

DWS – Demand-Driven Approach Discussion Outline

Introduction

- The Department of Workforce Services (DWS) is seeking to validate and refine a demand-driven approach to serving both employers and job seekers. In this approach, the marketplace defines the state's talent needs, the government responds to, supports, and brokers strategic partnerships to address those needs, and DWS' specific focus is to prepare and connect job seekers to jobs businesses demand now and in the future.
- (Our role in supporting Utah's workforce is, in large part, dictated by statute: we are responsible for convening business interests and facilitating their involvement in a state workforce plan. Our hope is to strengthen our approach by articulating a philosophy and set of principles that will guide our collective efforts beyond what is required by law.)
- We want to enhance the performance of Utah businesses, elevate the skill level and preparation of job seekers, and link job connection services with employer demand.
- How we do that is what we want to talk about with you today.

Our Value

We are very interested in how you see DWS. Why would you want to partner with us? What do you see as our competitive advantage, so to speak, in Utah's labor market?

Here is how we see ourselves. As we pursue our mission, we believe we offer unique, valuable services in several key areas, including:

- **Analysis and information:** Providing world-class labor market analysis and information that businesses, education, economic development, policy-makers, and job seekers need to make smart decisions and formulate effective policies and programs.
- **Employer training resources:** Directing training resources to support businesses' human capital needs.
- **Facilitating collaboration:** Investing in and incenting systemic collaboration to support a dynamic and skilled talent pool.
- **Job seeker services:** Training and connecting job seekers with employment and career advancement opportunities.

1. Which of these four areas offers the most value to you?
2. Which of these services are available to you already through other sources (community/nonprofit, other public service, private sector)?
3. If you need DWS to provide these types of services, why do you choose to partner with DWS?
4. What (if anything) should DWS change in our relationship with employers, educators, or other community partners?

DWS Organizing Principles

We have drafted a number of organizing principles to guide our decisions and efforts. We'd like to know what you think of these principles and how we are doing in each of them.

How successful is DWS' partnership with you in the following activities, where applicable?

Activities	Status of partnership with DWS		
	Currently working very well	There are areas for improvement	There are obstacles to success
1. Feedback from the Business Community			
a. Determining what jobs and talents businesses demand now			
b. Determining what jobs and talents businesses will demand in the future			
c. Connecting job seekers with current jobs			
d. Preparing job seekers through training, counseling, skill-building, etc.			
e. Supporting the human capital needs of businesses			
f. Supporting or brokering strategic partnerships across the labor market			
g. Managing statewide workforce and talent development			
2. Feedback from the Education and Public Advocacy Communities			
a. Connecting traditionally marginalized labor pools (poor, uneducated, minority, aged, veterans, etc.) to economic opportunities			
b. Connecting every DWS customer with employment or career opportunities			
c. Helping DWS customers achieve increased stability (through basic, emergency level support such as food or temporary financial assistance)			
d. Helping DWS customers achieve early education			
e. Helping DWS customers achieve work experience			
f. Helping DWS customers achieve employment success			
g. Managing statewide workforce and talent development			

Final Questions

1. Was this meeting a worthwhile use of your time and effort?
2. What other suggestions or observations would you like to offer?

Please provide feedback via our online survey at:

http://www.surveymonkey.com/s.aspx?sm=Id8oREuM_2f_2fLdzIQQyReSDw_3d_3d