

Improving Center Processes to Increase Training Access and Enrollments

- Why?

- Six Strategies

- Go LEAN

Why Centers Must Increase Training Access and Enrollments

5 strategic drivers:

1. The Reality of the Recession and the Route to Recovery
2. Too Few Jobs, Too Many Seekers
Increased Duration of UI Claims
3. Customers Need Family-Supporting Wages, Not Just Jobs
4. Employers, Regional Economies Need Skilled Workers to Recover
5. Expectations for More Investment in Training

Six Seismic System Shifts!

- 1. Envision a “Good Jobs for All” Workforce System**
- 2. Redefine Unemployment Insurance As a Time to Skill-Up, Not Just for Work Search**
- 3. Increase the Number of Center Customers Converting to Training Services**
- 4. Invigorate Workforce and Education Partnerships to Create an Ever-Upward Career Pathway**
- 5. Redesign and Repurpose Business and Employer Services**
- 6. Prepare to Meet New Performance Expectations**

6 Strategies to Increase Training Access and Enrollments

1. Increasing Offerings and Availability
2. Transforming Center Culture to Value Both Skills and Jobs
3. Setting Center Goals for Increased Training
4. Promoting Training at Every Step, Continuously
5. Embedding Training Access into the Center Customer Flow
6. Streamlining Processes to Make Training More Accessible

Strategy 1:

Increasing Training and Skill Offerings and Availability

ARRA Contracted Training:

- ➔ Insufficient Supply
- ➔ New, Emerging Demand
- ➔ Responsiveness

Responsiveness:

*Why Do Some Customers
Not Choose Training?*

Demand = Supply?

Procure Responsiveness:

- Non-semester
- Credit for prior learning
- Completion upon competency
- Interim credentials
- Just enough
- Concurrent basic skills, ESL
- In/Out Labor Market
- Diverse learning styles
- With work experience
- Distance learning

Strategy 2:

Transforming Center Culture to Value Both Skills and Jobs for All

Organizational Culture:

✓ “The way we
really do things around here”

✓ Learned:
Lore and Lessons of the Past

✓ Achieve Stability
in a Sea of Change

✓ Force Fit the
New within the Old

Transforming Center Culture

→→→ Cultural Shifts →→→

Programs → Services

Compliance → Responsiveness

“Training” Staff → All Staff

Jobs → Jobs and Skills

Exclusive → Inclusive

Many Steps → Easy

UI Work Search → And Training

Strategy 3:

**Setting
Center Goals for
Increased Training**

Three Goals:

1. Meet required
expenditure rates
2. Increase number of
Center customers in
training services
3. Convert more Claimants
to training services

Strategy 4:

**Promoting Training
at Every Step,
Continuously**

All staff at
each and every contact,
using
every available method,
repetitively and
continuously
promote training

In-Center Promotion:

- ✓ Customer invitations
- ✓ Front-desk arrival
- ✓ Telephone inquiry
- ✓ “Point-of-purchase” advertising
- ✓ Group meetings
 - ★ orientations
 - ★ rapid response
 - ★ job search workshops
- ✓ One-on-one meetings

Promotion Principles

★ Can't sell:

- what don't believe
- what don't know

★ Specific sells

★ Need collaterals

★ Full benefits bundle

★ Right offer, right time

Are you promoting all of the benefits of training?

- ✓ Get a better job at better wages
- ✓ Increase your job-getting odds in a tough (very competitive) economy
- ✓ Improve your skills while you look for a job
- ✓ Capture the opportunity for a new career and do something you've always really wanted to do

- ✓ Tell your friends you are a student, not that you are unemployed
- ✓ Use your time on Unemployment Insurance to invest in the future
- ✓ Choose training that is right for you---it doesn't have to be like school
- ✓ Apply today for available financial aid---before the money is gone

Strategy 6:

Streamline Processes

- ✓ Eliminate unnecessary steps
- ✓ Ensure all steps add value
 - ✓ Eliminate “paper work”
 - ✓ Reduce cycle-time
- ✓ Drive down decision-making
- ✓ Improve conversion ratios

LEAN Manufacturing Principles

> **↑ Add Value ↑** >

< **↓ Eliminate Waste ↓** <

💣 *Don't Have To: Don't!*

💣 *Have To: Minimize!*

 <  Eliminate Waste  < 

 Telling, Not Initiating

 Multiple Staff Handoffs

 Unnecessary Customer Visits

 Testing for Motivation:
Too Much Homework

 Paper Files, When Not Needed

 Documentation Beyond Needed

 Duplicative Assessments

 Long Approval Processes

Best Bets!