



Region One

Workforce Development Board Partnership

Serving the Southeast Louisiana parishes of: Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, St. Tammany

EXECUTIVE SUMMARY

July 1, 2016, through June 30, 2020

Region One's Demand-Driven 4 Yr Workforce Innovation Opportunity Act (WIOA) Plan

The Region's WDBs work together to strategically invest in high growth/high wage industries, leverage funds beyond WIOA dollars, develop systems and not "stand alone" programs, work closely with all One Stop partners and other entities that can contribute to the development of the workforce, and be proactive, not reactive.

Regional Workforce Development Priorities

1. To provide relevant and value-added services to businesses and jobseekers
2. To prepare the workforce to meet the current and future needs of businesses
3. To serve as a center for workforce innovation
4. To promote effective regional alignment, collaboration, and partnerships

Regional Impact

Members served by the Business and Career Solutions Centers average \$6,817.92 or 22% more in average new hire wages

**More than 125,000 visits to the Centers per year
78,492 Participants Served
Total Regional Economic Impact
\$ 266 Million**

Region One - PY 2014

Total Earnings \$266,054,886.86

	Common Measure Earnings	Common Measure Earnings Annualized	Compared to 2014 Average New Hire Wages (LEHD)	Our Participants Earn More in Wages than the Average Citizen	% Difference
Adult	\$13,983.91	\$37,256.40	\$31,212.00	\$6,044.40	19.37%
Dislocated	\$15,758.52	\$41,984.38	\$31,212.00	\$10,772.38	34.51%
NEG	\$13,099.07	\$34,898.98	\$31,212.00	\$3,686.98	11.81%
Youth	\$5,888.92	\$15,689.46	\$14,895.00	\$794.46	5.33%

Regional Economic and Workforce Information Analysis

In the most recent assessment in 2013, Region One generated a Gross Regional Product (GRP) of \$73.42 billion, representing 31.2% of the State's total GRP of \$234.68 billion. The top revenue producers in the region are Manufacturing (including Petrochemical and Defense), Government, Transportation and Warehousing. The largest employer sectors are Accommodation and Food Service, Government, Retail Trade, and Healthcare and Social Assistance, collectively employing 50.2% of the total regional workforce. The largest employer group, and considered to be a staple of the region, Accommodation and Food Service, employing 74.8K workers, continues to pay the lowest wages of all sectors. In general, service-based knowledge sectors such as, Education, Healthcare, and Accommodation and Food Service, and Professional Services, are expected to be the fastest growing (Jobs) segments of the local economy over the next five years.

Unemployment in the New Orleans metro unemployment rate is 5.3% (February 2016) but there are 22,978 fewer in the labor force than one year ago (Nov, 2015 Y-O-Y Nov, 2014). Only half of this reduction is directly attributable to the loss of jobs; half have left the labor force either due to retirement, discouragement, self-employment or other reasons. Those leaving the workforce for the purpose of retirement cannot be discounted. Much like the rest of the country, the region is experiencing a "Silver Tsunami" with the more than 100,000 of the current population reaching 65+ by 2025.

Regionally Targeted Sectors

Region One - Sector Selection Criteria

- Total job share for a sector
- Total projected number of openings due to growth
- Total projected number of openings due to attrition
- Economic impact
 - Occupations that offer self-sustaining wages
 - Overall total wage impact on the regional economy
 - Overall revenue impact for industry on the region
 - Impact of sector on multiple geographical areas within a region
- Ability to impact priority occupations within a sector

Based on the above criteria, the most significantly impactful sectors for the greater New Orleans regional economy include (1) **Healthcare**, (2) **Construction**, (3) **Manufacturing** and (4) **Transportation/Logistics**.

Figure 4 – Region One Targeted Sectors

Regional Targeted Sectors

Healthcare
 Construction
 Manufacturing
 Transportation/Logistics (Trade)

Emerging
 Information Technology
 Coastal Restoration

Top 10 Occupations of the Target Sectors (by total employment within industry)

Healthcare	Construction	Manufacturing	Transportation/Logistics
Registered Nurses	Construction Laborers	Petroleum Pump System Operators, Refinery Operators, and Gaugers	Heavy and Tractor-Trailer Truck Drivers

Nursing Assistants	Carpenters	First-Line Supervisors of Production and Operating Workers	Heating, Air Conditioning, and Refrigeration Mechanics and Installers
Licensed Practical and Licensed Vocational Nurses	Electricians	Welders, Cutters, Solderers, and Brazers	Operating Engineers and Other Construction Equipment Operators
Receptionists and Information Clerks	First-Line Supervisors of Construction Trades and Extraction Workers	Inspectors, Testers, Sorters, Samplers, and Weighers	Electricians
Personal Care Aides	Operating Engineers and Other Construction Equipment Operators	Maintenance and Repair Workers, General	First-Line Supervisors of Construction Trades and Extraction Workers
Medical Assistants	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	Chemical Plant and System Operators	Plumbers, Pipefitters, and Steamfitters
Dental Assistants	Plumbers, Pipefitters, and Steamfitters	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Laborers & Freight Stock – Material Movers
Home Health Aides	Construction Managers	Laborers and Freight, Stock, and Material Movers, Hand	Electrical Power-Line Installers and Repairers
Office Clerks, General	Painters, Construction and Maintenance	General and Operations Managers	Industrial Truck & Tractor Operators
Medical Secretaries	Structural Iron and Steel Workers	Industrial Machinery Mechanics	Sailors and Marine Oilers

Source: EMSI Covered Employment - 2016.1

Table 12 – Most critical knowledge and skills required – RLMA1

Knowledge In Demand

Customer and Personal Service
English Language
Education and Training
Mathematics
Psychology
Computers and Electronics
Clerical
Administration and Management

Skills in Demand

Reading Comprehension
Active Listening
Critical Thinking
Speaking
Active Learning
Instructing
Writing
Learning Strategies

Regional Workforce Development Activities

The Local Workforce Development Areas and more than 50 partner agencies are engaged in numerous activities to address the identified education and skill needs of the workforce and the employment needs of the employers in the region through a series of strategic objectives and investments:

- Sector Strategies: (Construction Manufacturing, Transportation/Logistics and Healthcare, as well as emerging sectors for Information Technology)
- Regional training coordination (OJT, Registered Apprenticeships)
- Regional online presence to give greater access to Employers and Job seekers
- Regional collaboration through meetings of operations leadership, Board leadership, business services team and partner agencies
- Regional collaboration for leveraging opportunities, such as the regional NEG grant

Strengths and Weaknesses

Strengths	Weaknesses
Dedicated staff that have learned to do more with less. That have learned to capitalize on in-house talent for developing innovations in service delivery	Both reductions in funding and/uncertainty for levels of expected funding are always a weakness/threat.
Strength in the partnership of the four Workforce Development Boards and local leadership. Strong local level interagency partnerships.	Little, and in most cases, no actual funding support from partner agencies partner programs at this time. Need to seek out more opportunities to leverage resources, including through increased co-location.
Mostly positive outcomes in all state and/or federal monitoring/audits	Inconsistencies in the timeliness of responses to technical assistance questions and need for improved communications at all levels.
Strong involvement in regional activities and initiatives, including a regional website to serve as a connecting hub for workforce development activities, projects and resources	As the single largest region, representing between 25 and 33% of the state across all economic indicators, there are a tremendous number of partners (49) that are functioning in the arena of workforce development which makes coordination more complex, but not insurmountable. See list of partners below
Consistently higher average earnings across Adult, Dislocated Worker, Youth and NEG	Need for continuous professional development and additional cross-training across partner

participants compared to average general population earnings	agencies
	Partner agencies, such as Vocational Rehabilitation and Veterans services fall directly under the Louisiana Workforce Commission. Adult Education is a broader network of 11 individual entities that do not fall under a single administrative umbrella creating a need for increased collaboration and performance coordination at the regional level

Ability of the plan to address Employer needs and workforce skill gaps

There are three overarching key areas the region will use to address employer needs and skill gaps:

- Strong Regional approach to meet specific industry demands through strategic solutions
- Greater emphasis on employer-driven and employer-based training solutions
- Creating relevance for the jobseeker to embrace the need to advance their skills and knowledge

Current and Planned Regional Alignment and Collaboration Activities

- ❖ Continue to improve leveraging opportunities among local partnerships to better coordinate partners and services on a regional level
 - ▶ Partner Mapping among the nearly 50 regional partners (showing the specific connections, compliments and geographical overlaps) the partners and the resources.
 - ▶ Sharing information via local and regional websites
- ❖ Leveraging Resources – Share costing
 - ▶ The region will review and recommend shared administrative functions where appropriate, such as the feasibility of shared monitoring costs
 - ▶ Shared cost in marketing and outreach
 - The region is in the final editing stages for the development of a regional business services marketing brochure
 - Secure partner sponsorship for regional business services marketing piece
- ❖ Regional Coordination and Projects:
 - ▶ Customer Service Training (re-institute)

- ▶ Adult Basic Training – opening classes from one area to participants of other areas (initiate)
- ▶ Partnering on re-entry project (expand)
- ▶ Regional Industry Specific Job Fairs (continue)
- ▶ Sharing best practices (expand through the regional business services team)
- ▶ Advanced data set – EMSI as six entity economic development partnership (continue)
- ▶ Jump Start collaboration and guidance (continue)
- ▶ Construction Connection (continue)
 - IT and Hospitality replication (initiated)
- ▶ Regionally support and promote apprenticeships (continue)
- ▶ Region-wide and systematic coordination with graduating classes of all regional and near region training providers (initiate)
- ▶ Regular regional business services meetings (initiated)
 - Include and incorporate partner program business service reps in these meetings
 - Improve communication and coordination to better leverage limited business services resources
- ▶ Seek new and innovative ways to continue to improve regional collaboration through regional activities and projects
 - Formation of regular regional adult education team/consortium (initiated)

Conclusion of Regional Portion

The Workforce Development Board Partnership continues to exhibit a unique strength and ability to be responsive and proactive to the changing economic times of the eight parishes that are represented in Region One. The four Boards will not only continue to strive for excellence individually, but also serve as an incubator for workforce development innovation. We look forward to overcoming challenges and advancing the region to serve as a model for the State and in the nation.

