



Iowa Workforce NEWS

June 2012 • Issue 24

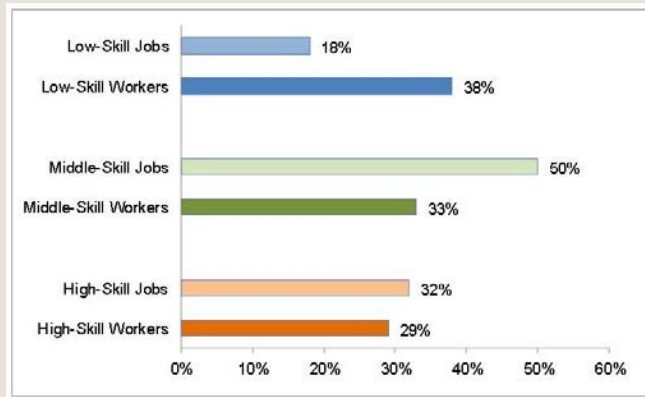
Iowa Experiencing Shortage of Middle Skilled Workers

Emphasis on Technical Training Needed

IWD released the “Middle Skill Jobs in Iowa” report detailing the mismatch of job opportunities and worker skill sets in Iowa.

Fifty percent of the jobs in Iowa are classified as middle skill, opportunities requiring more than a high school degree, up to two-year associates. However, the current labor supply indicated that only 33 percent of the current workforce is qualified for the middle skill opportunities. Only 18 percent of the employment opportunities in Iowa are for low-skilled workers, however 38 percent of the current workforce would be considered low-skilled.

“In order to bridge the gap existing within Iowa’s current labor supply, it’s critical that the state embraces and promotes technical training opportunities,” stated IWD Director Teresa Wahlert. “In addition to our traditional training modes, certifications such as the National Career Readiness Certificate (NCRC) and the National Association of Manufacturers Certification (NAM) are essential for Iowa’s success now and in the future.”



The Science, Technology, Engineering and Math (STEM) initiative for Iowa also requires the state to embrace training opportunities that encourages Iowa to enter career paths within the middle-skill arena. While the majority of career paths in STEM require a four year degree or more, over one-third of the careers require a two year degree or less. The middle skill opportunities in the STEM field currently represent 54 percent of the employment.

Iowa’s ability to overcome a skills gap requires multiple partners with innovative ideas for developing the skill sets needed in Iowa’s current and future workforce.

Visit www.iowaworkforce.org/imsj2012.pdf for a copy of *The Middle Skill Report*.

Access Point Survey Results Released

The results of a recent survey were released. The survey was given to individuals who utilized IWD Access Points statewide. Below are the questions that were asked:

Did you find the Access Point services easy to use?

Yes — 87.5%

No — 12.5%

Were you able to access all of the information you were seeking?

Yes — 72.5%

No — 27.5%

Would you use an Access Point again for workforce services?

Yes — 77.5%

No — 22.5%

Please rate your overall experience.

Acceptable to Very Good — 77.5%

Unacceptable — 22.5%

Message from the Director

As another fiscal year comes to an end, I feel it's important to recognize the hard work each and every employee puts forth within the agency for the betterment of Iowa as a whole. While every year allows us to witness success and challenges, I feel it is particularly important to recognize our successes this year.

The Workforce Services Division launched over 600 Access Points across the state providing services to Iowans in all 99 counties. This project has been recognized by the National Governor's Association as a best practice and numerous states

are interested in the implementation process. We launched a first in the nation partnership with the National Guard to provide workforce services at Iowa's armories. Iowa was recognized as a national leader in utilizing technology based job postings for employers. In a continued effort to ensure that our centers provide comprehensive services, the Integration model was launched in Sioux City, Decorah, Ottumwa and Spencer to great success.

With the launch of expanded hours and the promotion of our toll free number for unemployment services, Iowans have much needed access to services well beyond the traditional 8:00 – 4:30 pm model. This is evident in the extensive calls received on Saturdays and the evening hours throughout the week. The improving economy and the department's diligent administration of the UI Trust Fund allowed for an improvement in the UI tax rate for 2012. Employers will save approximately \$96 million in tax payment. The Unemployment Services Division has witnessed significant growth in the use of their technology products. MyIowaUI experienced a significant increase in online tax filings and 75 percent of unemployment claims are now filed online.

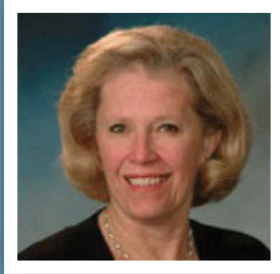
The Labor Market and Workforce Information area has continued to release quality and timely information used throughout the state. The recent fiscal year saw the publication of

two new reports critical to Iowa's continued economic growth. The 2012 Workforce and Economic Status Report established a baseline for how Iowa is viewed related to the Governor's four goals for the state. Additionally, regional reports have been recently published to provide targeted information relevant throughout the state. The Middle-Skill Jobs in Iowa report addresses the growing issue of a skills shortage within Iowa's workforce and looks at areas for potential growth and solutions.

Labor Commissioner Mauro has worked tirelessly during his first year to ensure that Iowans and businesses have a safe and healthy work environment. The division partnered with the Department of Natural Resources on asbestos related issues effecting Iowa schools. Iowa's OSHA, along with the federal level, spent time educating the grain elevator industry on hazards and safety precautions as the entire nation as a whole witnessed an increase in accidents surrounding this industry. Child labor laws have been a hot topic nationally and throughout the state this past fiscal year. Iowa made a change in February to clarify rules related to youth and the use of golf carts within Iowa's hundreds of golf courses statewide.

Finally, Worker's Compensation Commissioner Godfrey and Iowa's Workers' Compensation Advisory Council are celebrating the 50th Annual Symposium this year. Additionally, the commissioner was successful in securing Des Moines as the site for the International Association of Industrial Accidents Boards and Commissions (IAIABC) Annual Spring Forum. This is a success for Iowa's Workers' Compensation team and Iowa. The conference is expected to be attended by 250+ professionals from across the country.

Congratulations to the IWD team and all of your accomplishments the past fiscal year.



Teresa Wahlert
IWD Director

Iowa Unemployment Rate Eases to 5.1 Percent

Iowa's seasonally adjusted unemployment rate continued on a downward path in April, falling to 5.1 percent from 5.2 percent in March. The state's jobless rate stood at 5.9 percent one year ago. Meanwhile, the U.S. unemployment rate edged down to 8.1 percent in April from 8.2 percent in March.

"Iowa's recovery made further progress in April as the unemployment rate dropped for the fourth consecutive month and job growth occurred across several industry sectors, said Teresa Wahlert, director of Iowa Workforce Development. "Job growth in the state's construction industry has been particularly strong in 2012, signaling a turnaround in an industry that was adversely affected by the housing downturn."

The number of unemployed Iowans dropped to 85,200 in April from 86,800 in March, and from 98,500 one year ago.

The total number of working Iowans increased to 1,578,200 in April from 1,575,700 in March. The current level is 12,100 higher than the April 2011 figure of 1,566,100.

Iowa Leads the Nation in Technology Based Job Postings

Postings Double Due to Technology Partnerships

A unique partnership with DirectEmployers Association has caused IWD's job bank, www.iowajobs.org to double in the last year.

State of the art technology allows IWD to "index" jobs directly from an employer's website to post current jobs directly on lowajobs.org. Employers no longer have to enter current openings on multiple job sites to receive maximum exposure.

"Iowa is a great example of how

a state workforce agency can utilize technology to increase staff efficiencies. Through indexing, Iowa is increasing not only the number of businesses that are listing jobs on the Iowa state job bank, but also increasing the traffic that is driven to the state job bank," stated Julie Cook, operations manager, DirectEmployers Association.

Indexing is an efficient process for businesses that eliminates repetitive postings and

promotes all of the company's job opportunities across the state. Companies utilizing the indexing service benefit from daily updates of their job information to ensure maximum exposure for newly posted opportunities.

"Iowa is the leader in using job indexing through the National Labor Exchange (NLX). The Iowa state job bank has nearly doubled its number of currently available jobs. Today, through the job indexing process, 597

additional companies have jobs in the Iowa state job bank. As a result, Iowa has been able to shift business service staff to more intensive business and economic development services," said Charlie Terrell, operations manager, National Association of State Agencies.

Companies interested in utilizing the indexing process for streamlining the posting of jobs can contact Denise Schippers at denise.schippers@iwd.iowa.gov or (515) 281-9097.

Iowa Workforce Development Board Appoints New Member

Rachel Hurley was recently appointed to the State Workforce Development Board. Hurley will serve on the board through April 2016. Hurley is currently the Executive Director of the Iowa Biotechnology Association.

As the Executive Director, Hurley oversees the industry association and works on behalf of more than 100 members engaged in biotechnology endeavors in Iowa. The Association's mission is to grow Iowa's presence in biotechnology, and position the state as a leader in biotechnology in the global economy.

Hurley returned to Iowa from Michigan, where she was Director of Legislative Relations in the office of the Michigan Attorney General. While the Director, she also helped develop numerous statewide initiatives, including SeniorBrigade.com and the nationally recognized Michigan Cyber Safety Initiative (CSI) focused on teaching kids about Internet safety. To date, that program has reached over 600,000 K-8 students.



Iowa's State Energy Sector Partnership Grant Update

The Iowa Workforce Development Board was awarded a \$5.9 million grant through the U.S. Department of Labor (USDOL) American Recovery and Reinvestment Act (ARRA). The grant was to fast-track training and job placement in the Renewable Energy and Energy Efficiency Sectors. This project serves businesses, dislocated workers, incumbent workers, underemployed and unemployed Iowans with training funds for workers for emerging occupations in Iowa's clean energy economy.

As required in the grant application, IWD and the Office of Energy Independence chartered a formal Energy Sector Board to guide the funding awards for job training.

Through the grant, 13 energy sector boards have been set up throughout the state. As of March 31, the boards have more than 1,450 individuals in training and have placed over 1,060 individuals in jobs. Those numbers will continue to grow as the grant project continues.

IowaWORKS Update

IowaWORKS Local Offices Start New Training Program

IowaWORKS Local Offices have recently started a new seven part training program. How to Get a Job in a Tough Economy: The Six Steps to a Successful Career Transition will help individuals learn the skills required to land a great opportunity in a tough market.

- **How to Get a Job in a Tough Economy Overview**
Get a comprehensive overview of the skills required to implement the six steps to a new job or career. Get complete self-assessments indicating how confident you feel with each step.
- **Step 1: Maintaining a Positive Attitude during a Job Change or Career Transition**
Implement strategies to maintain a positive perspective while managing dramatic changes, including the loss of a job.
- **Step 2: Designing Your Future: Developing an Effective Career Transition Plan**
Identify your "ideal preferences" and create a short and

long-term plan to direct your search or career transition.

- **Step 3: What's Hot? The Latest Research on National, Regional and Local Employment Trends**
Find job and career opportunities in high demand and emerging industries and occupations.
- **Step 4: Creating a Great Resume to Get the Job You Want**
Ensure your resume gets noticed by employers.
- **Step 5: The Top Five Most Effective Job Search Strategies**
Practice using the strategies that are most effective at locating job opportunities.
- **Step 6: Interviewing & Negotiating Tips to Land the Job**
Effectively present yourself and your accomplishments so that you are the one selected.

Sessions also include tasks to assist the participant in successfully applying strategies. For more information regarding the training classes, visit www.iowaworkforce.org.

IowaWORKS Ex-Offender Program a Big Hit at NCCF

The IowaWORKS services offered at North Central Correctional Facility (NCCF) have grown extremely popular among offenders since the collaborative effort began between DOC and IowaWORKS. Workforce Advisor Amber Connolly states the program has had over 800 offenders participate so far and the interest level continues to grow among offenders.

"The program is completely voluntary so I think it's a good sign offenders who go through the program go and tell other offenders about the

opportunities available," she said. "In a sense it creates the best type of referral system for me and this program."

The IowaWORKS program offers offenders resources and assistance to prepare for employment upon their release. Offenders have the opportunity to get registered with IowaWORKS; this in turn allows them to actually job search for open employment positions in their community prior to their release.

Employment workshops are held that focus on employment preparation and organization,

effective job searching techniques, job applications/ résumés/cover letters, and interviewing. In addition, offenders have the opportunity to test for the National Career Readiness Certificate (NCRC). This is an opportunity for offenders to add a credential to their name. This shows employers they have the core employment skills to be successful on the job.

For the 2nd consecutive year offenders from NCCF participating in the IowaWORKS Program attended the Des Moines Re-entry

Career and Resource Fair. This job fair is specifically designed for those transitioning back into the workforce with a criminal history. Each offender who attended spent a considerable amount of time preparing for this opportunity to ensure they made a good impression on employers.

Offenders had a chance to speak with employers and resource providers about opportunities and services available for them. It was a very successful day for the offenders who attended the Re-entry Job Fair. It is a great opportunity that will continue.

Labor Market Information

New Information Released

Iowa Quarterly Industry Review

May 4, 2012 - Iowa Quarterly Industry Review is a web publication that compiles public announcements and articles from newspapers and periodicals about business events significant to Iowa labor markets as they are reported. The publication for first quarter 2012 is now available by visiting: <http://iwin.iwd.state.ia.us/iowa/ArticleReader?itemid=00003932>

Affirmative Action Data

Iowa Affirmative Action Data is developed annually to assist employers in creating affirmative action plans and evaluate the inclusion of women and minorities in their workforces. Population and labor force data for the previous calendar year are broken out by gender and minority. <http://iwin.iwd.state.ia.us/iowa/ArticleReader?itemid=00003926>

Current Information Available

Iowa Labor Force Summaries

These files contain data on labor force, employment, unemployment and unemployment rate for each Metropolitan Statistical Area (MSA), county, and city. MSA and county data also contain employment levels by industrial group within that MSA or county.

Career, Industry, & Population Report

The 2008-2018 Career, Industry, & Population Report provides an overview of the state's industry, occupation, and population trends in short, concise briefs describing growth rate patterns for each. The Report can be downloaded and printed on legal-sized (11" x 17") paper.

Young Worker Profile 2011

A large wave of older workers will be leaving the workforce over the next few decades. How many workers do we have in the workforce to replace them? What does our young workforce look like now? What industries will have worker or skill shortages?

Older Worker Profile 2011

A large wave of workers born during the Baby Boom of 1946 to 1964 will be leaving the workforce over the next few decades. A larger share may "retire" and then continue working part-time or more flexible working arrangements.

Temporary Help Services Trends

During the recent economic downturn and ongoing recovery, temporary help services have attracted attention from news media both nationwide and in Iowa

Building Iowa's Child Care Workforce for the 21st Century

Iowa Workforce Development was commissioned by the Iowa Department of Education to create a follow-up study to their 2000 report on early child care workers. The report provides information on education, benefits and wage levels of Iowa's Early Care and Education Workforce.

IWIN Guide

The IWIN Guide provides an overview of Iowa Workforce Development's labor market information website. Employers, professionals, career planners, and job seekers can view what is available by such subject headings as Business, Careers, Education, Industries, Jobs, Population, Publications, Unemployment, Wages and Income, and Youth. The Guide can be downloaded and printed on letter-sized (8.5" x 11") paper.

Visit <http://iwin.iwd.state.ia.us/iowa/> for links to the above publications.

Labor Services

Workers Memorial Day: **Honoring Workers Who Lost Their Lives in the Workplace**

Iowans gathered to pay tribute and to reflect upon Iowa workers who lost their lives while working in 2011.

"Workers Memorial Day is a day to honor and remember Iowans who in the past year have died in Iowa's workplaces and serving in our Military. This is also a day to reflect on the lives that were lost and to renew our

commitment to safe and healthy workplaces for all Iowans" said Iowa Labor Commissioner Michael A. Mauro.

During calendar year 2011, 43 Iowans died from injuries sustained while working and 10 Iowans lost their lives while serving their country in the military. Additionally, untold numbers of Iowans are

injured from exposures in the workplace.

Unions of the AFL-CIO set aside a day each year as Workers Memorial Day. South Central Iowa Federation of Labor AFL-CIO, Iowa Division of Labor and State and Local dignitaries will gather to honor those that have lost their lives. Family and friends of the deceased

were invited to attend this annual ceremony.

Governor Terry Branstad, Lt. Governor Kim Reynolds and Labor Commissioner Michael A. Mauro were joined by representatives of the Iowa Federation of Labor, AFL-CIO and representatives from various Labor Organizations and State and Local Dignitaries.



Noteworthy Employee Acknowledgements and Accomplishments

We appreciate the feedback we get from our customers. Here are a few noteworthy comments we've received:

– Jacqueline Hall sent a note commending Tina Woods, Des Moines. Hall thanks Tina for always taking the time to clearly explain things, responding quickly and doing so with the most pleasant

conduct. "Tina never once made me feel uncomfortable or unimportant," says Hall. Great job Tina.

– Thomas Richards wrote to commend the staff at the Mason City One-Stop Office, especially Rita Miller. "I was treated with respect and my questions were answered," said Richards.

"The professionalism and kindness shows the caliber of the Iowa State Government and its leadership. It was truly appreciated and the customer service was refreshing." Great work Rita and the Mason City office!

– Craig Olson wrote a note of thanks for the customer service he received from Penny Dow, Des Moines, when he called about his unemployment claim.

"Penny walked me through the entire claim. She helped explain everything. Penny made my day," said Olson. "You have a wonderful professional who goes above and beyond working in the Des Moines office." Good job Penny!

If you would like to send us your noteworthy comment, send it to: kathryn.hommer@iwd.iowa.gov or 515-281-5407.



Employee News

Promotions/ Transfers

Donna Hays
David Phillips

New Hires

Melvin Harwick
Wambui Njoroge
Shannon Duffy

Retirements

Roberta Lewis
Kathleen Provost
Debora Wooton
Barbara Lair
Janice O'Meara
Dennie Jarrett
Sandra Green
Daisy Sumanth
Allen Way
David Girard
Jane Schockemoehl

Anniversaries

5 Years

Michael Mauro
Robert Becker
Sara Fortune
Rhonda Hauge
Barbara Elkin
Thomas Vanderlinden
Daniel Yarian
Amber Connolly
Todd Spencer
Barbara Ambrosius
Jodi Cottle
Pamela Conner
Lilian Nwizu
Daryl Roberts

Renée Anderson
Jennifer Erlacher
Julie Hidlebaugh
Scott Mather
William Siefkas
Sherri Vaughn
Carla Dennis
Renée White
Bruno Burriola
Shanlyn Seivert
Shawn Holman
Jennifer Andrade
Brett Conner
James Morris
Steven Budrevich
Brandie Cummings
Julie Harland

10 Years

Darwin Seehusen
Elmarie Schilling
Richard Oshlo
Diane Horne
Darwin Seehusen

15 Years

Ellen Fritz
Michaela Malloy
Rotert
Sherri Marion
Dorothy Gardner
Robert Jones
Greg Cahail

20 Years

Daniel Halferty
Harvey Andrews
Marlon Mormann
Deborah Babb
Jenifer Nutting

25 Years

De Ann Barnhill
Zakia Hussain
Ruby Rivera
Carmela Carroll

30+ Years

Michelle McGovern
Michele Andre
Mark Heiny
James Gillaspay

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For Deaf or Hard of Hearing, call Relay 711

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