

**2023
HOUSINGIOWA
CONFERENCE**

**Building Pathways to
Stability through
Employment for Formerly
Homeless Individuals**

IOWA WORKFORCE DEVELOPMENT

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Serving Iowans.

IowaWorkforceDevelopment.gov



BUSINESS ENGAGEMENT

New IWD Division formed at Governor's direction to make it easier for businesses to get help.

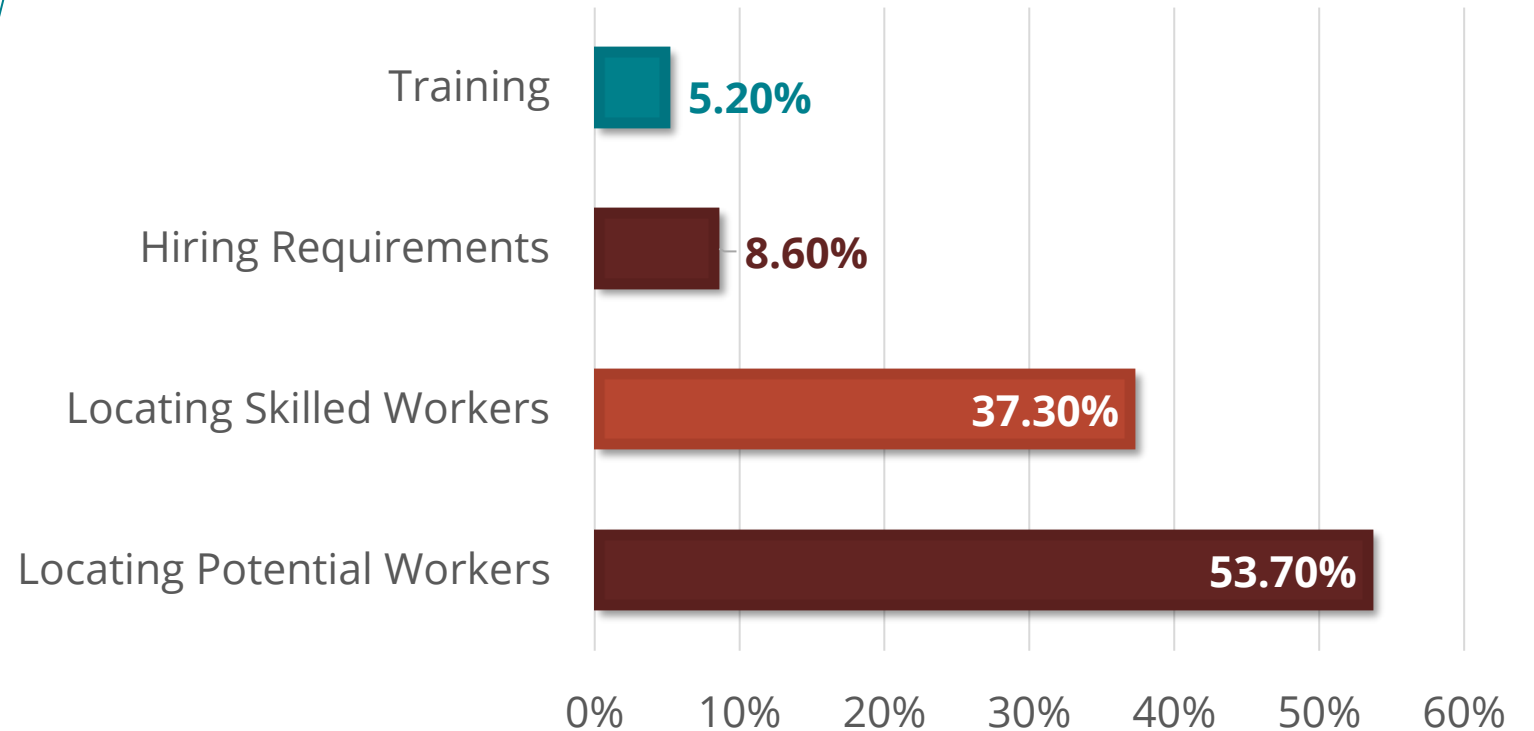
- One stop shop for employers.
- One-on-one assistance.
- Long-term partnerships to solve problems.

Launched with 100-day outreach to employers.

- Companies with at least 50 employees & little to no recent IWD engagement.
- **2,697** visits (Sept – Dec 2022)
- **3985** employer visits (Jan 1 – Aug 4, 2023)

What We Learned:

MOST COMMON EMPLOYER CHALLENGES



BUSINESS ENGAGEMENT

What We've Learned:

Companies overwhelmingly are pleased to have state resources actively participating alongside them to solve workforce challenges.

Evapco, Lake View

Company connected with more than 100 high school students after IWD invite to manufacturing event.

Bruin Manufacturing, Marshalltown

The company long had struggled to find job applicants. Then, during 100-day visits, IWD's Business Engagement Consultant showed Bruin leaders how to post jobs on IowaWORKS and market positions on Facebook.

Result: In three days, the company **received 50 applicants** for a previously hard-to-fill position.



Highlights of first 100 Days

Home Base Iowa



- Unique initiative helping make Iowa the **premiere destination for Veterans transitioning back to civilian life.**
- Public-private partnerships to **increase commitments to hire Veterans.**
- Strategies and incentives to help **local communities attract Veterans** (and their families) to the local workforce.
- **New web portal** (Spring 2023) helps Veterans access specialized IowaWORKS services more easily.



By the Numbers (Current)



More than 2,000
designated HBI businesses



124 designated HBI
communities



297 Veterans and Spouses
Assisted with Employment in 2022

RAPID GROWTH IN REGISTERED APPRENTICESHIP

Iowa surpassed a **record 10,000 active apprentices in Nov. 2022.**

- 5,402 new apprentices last fiscal year.
- 163 new programs – **highest number of new programs in the country.**
- 890 different programs now available across the state.
- Still Growing.



SIGNED: STATE APPRENTICESHIP AGENCY (SAA)

State Apprenticeship Agency (SAA)

- Greater flexibility to set direction for state's leading Registered Apprenticeship (RA) Programs
- Greater access to apprentice and labor force data, allowing Iowa to be more responsive to employer needs
- Streamlines processes and creates more opportunities for innovation
- The Iowa Office of Apprenticeship would be established within IWD, leveraging existing staff to oversee program development, compliance, business engagement, and grant management.
- SAA would also establish a state-level advisory board with members from multiple industry sectors.



GETTING THE MESSAGE OUT

Agency Communications channels include:

- *News Releases and interviews*
- *"Mission: Employable" podcast*
- *Webinars*
- *Public awareness campaigns*
- *Social media platforms*
- *Newsletter*
- *Digital video and YouTube*

IWD continues to **expand its platforms** to educate lowans about workforce initiatives, opportunities, and success stories.



150+ episodes
Over 30,000 downloads

Ep. 153
NEW YEAR, NEW BUSINESS SOLUTIONS!

Video Podcast

LIKE AND SUBSCRIBE

MISSION: EMPLOYABLE

The graphic features three circular inset photos of podcast hosts in a studio. The background is blue with white and teal accents. The text is in white and black, with 'NEW YEAR, NEW BUSINESS SOLUTIONS!' in large, bold letters. A black button with white text says 'Video Podcast'. A yellow bell icon is next to 'LIKE AND SUBSCRIBE'. The 'MISSION: EMPLOYABLE' logo is in the bottom right corner.

Spotlight:
Mission: Employable Podcast

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