



# WORKFORCE SOLUTIONS

RURAL CAPITAL AREA

A proud partner of the AmericanJobCenter<sup>®</sup> network

WSRCA's Achievement with  
Federal Grants

# Goals and Learning Objectives

## **Goals**

- Diversify service delivery
- Expand service options in rural communities

## **Learning Objectives**

- How to prioritize community needs and explore grant opportunities
- How to build partnerships to strengthen applications
- Rural Capital's successes to date

# How Did We Begin?

## Strategic Planning Process

- Collaborate on Solutions for Structural Barriers
- Enhance the Region's Employer-Led and Demand Driven Workforce System
- Create Pathways to Self-Sufficient Employment and Career Advancement

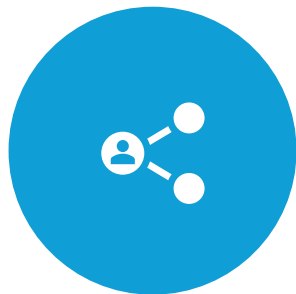
# Lessons Learned



WSRCA partners with 5 different community colleges, none of which are headquartered within our service delivery area.



Rural communities are proud and independent and request solutions to be delivered within their community.



There are many passionate, dedicated and committed individuals in each community to tap into.



We must start where the community is and focus on what is important to the community.

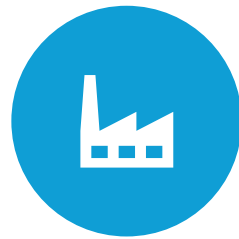
# Strategic Industry Focus



HEALTHCARE



SKILLED TRADES



MANUFACTURING  
AND ADVANCED  
MANUFACTURING



INFORMATION  
TECHNOLOGY



RETAIL /  
HOSPITALITY

# Building Partnerships and Creating Shared Understanding of Services – “One Workforce”



Part of the strategic planning process included a landscape analysis that allowed us to identify not only WIOA required partners, but other stakeholders in the community who provide similar services.

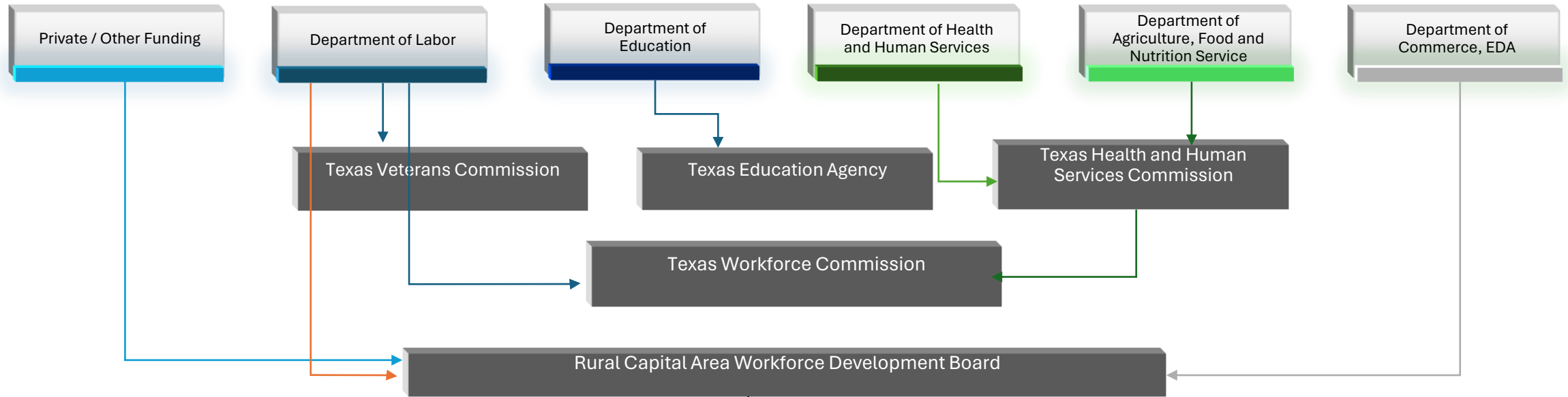


Key to building partnerships is identifying recipients of similar funding sources in the community, and identifying shared outcomes that are similar across funding sources.



Braiding funding, agreeing on information collecting and leveraging funding sources creates the opportunity for all to do better, together.

# Funding Overview



- PATHS For Texas
  - Samsung Grant
  - TEA / Regional Convener
  - Texas Regional Pathways Network
  - Teacher Externship
- Rural Healthcare Initiative
  - CAREER DWG
- WIOA Adult, DW, Youth
  - Trade Adjustment Assistance (TAA)
  - Wagner Peyser (ES)
  - Texas Veterans Leadership Program
  - National Dislocated Worker Grant
  - Apprenticeship
- Child Care Services
  - Choices
- SNAP E&T
- Good Jobs Challenge / REINVEST
- Adult Education and Literacy
  - Vocational Rehabilitation

AEL and VR services are provided by partner organizations.

# WSRCA Partners

## Equus Workforce Services

- ES / OneStop Services
- Rapid Response
- RESEA
- WIOA Adult, DW, Youth
- TAA
- TANF / Choices
- SNAP E&T
- NCP
- Rural Healthcare Initiative (RHI)
- Re-Invest

## Workforce Network, Inc.

- Re-Invest

## Smithville Workforce Training Center

- Re-Invest

## Neighborhood Centers, Inc. / BakerRipley

- Child Care Direct Care
- Child Care Quality Initiatives
- City of San Marcos Child Care

## Capital IDEA

## Skillpoint Alliance

## Vocational Rehabilitation

### Texas Veterans Commission –

Jobs for Veterans State Grant Programs

### Community Action, Inc. of Central Texas –

Adult Education and Literacy

## Gary Job Corps

American YouthWorks - YouthBuild

## Community Services Block Grant programs

### Second Chance Act programs

Department of Housing and Urban Development programs

### Career and Technical Education

### AARP –

Senior Community Service Employment Program



# WSRCA Pillars of Service

1

## Business Solutions

Create Industry Sector Partnerships

Align Training Strategies to meet the needs of employers in the area

Reduce unemployment by directly matching skilled individuals to job postings using the state labor exchange system

2

## Individualized Assistance

Identify growing occupations / industries

Target employment services to fill those occupations / industries

Provide supports through skills upgrading, access to quality child care, etc., to position families to earn a family-sustaining wage

3

## Community Impact

Deliver services in the local community

Create local opportunities for career advancement and wage growth

Return on investment by putting back into the local economy



# Pillar 1 – Business Solutions

- Talent Experts
- Industry sector focus
- Shared communication
- Aligning goals / priorities with strategic partnerships and clear communication



# TEXAS TALENT EXPERTS

## GOAL

***TO ESTABLISH THE STATE'S PUBLIC WORKFORCE SYSTEM AS THE GO-TO RESOURCE FOR EXPERTISE ON THE TEXAS TALENT MARKET***

## STRATEGIES



**1.1. STANDARDIZED DATA.** Align data processes across Workforce Solutions entities for consistent storytelling of key labor market indicators and statistics.



**1.2. THOUGHT LEADERS.** Set the stage for adapting the system to take advantage of forecasted trends and produce thought leadership on key labor market insights.



**1.3. RESOURCE INVESTMENT.** Develop leadership capacity of Workforce Solutions entities through professional development opportunities that enhance data analysis skills and strengthen ties with economic development.

# WSRCA Industry Sector Focus

---

Manufacturing

---

Healthcare

---

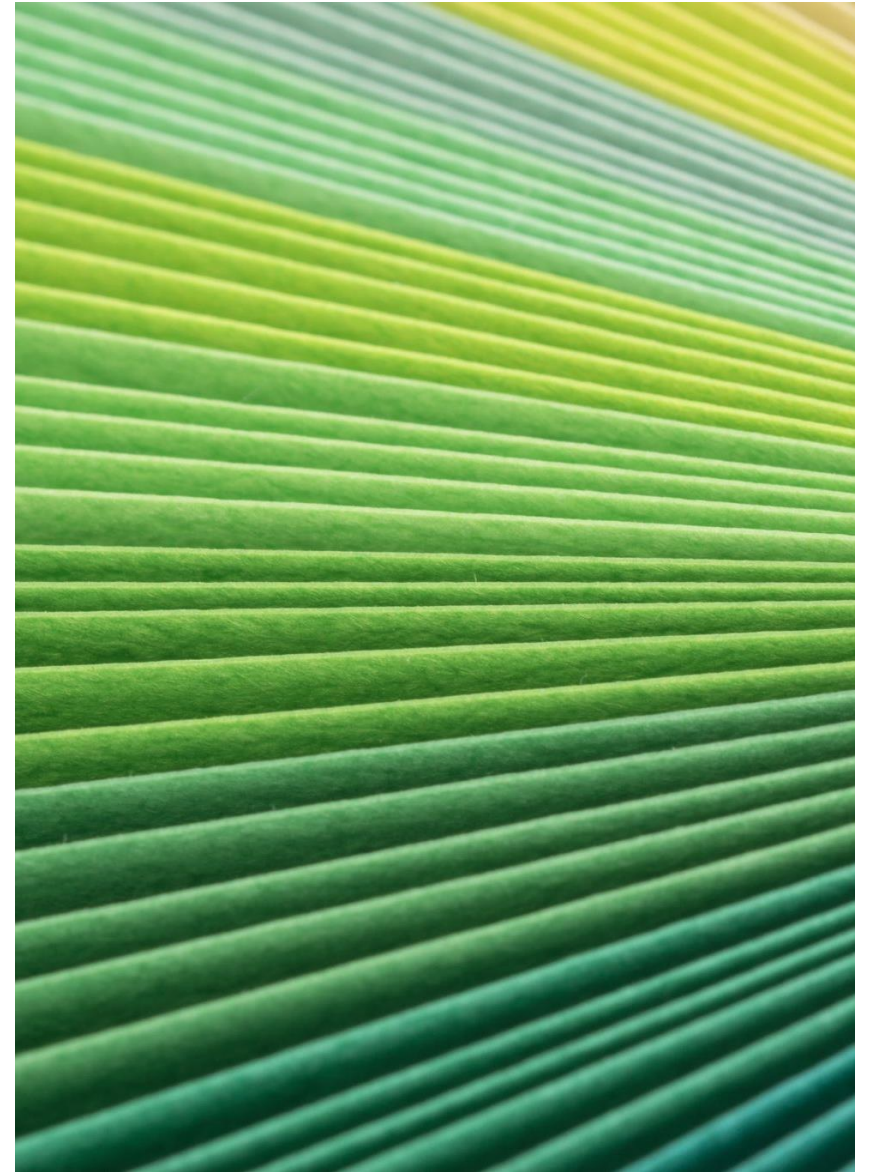
Skilled Trades

---

Information Technology

---

Hospitality





# Pillar 2 – Individualized Assistance

- Service Optimizers
- Braiding funding / co-enrollment
- Priority enrollment
- Shared technology to support case-management

## GOAL

**TO DEPLOY UNMATCHED SERVICES OF VALUE TO EMPLOYERS AND ECONOMIC DEVELOPMENT ORGANIZATIONS AND MORE EFFECTIVELY TELL THE STORY OF THE PUBLIC WORKFORCE SYSTEM'S TOOLBOX**

## STRATEGIES



**2.1. STANDARD MENU OF SERVICES.** Transition the marketing of tools from being program-focused to service-oriented and provide a standard menu of services that outline service requirements and steps to access services.



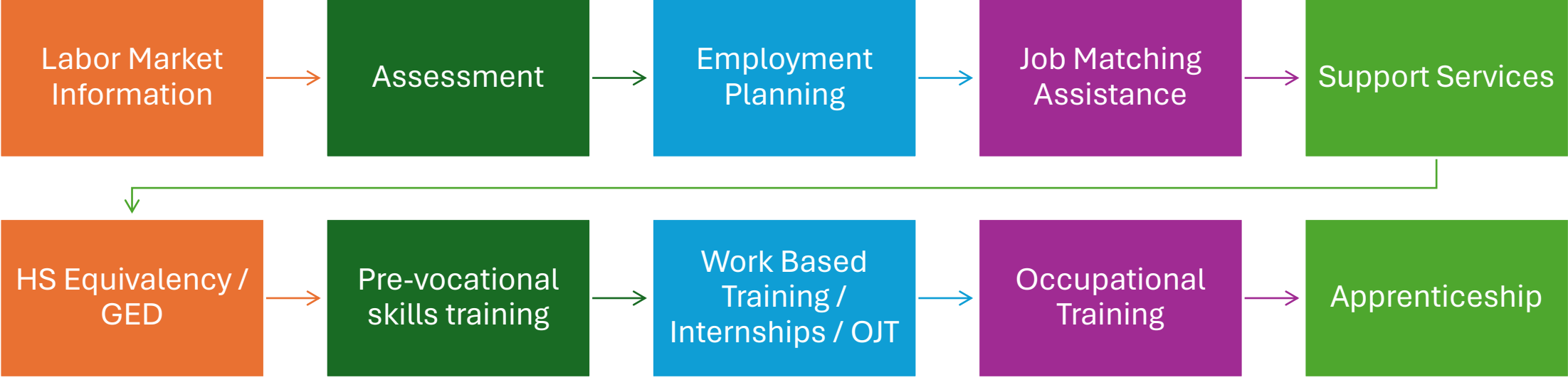
**2.2. TARGETED DELIVERY MODEL.** Implement a targeted service delivery model to focus on in-demand industries and quality jobs.



**2.3. EXPANDED TRAINING.** Expand training options to increase the local talent pool with the in-demand skills that employers need and to provide employers more upskilling opportunities as talent retention tools.



# WSRCA Individualized Services



# WSRCA Services Matrix

	MANUFACTURING	HEALTHCARE	SKILLED TRADES	IT	HOSPITALITY
Labor Market Information	✓	✓	✓	✓	✓
Assessment	✓	✓	✓	✓	✓
Employment Planning	✓	✓	✓	✓	✓
Job Search Assistance	✓	✓	✓	✓	✓
Support Services	✓	✓	✓	✓	✓
High School Equivalency / GED	✓	✓	✓	✓	✓
Pre-Vocational Training	✓	✓	✓	✓	✓
Work Based Training / Internship / OJT	✓	✓	✓	✓	✓
Occupational Training	✓	✓	✓	✓	✓
Apprenticeship	✓	✓	✓	✓	✓



# Pillar 3 – Community Impact

- Partnership Managers
- Headlight
- Career Lattices
- Dashboard
- K-12 outreach
- “One-Workforce” multiplier affect





# PARTNERSHIP MANAGERS

## GOAL

**TO PROACTIVELY MANAGE MORE INTENTIONAL PARTNERSHIPS THAT LEVERAGE JOINT RESOURCES IN PURSUIT OF SHARED GOALS AND SUPPORT A HEALTHY WORKFORCE**

## STRATEGIES



**3.1. INDUSTRY ENGAGEMENT.** Engage employers in a more comprehensive and intentional manner through sector partnerships that verify demand and guide priorities.



**3.2. ECONOMIC DEVELOPMENT COLLABORATION.** Act as a convener with economic development organizations to identify solutions for workforce system gaps and challenges.



**3.3. EDUCATION AND TRAINING ALIGNMENT.** Facilitate sustainable and efficient referrals to training and education opportunities that produce strong outcomes for career seekers.



**3.4. COMMUNITY-BASED ORGANIZATIONS SUPPORT.** Integrate with community-based organizations on talent-adjacent issues like housing and transportation.

# Community Outcomes – “One Workforce” Multiplier

- Employment Entry
- Retention
- Family sustaining wage (or incremental increases)
- Credential / Certification / Degree attainment
- Quantifying the economic return to the community



# One Workforce

Strategic focus on business and economic development



```
graph TD; A[Strategic focus on business and economic development] --> B[Braiding funding to deliver similar services]; B --> C[Share communication via CRM / data sharing]; C --> D[Similar outcomes, share data for reporting]; D --> E[Combined community impact reports];
```

Braiding funding to deliver similar services

Share communication via CRM / data sharing

Similar outcomes, share data for reporting

Combined community impact reports

# Identifying Opportunities – all roads lead to Grants.gov

## Search by Category

Examples to search under:

- Business and Commerce
- Community Development
- Disaster Prevention and Relief
- Education
- Employment, Labor and Training
- Infrastructure Investment and Jobs Act (IIJA)
- Law, Justice and Legal Services

## Search by Agency

Examples to search under:

- Department of Agriculture
- Department of Commerce
- Department of Education
- Department of Health and Human Services
- Department of Justice
- Department of Labor
- Department of Transportation
- Department of Veterans Affairs

Or many others... don't limit the search!

Set up subscriptions to be automatically notified of grant opportunities available.

# Strengthening Applications

Invest  
in

Invest in building community partnerships up front – WSRCA is doing that through our “One Workforce” concept.

Invest  
in

Meet regularly with community leaders – county judges, mayors, etc. and be familiar with their focus areas.

Invest  
in

Invest in the services of a qualified grant writer.

# Successes to Date

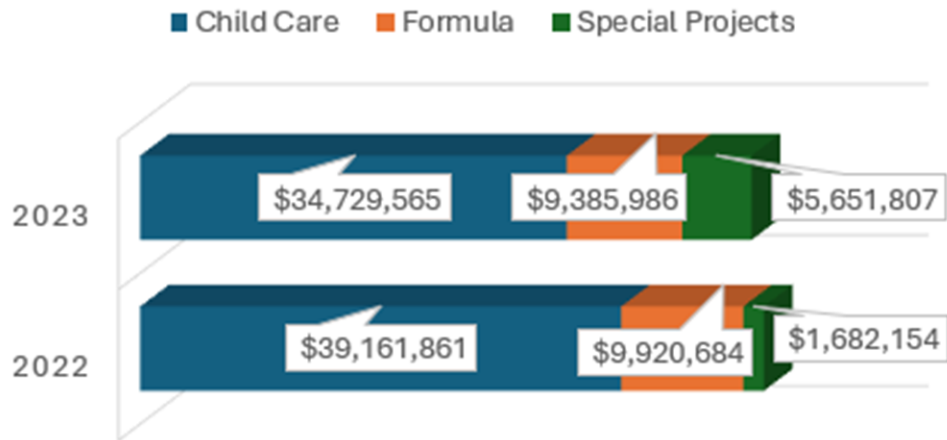
---

- To Date, WSRCA has applied for \$23,271,853 worth of Federal Grants.
- WSRCA has received \$15,131,868
- 65.02% of the funding we have applied for.
- We have submitted applications for 6 grants and awarded 3.

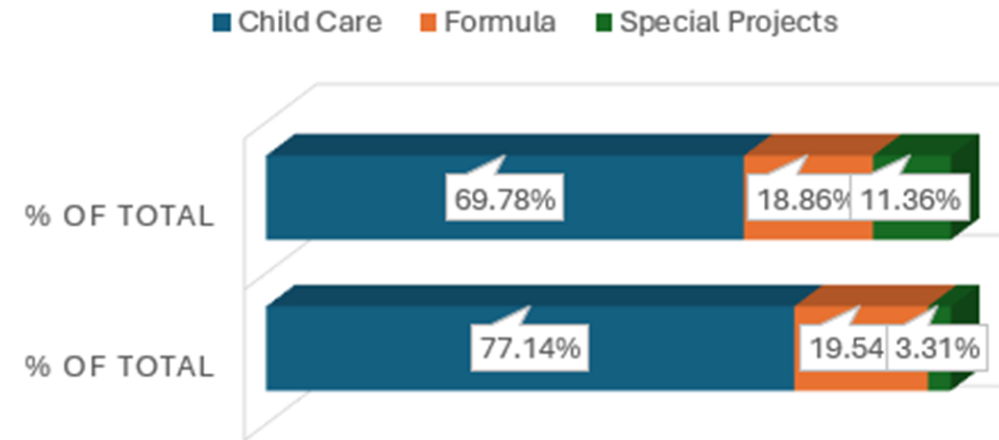
Row Labels	No	Yes	Grand Total
DOC - EDA		\$ 12,087,373.00	\$ 12,087,373.00
DOL-ETA	\$ 6,595,028.00	\$ 3,044,495.00	\$ 9,639,523.00
US DHHS	\$ 1,544,957.00		\$ 1,544,957.00
Grand Total	\$ 8,139,985.00	\$ 15,131,868.00	\$ 23,271,853.00

# Diversification Impact to Operating Budget

2021: \$30,448,953    2022: \$50,764,699    2023: \$49,767,358



	2022	2023
Child Care	\$39,161,861	\$34,729,565
Formula	\$9,920,684	\$9,385,986
Special Projects	\$1,682,154	\$5,651,807



	% of Total	% of Total
Child Care	77.14%	69.78%
Formula	19.54%	18.86%
Special Projects	3.31%	11.36%



# RURAL HEALTHCARE INITIATIVE

May 4, 2021



# AGENDA



GRANT OVERVIEW



GOALS



PARTNERING



NEXT STEPS

# GRANT OVERVIEW

**In February 2021, Workforce Solutions Rural Capital Area (WSRCA) was awarded \$2.28 million to plan, implement and sustain a Rural Healthcare Initiative (RHI) partnership to increase the supply of healthcare professionals in Blanco, Burnet, Llano, and Lampasas counties over the next four years.**

## **Highlights of grant:**

- 1) Train unemployed, underemployed, and incumbent workers for jobs focusing on direct patient care in the healthcare industry in rural areas.**
- 2) RHI funds can be used to pay for the costs of outreach, digital advising, healthcare industry training using a variety of methods and emergent technologies, and supportive services.**
- 3) Training assistance also includes funds to help small employers pay for on-the-job training (OJT) or other work-based learning components covering the cost of wages while workers learn new techniques and skills.**

# GRANT OVERVIEW

## PROGRAM ELIGIBILITY

**Any unemployed or underemployed adult (18 yrs old and up) authorized to work in the United States**

**RHI TRAINING OPPORTUNITIES:** The RHI plans to train 200 individuals in the following occupations:

**Nursing Assistants**

**Medical Assistants**

**Home Health Aides**

**Registered Nurses**

**Pharmacy Technicians**

**Surgical Technologists**

**Mental Health Counselors**

**Physical Therapist Assistants**

**Licensed Practical and Vocational Nurses**

**Emergency Medical Technicians and  
Paramedics**

# GOALS

- 1. Increase the number of individuals in healthcare occupations**
- 2. Alleviate healthcare workforce shortages by creating sustainable employment and training programs in healthcare occupations serving rural communities.**
- 3. Develop a coordinated approach to preparing a skilled healthcare workforce for the rural area(s) through leveraging existing work in creating community workforce councils, engaging partners, and aligning workforce activities.**
- 4. Identify and incorporate new and emergent technologies into healthcare training, including interactive simulations, personalized and virtual instruction, digital tutors, etc., into the training design (when appropriate).**

# PARTNERING

## BECOMING AN RHI PARTNER

- **WSRCA is leading the partnership to train and support unemployed and underemployed workers seeking jobs in the healthcare industry in rural areas.**
- **WSRCA will partner with business leaders and industry intermediaries in healthcare to build an industry-wide response.**
- **By becoming a partner, you can help small and mid-size employers build additional skilled talent to power their operations.**

## CURRENT PARTNERS

- **Baylor, Scott and White**
- **Ascension/Seton**
- **Lone Star Circle of Care**
- **Hill Country Memorial**
- **Bluebonnet Trails Community Services**
- **R1 RCM, Inc.**
- **Central Texas College**
- **Texas Tech University**
- **Texas State University**
- **Central Texas Allied Health Institute**
- **Workforce Network, Inc.**
- **Community Action, Inc. of Central Texas**
- **Community Resource Centers of Texas, Inc.**
- **Marble Falls Economic Development Corporation**

# PARTNERING

## PARTNER RESPONSIBILITIES

- **Review and guide curriculum and training programs to ensure they are aligned to jobs.**
- **Target/recruit small and mid-size employers interested in hiring talent and exploring OJT funding and programs.**
- **Provide feedback on the success of job placement after training.**
- **Help with the strategic direction of the RHI by creating a plan for the ongoing sustainability of training in healthcare professions in rural areas.**
- **Incorporate new and innovative approaches to training design (virtual, hybrid, etc.)**
- **Participate in scheduled meetings for planning and progress review.**



**WORKFORCE SOLUTIONS**  
**RURAL CAPITAL AREA**

A proud partner of the  American **Job** Center<sup>®</sup> network

# Re-Invest

**Good Jobs Challenge Grant**

Economic Development Administration

U.S. Department of Commerce



# Overview and Program Information

- ▶ **The Department of Commerce- Economic Development Administration issued this Notice of Funding in 2021. We were awarded in September 2022.**
- ▶ **This program is designed to get Americans back to work and increase wage growth, as well as develop demand-driven systems that will continue to support Americans in securing and retaining jobs.**
- ▶ EDA aims to assist communities and regions impacted by the coronavirus pandemic by investing in:
  - ▶ developing and strengthening regional workforce training systems that support sectoral partnerships.
  - ▶ designing sectoral partnerships.
  - ▶ implementing sectoral partnerships that will lead to high-quality jobs.
    - ▶ A “quality job” is defined as a job that exceeds the local prevailing wage for an industry in the region, includes basic benefits (e.g., paid leave, health insurance, retirement/savings plan), and/or is unionized, and helps the employee develop the skills and experiences necessary to advance along a career path. “Prevailing wage” is defined by the Department of Labor as “the average wage paid to similarly employed workers in a specific occupation in the area of intended employment.”

# Overview and Program Information

Address populations with labor market barriers such as persons with disabilities, disconnected youth, individuals in recovery, individuals with past criminal records including justice-impacted and reentry participants, and participants in SNAP, TANF and WIC.

proactive employer engagement and employer commitments to hire.

Regional workforce training systems and sectoral partnerships should connect employers in an industry with key regional stakeholders.

Purpose of these partnerships is to implement strategies that meet employers' workforce needs, advance the skills and employment prospects of workers and jobseekers, grow regional economies, and increase employment in resilient and high-quality jobs.

# Our Rural Counties

Are experiencing labor market gaps, instability, and rising socio-economic disparities.

Our employers have been restrained due to the lack of qualified workers.

Retired individuals are moving to the area which has increased the demand of skilled trades and healthcare.

Large employers moving to rural areas have increased the demand for skilled workers in skilled trades and FIT.

In underserved communities, education levels are disproportionately lower, poverty rates are disproportionately higher.

Hundreds face barriers to employment.

Rising costs of living are pushing residents further from economic opportunity.

Lack of local training opportunities.

Younger workers move out of the area for training and fail to return once complete.

# Project Narrative

- ▶ REINVEST will place 777 workers in high-quality jobs.
  - ▶ At least 50% of recruitments, completions, and placements will be people with low incomes (below 200% federal poverty level or eligible for programs such as SNAP, WIC, TANF).
  - ▶ At least 33% of recruitments, completions, and placements will be people who reflect other characteristics that increase the probability of facing barriers and being underserved. These include:
    - ▶ immigrants,
    - ▶ people of color,
    - ▶ individuals with conviction history or in recovery or
    - ▶ women entering a ST or FIT occupation.

# Project Narrative



## The regions

Blanco, Burnet, Llano,  
Lee, Bastrop, Fayette,  
Caldwell



## The phases

System Development  
Program Design  
Program  
Implementation-  
Current Phase



## The sectors

Skilled Trades  
Healthcare  
Finance/Information  
Technology

# SECTORAL PARTNERSHIPS

## What is a Sectoral Partnership?

- A partnership of employers from the same industry who join with other strategic partners to train and place workers into high-quality jobs that the employers need filled and intend to fill through the partnership.

## Who is a Sectoral Partnership?

- **First and foremost, the employers are at the core of the partnership**
- The other strategic partners can include government, education (including community and technical colleges), training organizations, economic development organizations, workforce development organizations, unions, labor management partnerships, industry associations, employer-serving organizations, and/or community-based organizations.
- A sectoral partnership is focused on one specific industry and one or more specific roles within that industry.

## Why Sectoral Partnerships work!

- Sectoral partnerships are effective because: they are employer-focused and carefully built to include *all* necessary partners before workforce solutions are designed; they cut across traditional economic development, workforce, education, and social services silos; they are targeted to in-demand sectors with high-quality jobs; and they consider the economic realities of a regional industry in assessing workforce demand and training needs.

# SECTORAL PARTNERSHIPS

## Strategic Partners

EDA-eligible organizations involved in workforce development

Adult basic education

Organized Labor

Business alliances / chambers

Other training orgs (e.g., Universities, Community College, K-12)

Workforce boards

Human services organizations

Community-based organizations

## Backbone Organization

Lead entity of sectoral partnership, usually one of the strategic partners. Applications must identify a backbone organization for each sectoral partnership

## Industry Partners

Partnership of employers from the same industry



# Roles



## System Lead- WSRCA

Overall project management  
Facilitate system design  
Fiscally oversee and process all training costs  
Support BOs



## Backbone Organization- WNI and SWTC

Obtain employer commitments.  
Engage local businesses and communities to design workforce training programs.  
Co-create training programs that meet skill needs of employers while workers gain access to quality jobs at or above prevailing wage and inclusive benefits.



## Technical Assistance- Third Sector

Equity and performance goals.  
Develop and implement a comprehensive worker engagement strategy.  
Listening sessions  
Identify relevant CBOs reflecting perspectives of the target worker groups.



# For more information

Chris Myers, Director of Federal Contracts  
Workforce Solutions Rural Capital Area  
[Chris.myers@ruralcapital.net](mailto:Chris.myers@ruralcapital.net)

Diane Tackett, COO  
Workforce Solutions Rural Capital Area  
[Diane.tackett@ruralcapital.net](mailto:Diane.tackett@ruralcapital.net)





**ITS OVER. GO HOME!**