BREAKOUT SESSIONS

(Afternoon)

Option A: Room 102/103

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Gustavo Manzanales, Program Manager, DSB

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Cara Kerner, Statewide Program Specialist

Transformation and Shared Services, Office of Personnel Management

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Business Services & Engaging Employers: Practical Application

P.M. FACILITATORS:

Nathan Winters, Arkansas Rehabilitation Services

Mark Manus, Office of Skills Development

A blurred background image of two business professionals in suits. One person is holding a tablet, and the other is holding a pen, suggesting a collaborative work environment.

NETWORKING BREAK

THINK OUTSIDE THE CYLINDER

Candice Lawrence, Vice President, Programs & Partnerships

Arkansas State Chamber of Commerce/AIA

Executive Director, AR Economic Developers & Chamber Executives

Arkansas Workforce Development Board Member



Cylinder.

How to use the uniqueness of **you** to better serve **them**.



NFL

2023-24 Season

MATCHES

NEWS

STANDINGS

Sun, Nov 5 - Final

Week 9

 Bills

18

 Bengals 4

Sun, Nov 5 - Final

 Cowboys

 Eagles 4

Sun, Nov 5 - Final

 Cardinals

 Browns 4

Week 9

0

27

Sun, Nov 5 - Final

 Giants

Week 9

6

20

Week 9

27

13

Sun, Nov 5 - Final

 Commanders 4

Week 9

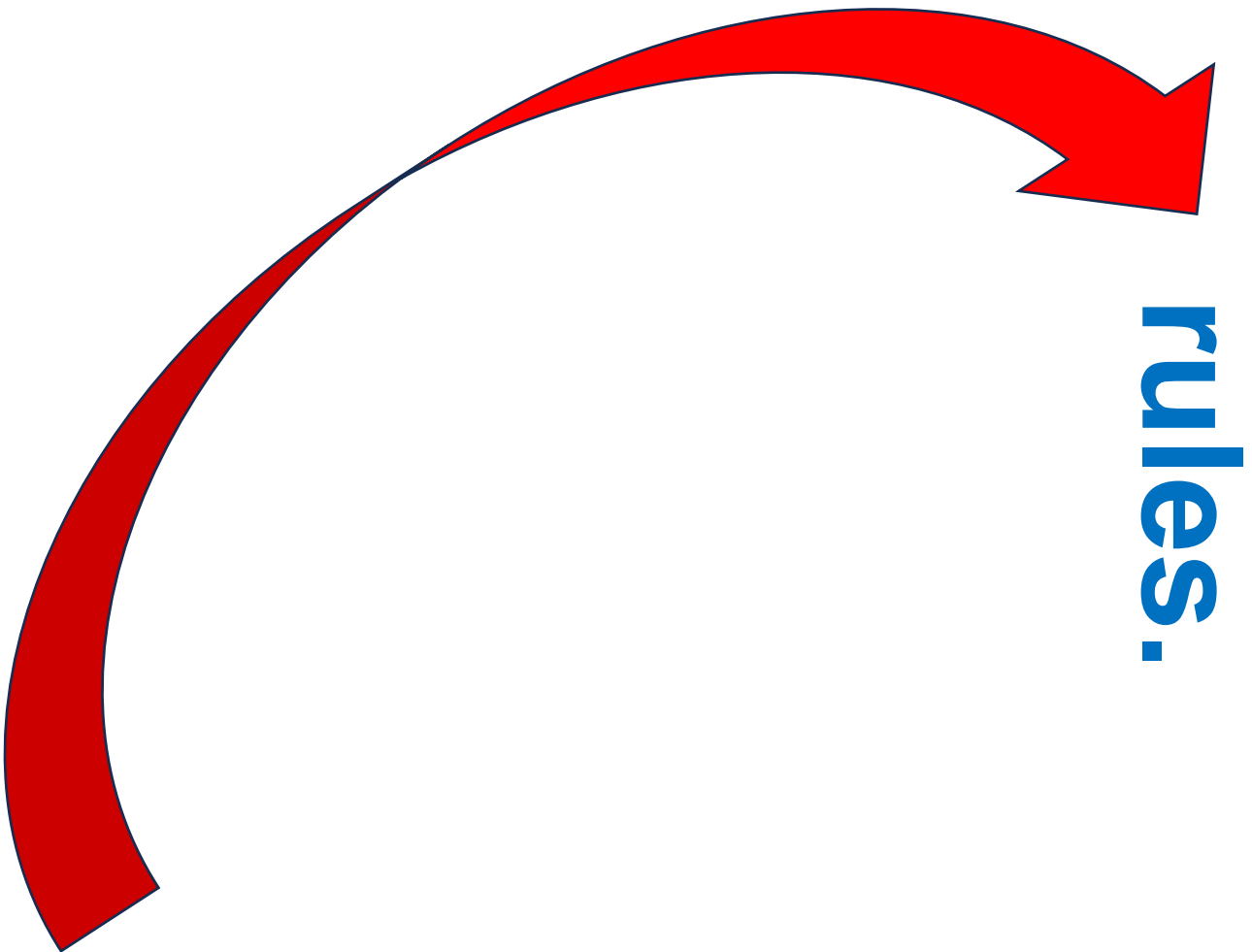
20

 Patriots

17

Arkansas' Workforce

**Here's the
first thing
you need
to write
down:**



**• There are NO
rules.**

**Do you know what works
faster than a Ouija board to
conjure up a haunting from me
after I've passed?**

Print a typo in my obituary.



Lovely.

RECOVERING

Perfectionist.



Write this down, too.

• There are NO
rules.

- **Perfectionism
Prevents**

Perfectionism will hold you back by
masquerading as “excellence”

when you'd be **better served by moving
forward *imperfectly*.**

Perfect Patty



Labor Force Participation Rate

- End of September:

57.8%

Labor Force Participation Rate

It takes

24,088

Arkansans
to increase the
LFPR by





Key Indicators
of Arkansas' State Business Climate

COMPETITIVENESS REDBOOK 2023

Per Capita Personal Income by State (2021)

TABLE 6

State	Per Capita Personal Income 2021	% Change from 2020	Rank
1 Massachusetts	82,475	7.08%	22
2 Connecticut	82,082	5.69%	44
3 New York	76,415	6.95%	24
4 California	76,386	9.19%	1
5 Nevada			
6 Nevada			
7 Washington			
8 Maryland			
9 Colorado			
10 Alaska			
11 Illinois			
12 Wyoming			
13 North Dakota			
14 Minnesota			
15 Virginia			
16 South Dakota			
17 Pennsylvania			
18 Nebraska			
19 Rhode Island			
20 Florida			
21 Vermont			
22 New Hampshire			
23 Texas			
24 Kansas			
25 Delaware			
26 Wisconsin			
27 Nevada			
28 Maine			
29 Montana			
30 Iowa			
31 Missouri			
32 Ohio			
33 Indiana			
34 Michigan			
35 Utah			
36 Georgia	55,289	6.93%	25
37 Missouri	55,159	6.75%	28
38 North Carolina	55,043	7.94%	10
39 Tennessee	54,873	8.02%	9
40 Louisiana	54,435	7.13%	21
41 Arizona	54,301	5.78%	42
42 Oklahoma	53,156	6.07%	40
43 South Carolina	52,074	6.63%	29
44 Idaho	51,379	6.58%	30
45 Arkansas	51,148	7.63%	15
46 Kentucky	50,699	7.74%	13
47 New Mexico	49,320	7.00%	23
48 Alabama	48,608	6.77%	26
49 West Virginia	47,817	6.57%	31
50 Mississippi	45,438	7.49%	17
District of Columbia	96,873	8.34%	
United States	63,444	7.26%	

Source: U.S. Department of Commerce Bureau of Economic Analysis

The difference?

\$12,296

\$12,296

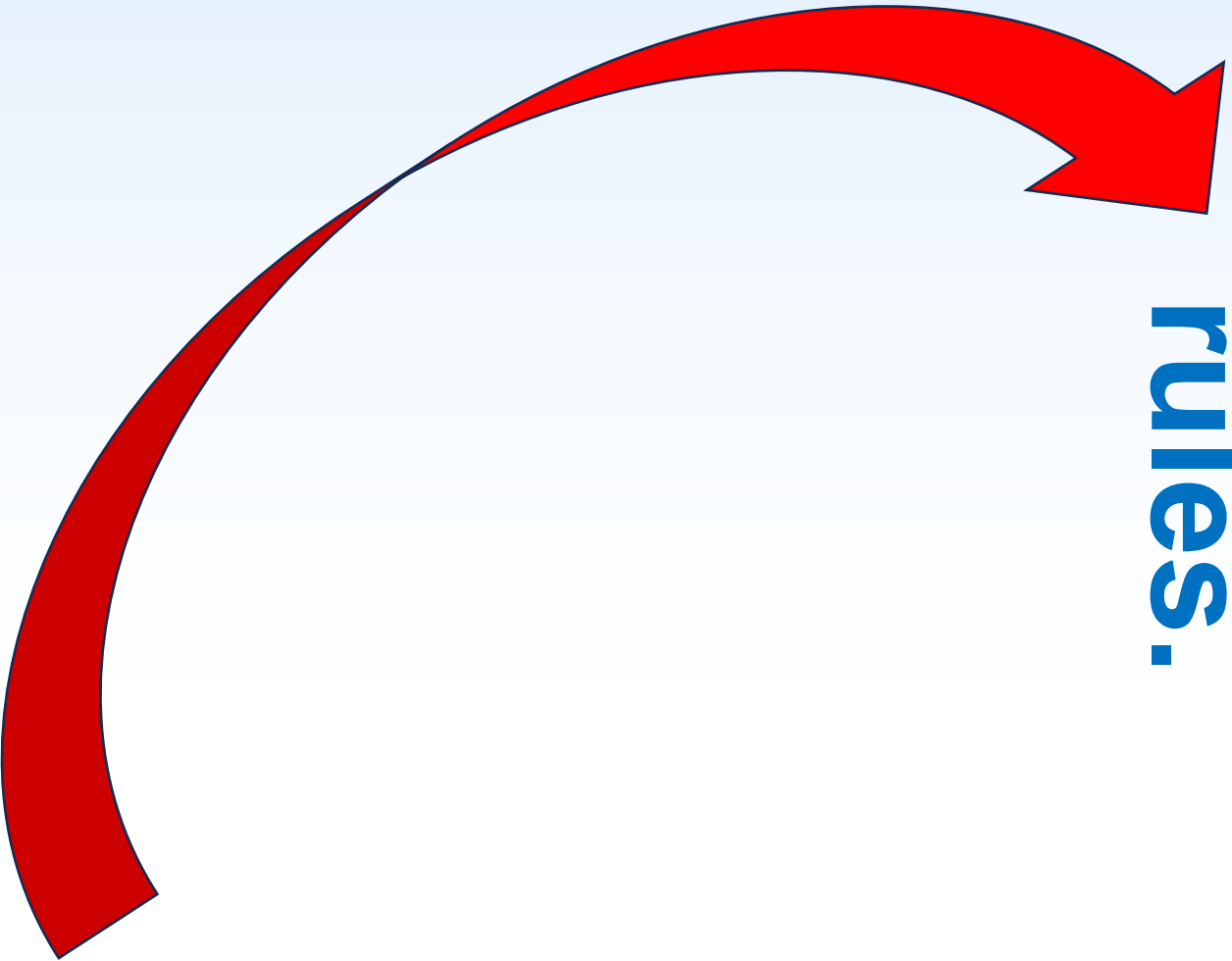
- Family of 2: \$24,592
- Family of 3: \$36,888
- Family of 4: \$49,184
- Family of 5: \$61,480
- Family of 6: \$73,776
- Family of 7: \$86,072
- Family of 8: \$98,368

We need

creative

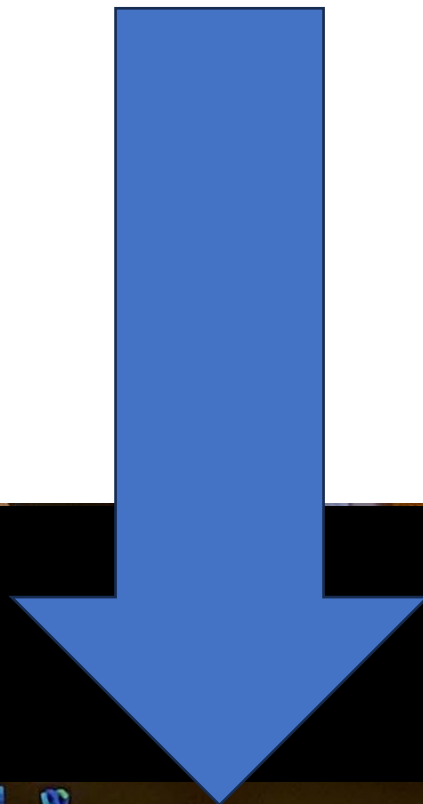
Solutions.

• There are **NO**
rules.



Remember:

My daily view:



Spare
change
adds
up!

My time
is
expensive.

Let me
think
about
that.

#grititdone
!!!

Be like
Deion.

This feeling
is
For Now
not
Forever!

Be a Honda
civic alone
or a
Formula 1
w/community

This aint
fun, but
watch
me get
it done.
-Jackie Robinson

Fear gets
a voice
not a
Vote!

What if...

- You made certain that your team met every week—and although the meeting was consistent, the content always included an element of surprise.

Contest ideas:

- Who can talk to the most new people about employment opportunities or the services you offer
- Fastest one to talk to **10** people outside the office
- Free coffee or pass-around trophy for the week

Marketing ideas:

- Wear a button. Ask for a photo. Post it.



I am a matchmaker!

I connect employees to
awesome careers.

Ask me how I do it!!

Button/sticker-wearing contest ideas:

- Capture how many different conversations you have with people.
- Capture how many people will take a photo with you wearing the button.

#GamesWork!

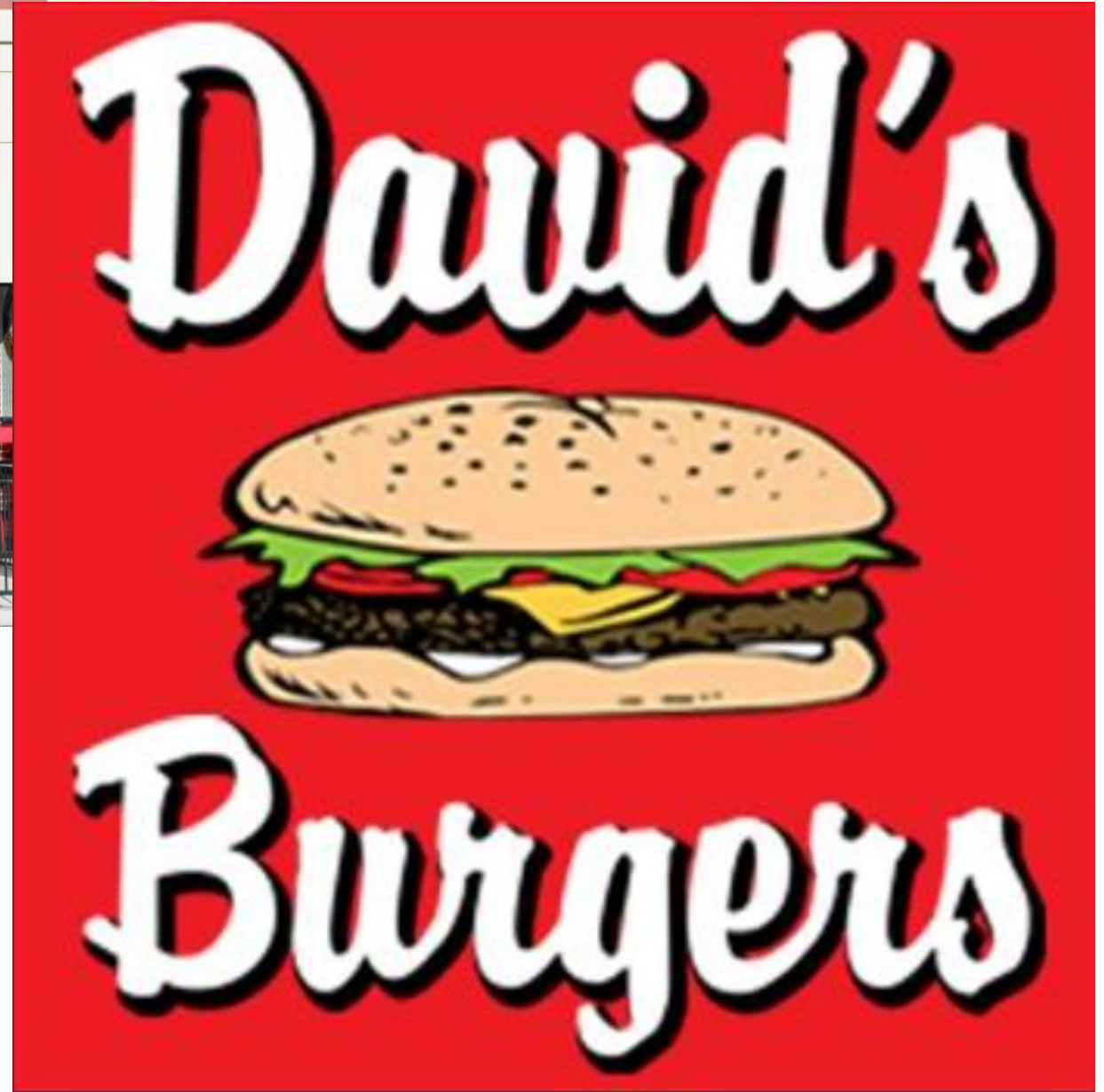
Team Challenge:

- During your weekly meeting, team challenges are assigned.
 - Sally-compliment
 - Jorge-talk about job outside your typical environment.
 - Bracket

#GamesWork!



Be weird.



**When you give people
what they want, they will
want to do business with
you.**

Innovative strategies:

- Check out the exterior of your building
- Mystery shop
- Guest speaker at your staff meeting

**Motivated Teams
Produce Results.**

**Make it fun for your
employees to come to
work.**

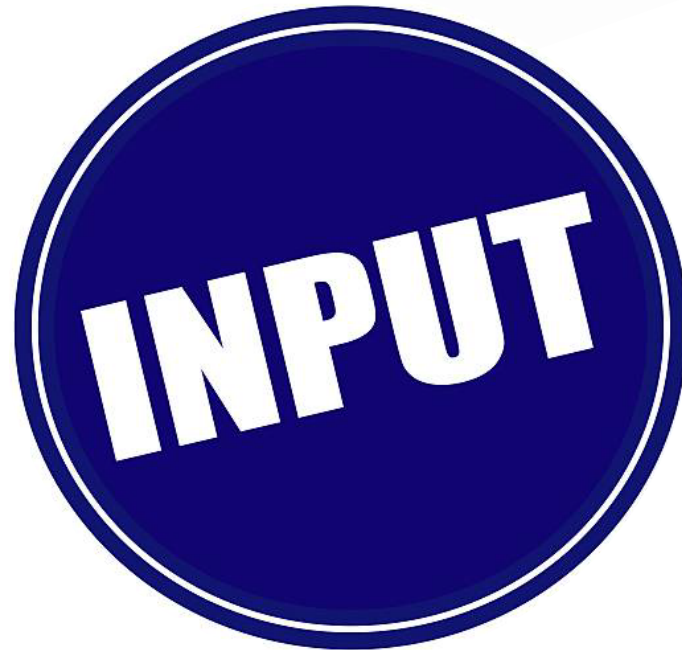
What if...

- You had a guest speaker at your staff meeting once per month that provided motivation or taught a leadership topic?

To change the



**You have to
change the**



Innovative strategies...

- T-shirt decorating
- Leadership podcast
- Wear them on Workforce Wednesday

Innovative strategies...

- Workforce caroling:
- We're your workhorse for workforce.
Post your jobs with us! We have the best choices, and we'll lift our voices. Our great service is a plus!

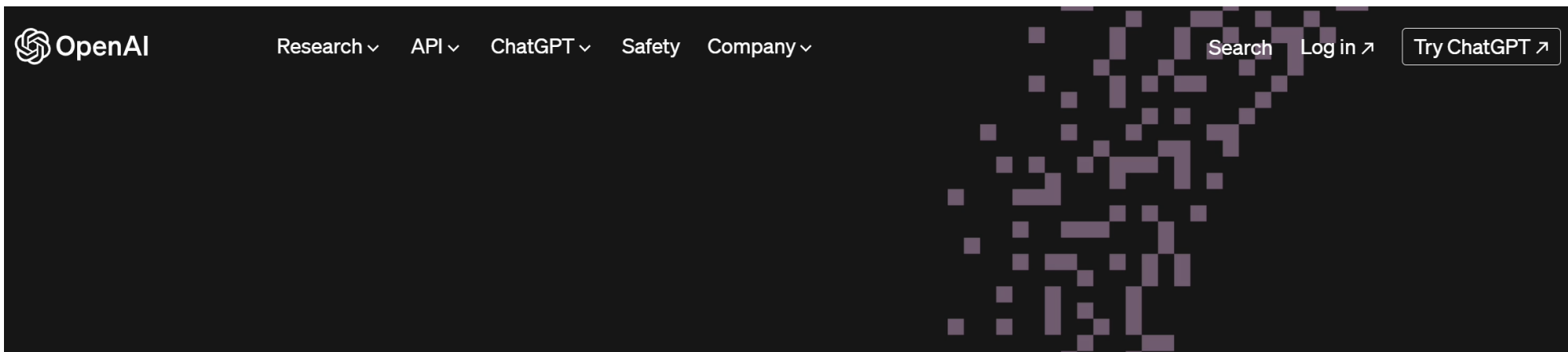
**The change starts within
each of you and will
radiate out to your team.**

Positivity jar

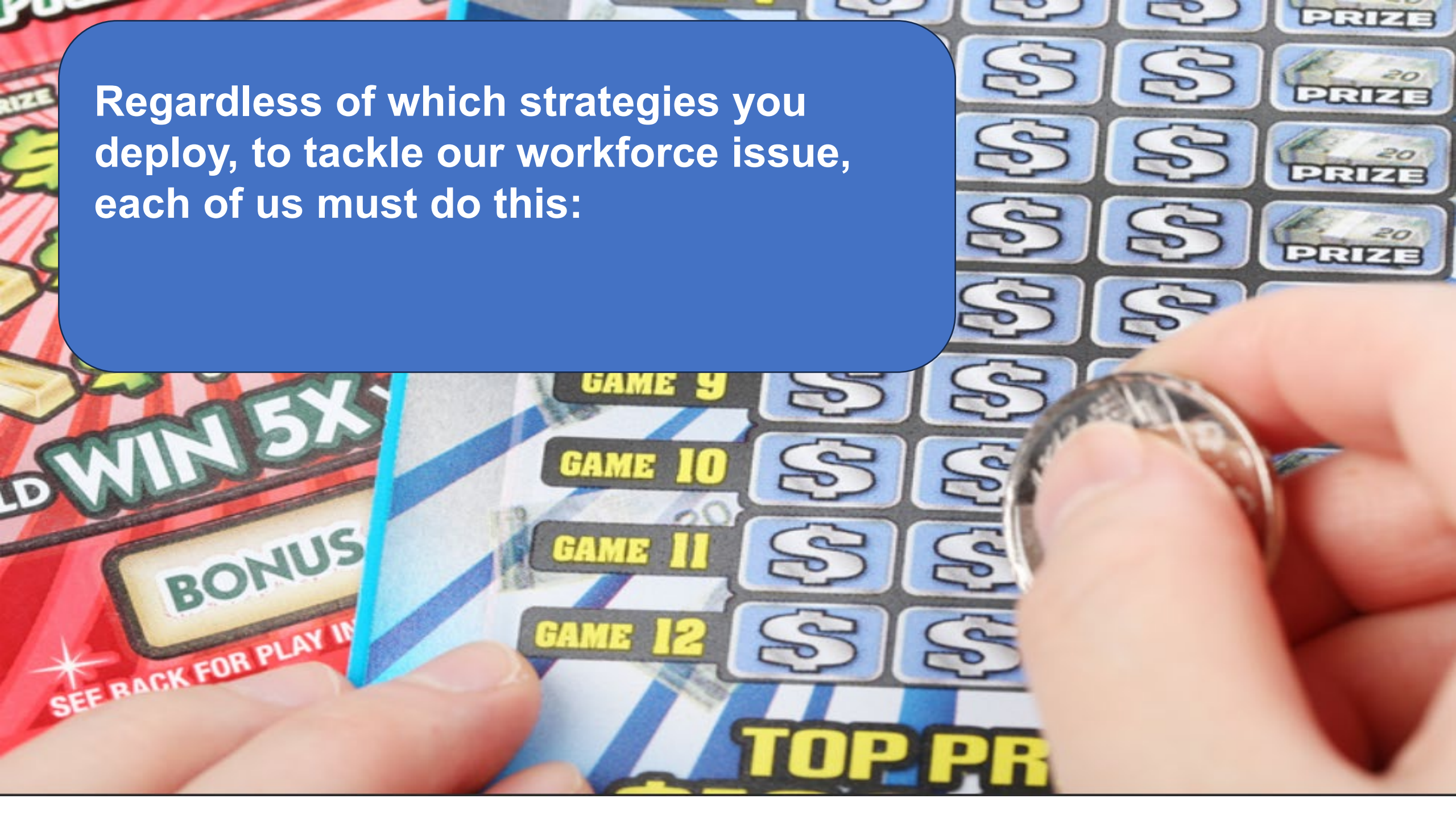


Your hidden team member:

Chat GPT: openai.com



Regardless of which strategies you deploy, to tackle our workforce issue, each of us must do this:





Candice Lawrence:
501.650.0038
Candice@aedce.org




Reach out for:

- Team motivation
- Book recommendations
- Podcast recommendations
- Help in brainstorming
- Sharing ideas!



A. MACEACHERN

A blurred background image of a conference room. In the center, a large, bold, black "Q&A" text is overlaid. The background shows a group of people in business attire, with several individuals raising their hands, suggesting an interactive session or a Q&A period. The room has large windows in the background, letting in bright light. The overall tone is professional and collaborative.

Q&A

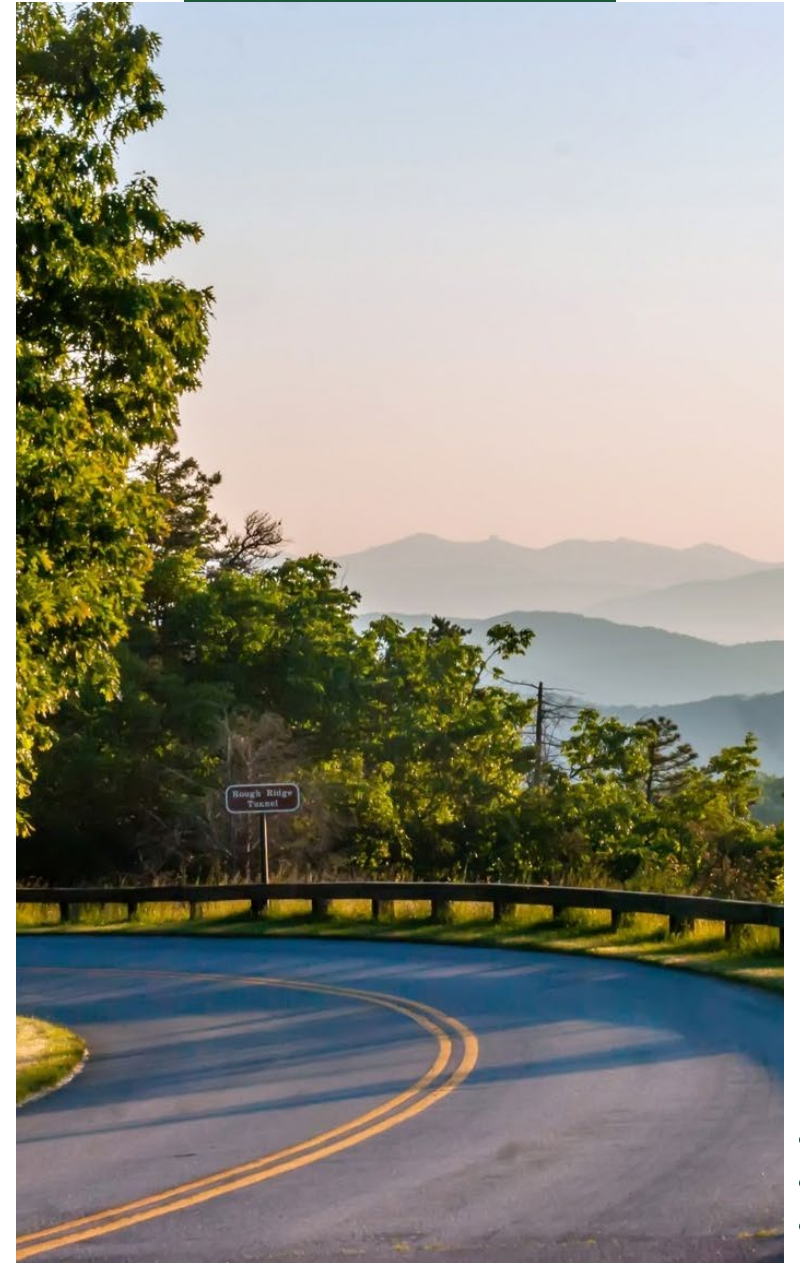
NAVIGATING THE PATH TO WORK-BASED LEARNING (THE ROAD LESS TRAVELED)

**Cora Easterday, Business Engagement Coordinator
West Central Arkansas Planning & Development District**

**Maria Brady, Multi-State Navigator/WIOA SME
USDOL-Office of Apprenticeship**

THE ROAD TO WORK-BASED LEARNING

“The Road Less Traveled”



Employers Want OJT

In the context of hiring and workforce development, it becomes evident that employers highly value and actively seek out candidates who have undergone on-the-job training, recognizing its pivotal role in ensuring that individuals possess the practical skills and real-world experience essential for success in the workplace.

We Currently Focus on Institutional Training

We have traditionally prioritized institutional training, and while we will maintain our commitment to it, we are now looking to enhance our approach by integrating work-based learning as a complementary component.

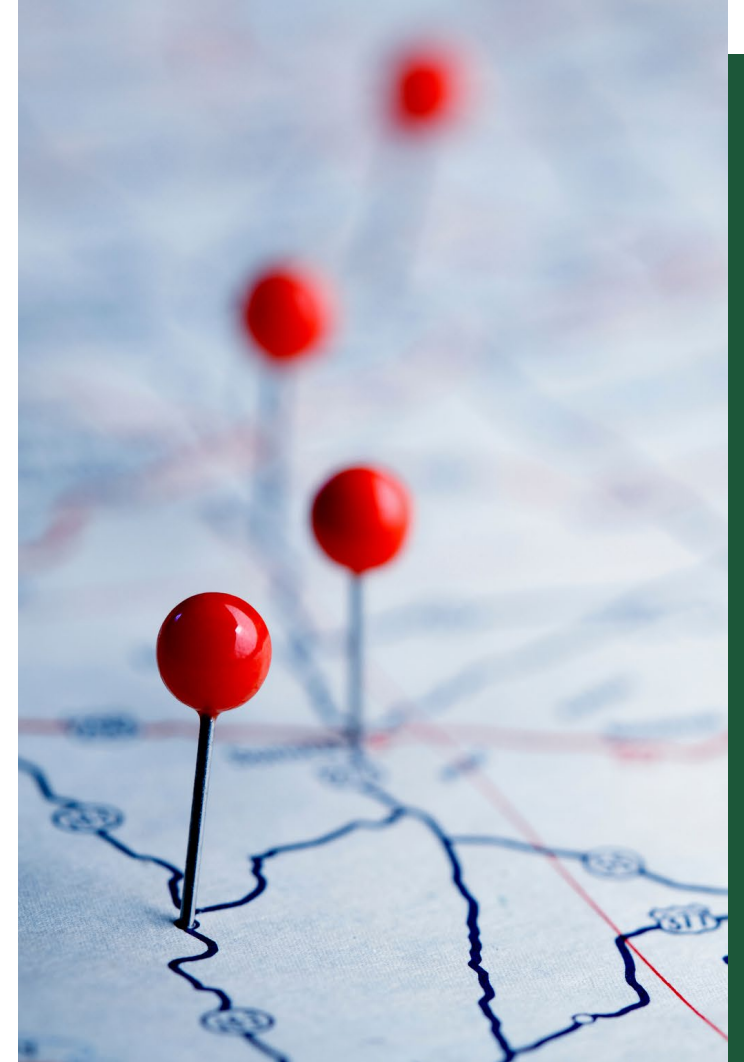
Work-Based Learning Must be Offered

The inclusion of work-based learning is necessary to fully utilize our awarded funding amount.



Guided Tour of Our Journey

- 01 Identified Need
- 02 New [OA] Leadership
- 03 Introduction to OA MSN
- 04 Review of Existing OJT Policy
- 05 The Game Changer
- 06 Collaborative Process
- 07 Eureka! (almost)

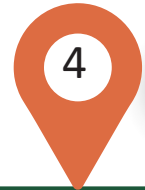





Collaboratively, we initiated the policy development process, with active participation from our one-stop operator who offered valuable feedback.

Maria offered her support to revamp our OJT Policy, aligning it with our broader efforts to enhance Work-Based Learning programs.

Cynthia McLain's appointment as the new State Director for the Office of Apprenticeship sparked our renewed exploration of registered apprenticeship programs.



After six revisions, we have crafted something that instills a sense of pride within us.

There's a notable distinction between "regular OJT" as a standalone activity and OJT integrated into a RAP - a true game-changer. 

Shortly thereafter, our One-Stop Operator informed us that "Maria Brady" had expressed a willingness to address any inquiries or concerns we might have regarding the Eligible Training Provider List (ETPL).

This initiative started with recognizing the need for work-based learning, driven by employer feedback and reduced funding.

- Regular or standalone OJT
- OJT as part of a RAP
- Customized Training
- Incumbent Worker Training
- Cohort-Based Training
- Bulk Contracting

~~ITA~~

West Central Arkansas Workforce Development Board
Larry Carr, Chairman
P O Box 6409, Hot Springs, AR 71902

Policy & Procedural Guidelines for WIOA Training Services and Contracting for WIOA Training Services

Purpose:

The purpose of this policy is to provide staff with information and guidance on types of training services that may be supported with WIOA funds from the West Central Arkansas Workforce Development Area (WCAWDA) for WIOA-eligible Adults, Dislocated Workers, and Youth, as appropriate. This policy is also intended to provide staff with information and guidance needed to develop and administer contracts, including contracts for on-the-job training (OJT) – whether for “regular” OJT or OJT as part of a Registered Apprenticeship program (RAP), customized training for employers to include incumbent worker training, and cohort-based training to include bulk training that supports the related instruction component of a RAP. The training services appropriate for contracting are to be contrasted with training supported by an Individual Training Account (ITA).

Historically, the utilization of OJT has been quite limited in the WCAWDA, with the majority of WIOA training dollars supporting various work experiences and institutional types of training. However, the WCAWDA and West Central Arkansas Planning and Development District, WCAWDA’s service provider and contracting entity, recognize the value of OJT, including OJT that is part of a RAP. Therefore, this policy and procedural guidance significantly expands the work-based learning opportunities for the WCAWDA, its staff, local businesses, communities, and

West Central Arkansas Workforce Development Board
Larry Carr, Chairman
P O Box 6409, Hot Springs, AR 71902

1. Participants training in accordance with the job training plan in the contract.
2. Contract dates including participant's beginning and ending dates.
3. Time and attendance documentation.
4. Wages paid to trainee.
5. Trainee monitoring.
6. Other areas as determined necessary.

A staff person other than the staff who negotiated the OJT contract will perform the monitoring.

Larry Carr, Chair

Date

Approved on: _____

Attachment: Contracting Template

**Some
Work
Left To
Do**

Looking Ahead



01

Conclude the development of the Work-Based Learning Policy **template** with a focus on meticulous attention to detail, thorough content validation, and a commitment to aligning it seamlessly with organizational standards, ensuring its readiness as a comprehensive and professional resource.

02

Executing the policy by identifying candidates for employers interested in starting a Registered Apprenticeship program (RAP) or initiating a standalone On-the-Job Training (OJT) program.

03


Repeat the process with our Work Experience Policy.


QUESTIONS?




THANK YOU!


Cora Easterday

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CLOSING REMARKS

Eddie Thomas, ADWS Deputy Director
Dr. Cassandra Williams-Stokes, DSB Director