

Central Pennsylvania Workforce Development Corporation CPWDC Research and Development Department & WorkKeys – WIN Remediation

CPWDC Research and Development Department

Description: This project allowed the CPWDC to expand revenue and resources by developing an economic development/labor market research capacity that serves a total of six Workforce Investment Boards across the state, serving about half the counties (31) in the Commonwealth. The R&D department provides industry cluster, labor market, occupational information, research reports (e.g: aging workforce; post secondary education access etc.) economic development support and a whole range of other research support information to these WIBs. The goal is to develop templates and formats for tracking, researching, analyzing and reporting this type of information in a uniform manner so that the data will be associated with or to a local WIB. The CPWDC produces this information but uses the logos and color schemes of the other WIBs – suggesting that each of these six WIBs has their own R&D capacity and can produce relevant and meaningful information. The CPWDC group provides these WIBs with Economic Development information that can be used to assist local agencies in the process of attracting companies to their area. This research could include a range of information from radial analysis, education levels, and other demographic data. The ultimate goal is for each of these WIBs to use and distribute this information to the broader education and economic development community in order to position the WIBs as the primary resources for labor market and economic development research and analysis.

This project has allowed the CPWDC to increase our own R&D capacity as well as provided the resources to purchase and maintain some of the most cutting edge labor market and mapping software on the market – Demographics Now, EMSI, and Harris Selectory.

Funding: Each of the six WIBs contributes \$10,000 annually. In addition we secured \$50,000 from the State Department of Community and Economic Development and an additional \$30,000 from two regional economic development organizations. Several of the participating WIBs have been able to generate their fees by asking local economic development agencies to contribute.

Examples of the Research can be found at www.cpwdc.org. *There are two additional documents. The first is an annual report for the CPWDC (which all the boards receive detailing the work and hours dedicated over the last year. The second is a paper describing the initiative that was used to secure funding and partners.*

WorkKeys – WIN Remediation

Description: In 2006, the CPWDC became an official Value Added Reseller for ACT's WorkKeys Assessment System. In addition, the CPWDC also purchased site licenses for the World-Wide Interactive Network (WIN) which is a WorkKeys based remediation software system. The CPWDC has two desired outcomes from using WorkKeys: 1) to improve the ability of the One-Stop system to assess and remediate job seekers in order to improve the overall relevance of the system to employers; and 2) to use the WorkKeys as a primary engagement tool between the WIB and employers and generate fee from services. In September of 2006, the Commonwealth granted the CPWDC a WIA waiver ensuring that there would be no obstacles to the CPWDC's ability to fully implement the WorkKeys system. While the CPWDC will not be operating the WorkKeys – WIN system in the One-Stops we will be heavily involved

with the Job Profiling, testing, scoring and reporting. The WIB will also be issuing certificates to job seekers that have passed the WorkKeys assessment.

On many levels the CPWDC is viewing WorkKeys and similar systems as the future of the One-Stop system. The One-Stop staff must evolve from being the providers of all services to being systems operators that become experts on using tools such as the WorkKeys and the WIN. The goal in the One-Stops is to increase the overall efficiency of the system by defining aspects of core and intensive services in terms of the assessment and the corresponding remediation. The CPWDC is working through the first “fee-for-service” employer project and has several proposals currently being considered by regional employers.

Funding: The Commonwealth provided the CPWDC with a large degree of funding flexibility in implementing this model across a nine county area. Through a number of transactions, the CPWDC was able to use 10% money as well as other resources from the state to set up this program. We believe that the state is recognizing the value of using an assessment tool in this manner. On the employer side the goal will be to have fees cover the project fully and all costs associated with the use of this model for employers. In the One-Stop the goal is to divert Title I funds to the WorkKeys and WIN, and over the long-term with significant marketing to employers also offer WorkKeys to schools districts and to individuals (for a fee) that may not qualify for Title I funding. We are also using WorkKeys within our Title I youth programs and TANF programs.