

Building A Positive Profile to Better Connect Job Seekers to Good Jobs

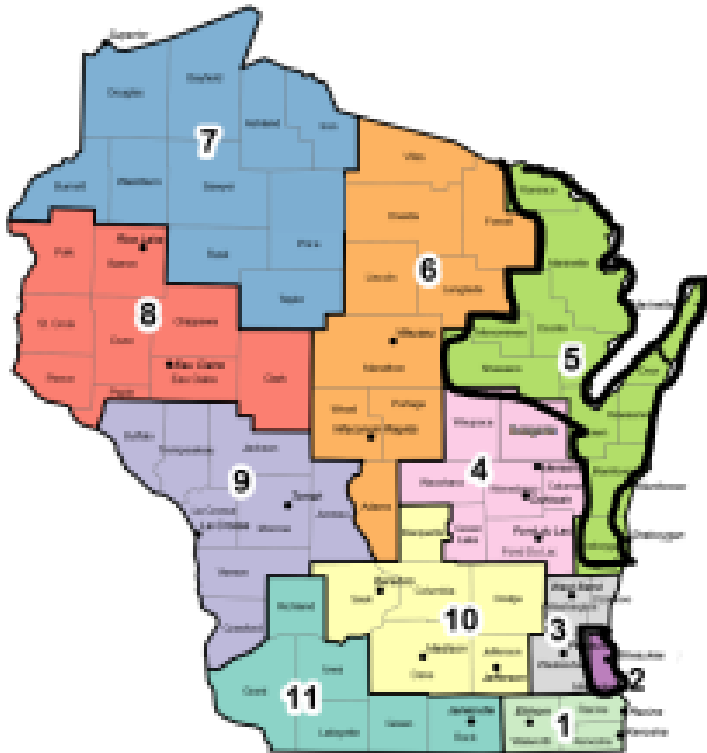
The Worker Connection Program

May 2023



The Worker Connection Program

Facilitate connections across the workforce system and local communities to:



WDA 5:
Bay Area

WDA 2:
Milwaukee

Amplify

Expand

Activate

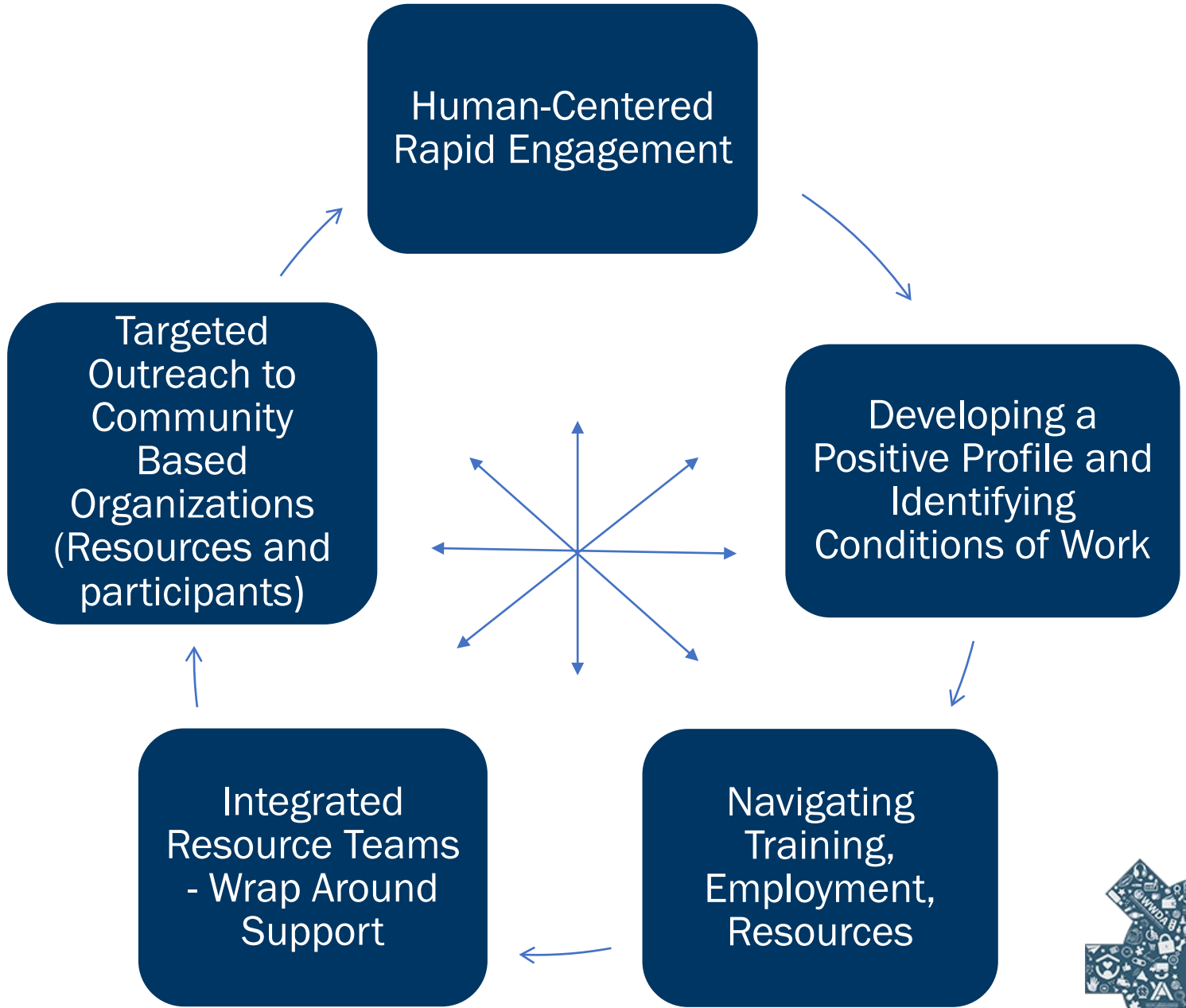
Engage 2500 people and navigate to services to meet career goals. Training funds for 500.

Piloting: Outreach Strategies, Service Delivery Professional Development, Local "Informed Choice" and Navigational Assistance Tools.

Goal of Data Project: Evaluate what worked, use information to determine whether to expand.



Worker Connection service delivery model serves individuals in the context of their lives, adjusted real-time to the context of the moment.





Targeted Outreach: To individuals and organizations

- Use research to determine who would benefit from the program and how best to reach them.
 - Reviewed the 2021 Current Population Survey from Illinois, Iowa, Michigan, Minnesota and Wisconsin to determine our target populations.
 - Build off lessons learned from the PROMISE Grant
 - Created work groups to plan ahead
 - WDA 2: Team-led, by special population
 - WDA 5: Individual/small group by geography
 - Build partnerships for collaboration





Target Groups

- Target Groups
 - No high school degree
 - Long-term unemployed
 - Believe there is no work available
 - Last worked in accommodation and food services
 - Unmarried minority men
 - Female parents
 - Rural areas
 - Homeless
- Community organization partnerships
- Career navigators



Building Partnerships

No High School Degree

- Alternative programs
- GED programs
- Literacy Councils

Housing Insecure

- Shelters
- Food Banks
- Street Outreach Teams
- Transitional Living Programs

Justice Involved

- Probation & Parole offices
- Community release programs

Outreach Events

- Ethnic Festivals
- National Night Out Events
- Community/Neighborhood Gatherings
- Resource Fairs



Human-Centered Approach

- Rapid engagement to meet people where they are.
 - Staff Training
 - Universal Application of Guided Group Discovery
 - Markle Human Centered Coaching
- Employment plans are a living document. They change as more is discovered.
 - Case Noting
 - Positive Profile and Conditions of Work
 - Career Clusters and Employment Goals
 - Action Planning



Developing a Positive Profile

- Engage in conversations around what one can do and what one needs to be successful at work
- Strength based planning requires us to think about what is possible

Build a Positive Profile

Interests	Talents	Personality
Skills at home	Skills at school/work	Skills in the community

Identify Conditions of Work

What needs to be present or not present for success?

Transportation, time, location, culture



Navigating Services and Support

- Explore and provide curated resource options that fit the individual's needs
- Facilitate locating resources
 - Understanding expected benefits and the process needed to access.
 - Supports needed to engage in the resource.
 - Knowledge gathering and sharing for system improvement.



Match to Good Jobs

What is a good job?

- The Departments of Commerce and Labor have partnered to identify eight principles for a shared vision of job quality
 - Recruitment and Hiring
 - Benefits
 - Diversity, Equity, Inclusion and Accessibility
 - Empowerment and Representation
 - Job Security and Working Conditions
 - Organizational Culture
 - Pay
 - Skills and Career Advancement



Match to Good Jobs

- **WorkAdvance:** an evidence-based, sectoral-focused advancement program, designed to find and fill good jobs, serving workers and employers alike.
 - Combines elements of sector-based initiatives with post-employment retention and advancement support
 - Higher wages and employment levels for participants appear to be the result of providers success in delivering the following:

Training in
a sector
with strong
local
demand



High rates of
completion
and receipt of
credential



Placements in jobs that
provide better wages
and benefits than
individuals could obtain
on their own



Let's put this into practice!



- At your tables you have a profile.
- Read through the profile and begin to build a **Positive Profile** and identify their **Conditions of Work**.
- **Group Discussion**.



Let's put this into practice!



- Relate the positive profile and conditions of work to the local labor market.
- On your tables you will find labor market resources.
- Match your profiles and conditions of work to career paths.
- **Group Discussion.**



Questions?

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