Iowa Department on AGING
Jessie Parker Building
510 E 12th Street, Ste. 2
Des Moines, IA 50319
515.725.3333 | 800.532.3213
www.iowaaging.gov

State of Iowa
Senior Community Service Employment Program
Updated Strategic State Plan

Program Years July 1, 2014 – June 30, 2016

Prepared by the Iowa Department on Aging

Contact Information for Iowa's Senior Community Service Employment Program 2014 Strategic Plan:

Suzanne R Paulson, MS, CRC
Director of Employment Initiatives
510 E. 12th St., Ste. 2
Des Moines, Iowa 50319
515-725-3333
515-725-3323
Suzanne.Paulson@iowa.gov

Iowa Department on AGING

Jessie Parker Building
510 E 12th Street, Ste. 2
Des Moines, IA 50319
515.725.3333 | 800.532.3213
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Governor Certification of Designation of Iowa to IDA

As the governor, I certify that for the State of Iowa, the Iowa Department on Aging has been duly designated to represent the State in the capacities indicated for the Older American Community Service Employment Program as outlined in Title V of the 2006 amended Older Americans Act. Subsequent changes in the designation of state agencies will be provided to the U.S. Department of Labor as such changes occur.

Governor Terry Branstad

Terry Branstad

Signature

12-5-14

Date

INTRODUCTION

The Senior Community Service Employment Program (SCSEP) is authorized by Title V of the Older Americans Act (OAA) and has two goals. According to Section 502(1) of the OAA, the program is designed to:

- Foster individual economic self-sufficiency; and
- Promote useful opportunities in community service activities.

SCSEP serves unemployed, low-income individuals who are 55 years and older and who have poor employment prospects due to a lack of skills. The objective is to train older adults in work skills so they will be able to enter unsubsidized employment.

Although SCSEP is an OAA program, it is administered by the Department of Labor (DoL).

SECTION 1. Long-term projections for jobs in industries and occupations in the state that may provide employment opportunities for older workers

The Local Employment Dynamics (LED) program sponsored by the Census Bureau completed the 2013 Older Workers in Iowa Report. According to this report, there are 365,717 employees age 55 and over, representing 21% of all workers in Iowa. In 2009, those working and over 55 made up 19% of the total population and in 2013 they made up 21% of the total population.

Based on Labor Market and Workforce Information Division (LMWID), Iowa Workforce Development, the 2010-2020 State of Iowa Occupational Projections predict 14.6% growth over the 10-year projection period, an increase of 234,665 jobs. See below for industry and anticipated growth percentage:

- Management of Companies and Enterprises 49.4%
- Hospital 40.6%
- Wholesale Electronic Markets and Agents 39.2%
- Warehousing and Storage 39.1%
- Wood Product Manufacturing 38.1%
- Internet Service Providers, Web Search 37.7%

The 2012 Older Workers in Iowa Report identifies the top four industries that employ workers age 55 and older as:

- Truck Transportation
- Machinery Manufacturing
- Hospitals, Merchant Wholesalers
- Nursing and Residential Care Facilities

Based on the industry needs identified in the 2010-2020 State of Iowa Occupational Projections noted above, the job market for workers aged 55 and older will be increasingly competitive due to the greater demands for a skilled workforce.

The top four industries identified also require more than a high school diploma and usually require at least a two-year degree or certificate. Iowa's Senior Community Service Employment Program providers typically enroll individuals whose current skill levels will qualify them for jobs that are entry-level, low skilled jobs that average $8-10 per hour. While it is important to understand that these entry-level jobs are important to the people we serve, it will not lead to their overall self-sufficiency and reduce their dependence on public benefits. The investment in education for SCSEP participants is the best way to help them reach a higher level of employment and less dependence on public benefits.

According to Iowa Workforce Development, Labor Market & Workforce Information Division, Labor Force and Occupational Analysis Bureau, the distribution of job openings in Iowa by skill level is: 32% High-skill, 50% Middle-skill and 18% Low-skill.

Increasing the skill level of our current participants through short-term training programs will not only fill the middle skills gap in Iowa, but will significantly increase their employment opportunities.

SECTION 2. Current and projected employment opportunities in the state (such as by providing information available under §15 of the Wagner-Peyser Act (29 U.S.C. 491-2) by occupation, and the types of skills possessed by eligible individuals. (20 CFR 641.325(c).)

Iowa Workforce Development (IWD) conducted a Workforce Needs Assessment from August 2012 through December 2012 to determine worker need and skill level demand in the State of Iowa. Some of the results are detailed in Table 1 and demonstrate that the majority of vacancies occur in the Healthcare & Social Services occupational category:

TABLE 1
Current Vacancy Estimates by Industry Category in Iowa

Industry	Percent of Total Vacancies Reported	Estimated Vacancies
Healthcare & Social Services	24.3%	6,750
Manufacturing	17.6%	4,903
Wholesale & Retail Trade	9.5%	2,652
Accommodation & Food Services	9.0%	2,510
Construction	7.6%	2,102
Finance, Insurance & Real Estate	6.3%	1,742

Administrative & Waste Services	5.4%	1,509
Transportation & Warehousing	4.1%	1,133
Professional & Technical Services	4.0%	1,117
Public Administration	3.2%	900
Personal Services	2.9%	810
Educational Services	1.6%	455
Information	1.4%	381
Arts, Entertainment & Recreation	1.2%	344
Agriculture & Mining	0.8%	233
Management	0.6%	169
Utilities	0.4%	111
Total	**100%**	**27,821**

Furthermore, the Iowa Workforce Needs Assessment (2013) asked employers for their perceptions of basic skills and occupational skills lacked by applicant. Below are the results from the survey:

Iowa Employers' perception of:

Basic skill deficiencies: Basic skills are those developed during the elementary and middle part of an individual's education (i.e. literacy, math, and basic computer skills).

- 49.1% of employers felt that written communication skills were lacking
- 44.0% of employers felt that applied mathematics skills were lacking
- 38.7% of employers felt that reading for information was lacking

Occupational skills deficiencies: Occupational skills are the technical and job specific skills associated with an occupation.

- 47.9% of employers felt that analytical thinking skills were lacking
- 27.4% of employers felt that business communication skills were lacking
- 18.3% of employers felt that project management skills were lacking
- 14.9% of employers felt that basic computer literacy was lacking
- 12.8% of employers felt that computer software skills were lacking

Future plans identified and outlined in the Workforce Needs Assessment (2013) demonstrated that 21.8% of Iowa employers responding to the survey planned expansions in their workforce (see Table 2 for those employers reporting planned expansions). The Workforce Needs Assessment (2013) reported that 52.3% of reporting employers planning expansions anticipated that this would occur within the next 12 months.

TABLE 2
Planned Payroll Expansion

Industry	Percent of Each Industry	Percent of Total
Wholesale & Retail Trade	20.1%	18.1%
Manufacturing	35.1%	15.0%
Healthcare & Social Services	23.8%	13.6%
Construction	25.0%	12.6%
Professional & Technical Services	28.4%	9.4%
Finance, Insurance & Real Estate	19.8%	6.0%
Personal Services	16.8%	5.0%
Administrative & Waste Services	31.3%	4.8%
Accommodation & Food Services	13.9%	3.8%
Transportation & Warehousing	23.1%	3.5%
Information	20.9%	2.0%
Public Administration	6.6%	1.7%
Agriculture & Mining	14.8%	1.5%
Arts, Entertainment & Recreation	16.8%	1.2%
Educational Services	14.7%	1.2%
Utilities	6.0%	0.4%
Management	12.5%	0.1%

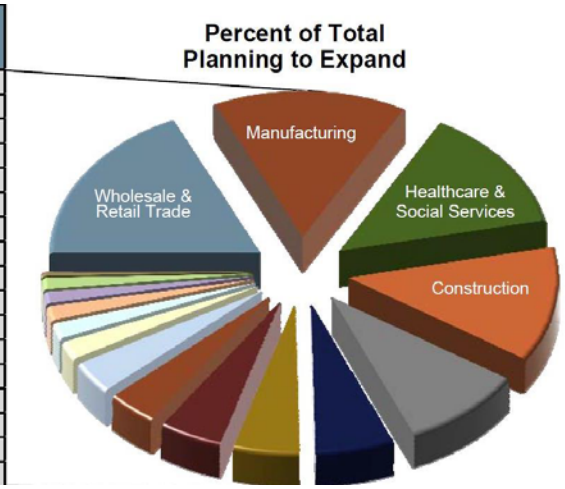

TABLE 3

Iowa Industry Employment Projections, 2010-2020

Major Industry	2010	2020	Growth	Percent Change
Total Wage and Salary Employment	**1,612,720**	**1,847,430**	**234,710**	**14.6%**
Self-Employed and Unpaid Family Workers	141,000	150,980	9,980	7.1%
Natural Resources and Mining	5,740	7,105	1,365	-1.5%
Trade, Transportation and Utilities	308,245	346,875	38,630	12.5%
Construction	61,565	79,290	17,725	28.8%
Manufacturing	200,630	223,080	22,450	11.2%
Information	28,685	32,280	3,595	12.5%
Financial Activities	101,225	120,170	18,945	18.7%
Professional and Business Services	121,685	155,125	33,440	27.5%
Educational Services	169,090	183,905	14,815	8.8%
Health Care and Social Assistance	197,495	246,910	49,415	25.0%
Leisure and Hospitality	129,470	144,480	15,010	11.6%
Other Services	60,555	69,690	9,135	15.1%
Government	87,335	87,540	205	0.2%

Source: Labor Force and Occupational Analysis Bureau, Iowa Workforce Development.

SCSEP participants typically have fewer employment prospects because of outdated skills and long term unemployment. The training that the individuals receive through their Host agency can give them some of the skills they need in order to be competitively employed. The Iowa Integrated Workforce Plan for the Workforce Investment Act Title I/Wagner-Peyser Act and Department of Labor Workforce Programs (July 1, 2012 – June 30, 2017) reported that Iowa will not be able to address the shortage of middle-skill trained workers through our next generation of workers coming out of high school. There are currently just not enough of them. This should

increase the employment opportunities for Iowa's SCSEP participants who invest their time in short term trainings.

SECTION 3. Discussion of how long-term job projections relate to types of unsubsidized jobs for which SCSEP participants will be trained and the types of skill training to be provided.

Iowa's Workforce and the Economy (2014) identifies 20 industries that will have the largest job growth within the state, (2012-2022) many of which could be targeted for skills training for people participating in the Senior Community Service Employment Program (SCSEP). The occupations in order of annual openings are:

- Ambulatory Heath Care Services
- Educational Services
- Administrative and Support Services
- Nursing and Residential Care Facilities
- Specialty Trade Contractors
- Food Services and Drinking Places
- Professional Scientific, Tech
- Social Assistance
- Insurance Carriers and Related
- Credit Intermediation and Related
- Hospitals
- Truck Transportation
- Management of Companies
- General Merchandise Stores
- Food and Beverage Stores
- Construction of Buildings
- Warehousing and Storage
- Food Manufacturing
- Local Government
- Religious, Civic, Professional Organizations

Participants in SCSEP undergo work history and skills assessment. During the work and skills assessment process the occupations listed above may be screened for and appropriate training sites explored. Certifications and classroom education may be provided to help meet the labor market demand.

In addition, all Grantees in the State of Iowa may offer On-the-Job Experience when appropriate and this could provide a tool for when the participant demonstrates job readiness in an area identified to have high growth. Increasing the financial self-sufficiency of older Iowans through the SCSEP program adds to the economic stability of not only older Iowans but also their communities and the State of Iowa.

SECTION 4. A description of the localities and populations for which projects of the type authorized by Title V are most needed (20 CFR 641.325(d))

According to the State Data Center for Iowa, 64.02% of Iowa is considered urban, while 35.98% is rural. In addition, 14.9% of the state is aged 65 and older and 2.5% of Iowa's population is aged 85 and older. Furthermore, 6.73% of people aged 65 and older meet or are below the federal poverty level. The equitable distribution, despite funding and slot allocation losses, has allocated 65% of training positions to rural counties.

From 1980 to 2013 Iowa's population increased by 148,501 people (see Table 4), with the areas of increased population being concentrated in the urban areas.

TABLE 4
Iowa Urban/Rural Population Changes Over Time

Year	Total Population	Urban		Rural	
		Number	Percent	Number	Percent
2013	3,090,416	1,989,653	64.4%	1,100,763	35.6%
2012	3,074,186	1,963,070	63.9%	1,111,116	36.1%
2011	3,062,309	1,972,496	64.4%	1,089,813	35.6%
2010	3,046,355	1,950,256	64.0%	1,096,099	36.0%
2000	2,926,324	1,787,432	61.1%	1,138,892	38.9%
1990	2,776,755	1,683,065	60.6%	1,093,690	39.4%
1980	2,913,808	1,708,232	58.6%	1,205,576	41.4%

The Iowa Department on Aging (IDA), state Senior Community Service Employment Program (SCSEP) grantee and national SCSEP grantees met in 2008 to discuss how to move training positions into the rural counties to allow for more equitable distribution throughout the state. Iowa SCSEP grantees continuously work toward priority of service compliance as defined in the Older Americans Act, Title V 518 (b)(1)(2) and the Department of Labor rules 20 CFR 641.520. Table 5 demonstrates the priority of service breakdown for each Iowa grantee:

TABLE 5
Program Year 2013 Final

Priority of Service 3rd Quarter PY 2011	AARP	Experience Works	SSA-I	State
Age 65+	11%	15%	14%	13%
Disability	12%	23%	37%	17%
Limited English Skills or Low Literacy Skills	53%	1%	2%	0%
Rural	7%	84%	30%	43%
Veterans	14%	14%	13%	14%
Low Employment Prospects	100%	93%	61%	93%

Failed to Find Employment Using One Stop Delivery	1%	25%	19%	9%
Homeless or At-Risk of Homelessness	92%	40%	18%	82%

SECTION 5. A description of actions to coordinate SCSEP with other programs. This may alternatively be discussed in the state strategies section of the strategic plan, but regardless of placement in document, must include:

5a) Planned actions to coordinate activities of SCSEP grantees with WIA title I programs, including plans for using the WIA One Stop delivery system and its partners to serve individuals aged 55 and older. (20 CFR 641.302(g), 641.325(e))

The integrated Iowa*WORKS* offices offer a variety of services that may benefit the SCSEP participant. Participants may take part in all skills development services offered at Iowa*WORKS*. For example, Iowa*WORKS* staff can administer proficiency tests for Typing, 10-Key and Data Entry. Local offices also utilize the Office Proficiency Assessment Certification (OPAC) to test a job candidate's abilities in Microsoft Office software. For the older worker who has been laid off or is entering the job market after a prolonged absence, the Iowa*WORKS* office may be a source for testing and evaluation to help determine a job-driven career path.

In 2010, Iowa Workforce Development developed the integration policy "Older Worker Program Services in regard to Integrated Service Delivery Model" (Appendix 1) which outlines the partnership between the Iowa*WORKS* and the SCSEP participant's training. Because of the "Older Worker Program Services in regard to Integrated Service Delivery Model" policy, a tool was developed that collects current membership data by region, identifying people age 55 and older who meet certain criteria, such as food assistance, general assistance, homelessness or unemployment. The data is then e-mailed to the Director of Employment Initiatives at the Iowa Department on Aging who sends the information to the 3 National grantees in Iowa and the sub-recipient of the state. The SCSEP providers are then able to contact the person on the list to explain the purpose of SCSEP, determine need and eligibility.

SCSEP grantees in Iowa are part of the Iowa*WORKS* Memorandum of Understanding (MOU). The MOU outlines the role and responsibilities of each partner such as sharing information, a streamlined referral process, information exchange and other details of the business relationship. In addition, it contains requirements related to the provision of skill development services via the Iowa*WORKS* system.

To assist job candidates who may not be close to one of the agency's 19 offices, Iowa*WORKS* has installed hundreds of virtual access points across the state. Iowa Workforce Development also has workforce professionals available to assist from 8 a.m. - 8 p.m. Monday through Friday and 10 a.m. - 2 p.m. on Saturdays via live chat at an access point or by calling 866-239-0843. IWD has continuous recruitment of access points across the state. Access Point Services include:

- Job search and résumé development assistance
- Access to thousands of employment opportunities
- Skill assessment and testing tools
- Information for veterans
- Workforce data and trends
- Job posting assistance for employers
- Online filing for unemployment insurance

Iowa's transition to a combination of storefront and virtual access points has added challenges for the SCSEP participant's Iowa*WORKS* experience. Specifically noted is that many of the participants live in rural areas and do not have reliable transportation. Iowa*WORKS* has over 900 access points which help our participants access either an access point or a physical center. One barrier to using a virtual access point is the lack of computer skills experienced by many of the SCSEP participants.

Grantees continue to list openings with host agencies at Iowa*WORKS* and refer participants to the centers after instructing the participant on how to utilize the services available. Grantees attend and participate in local regional workforce partner meetings and participate on Regional Workforce Boards.

Another resource available through Iowa*WORKS* is the ability to test skills, without cost to the participant. The National Career Readiness Certificate (NCRC) is a national credential that demonstrates three workplace abilities of the test taker; 1) reading for information, 2) applied mathematics, and, 3) locating information. Passing the certification may be reflected at four levels – Platinum, Gold, Silver and Bronze. The statewide statistics, as of October 1, 2014, related to the Skilled Iowa Initiative and the NCRC are below:

Total Number of Member Business locations statewide: 11,516

NCRC Update

Number of NCRC certificates awarded statewide the week of September 22-28, 2014:

Certificate total:	303
Platinum:	2
Gold:	70
Silver:	162
Bronze:	69

Total number of NCRC certificates awarded statewide (beginning 2008):

Certificate total:	51,058
Platinum:	288
Gold:	12,080
Silver:	29,011
Bronze:	10,115

5b) Planned actions to coordinate activities of SCSEP grantees with the activities being carried out in the state under the other titles of the Older Americans Act (OAA). (20 CFR 641.302(h))

The Older Americans Act (OAA) supports the aging network which includes the Iowa Department on Aging (IDA), Area Agencies on Aging (AAA), one tribal aging unit and LifeLong Links (No Wrong Door). Per Iowa Legislature House File 2320 passed by the 84th General Assembly, IDA reduced the number of AAAs from 13 to six effective July 1, 2013. The Iowa Commission on Aging approved a plan to reduce the number of Planning and Service Areas to six with the intent to provide continuity in the delivery of services across the state.

Services provided via the aging network include home-delivered meals, nutrition services, transportation, adult day services, health promotion, supports for family caregivers, elder rights protection and long-term care advocacy and employment. SCSEP participants, who are age 60 and older, have access to the services provided through the OAA.

The IDA is the grant recipient and managing state department for Life Long Links (LLL). The LifeLong Links concept is a network of state and local organizations working together in a coordinated fashion to provide consumers, family members and professionals with integrated access points to all long-term services and supports, in essence the system allows users a "no wrong door" access to information and supports. LifeLong Links started as a virtual portal to information and referral resources, LifeLongLinks.org. Iowa developed a pilot project that includes a position entitled "Options Counselor" and expanded that pilot to include physical sites. The LifeLong Links state plan mandates the concept be available statewide by 2017.

5c. Planned actions to coordinate SCSEP with other private and public entities and programs that provide services to older Americans, such as community and faith-*based organizations, transportation programs, and programs for those with special* needs or disabilities (20 CFR 641.302(i))

The Iowa SCSEP grantees are experts at forming partnerships in their communities to benefit SCSEP participants and partnerships are formed to meet the individual needs of a participant. The grantees will continue to identify, within their own geographic areas, the agencies that provide services necessary to support a participant in their efforts to gain employment.

Partnerships have been formed and will be maintained with the following organizations:

- Community Action Programs
- Disability Employment Initiative
- Iowa Work Incentives Planning and Assistance
- Iowa Coalition for Integrated Employment
- Iowa Employment First
- Iowa Department of Vocational Rehabilitation Services
- Iowa Department for the Blind

- Iowa Mobility Managers
- 211
- Job placement services
- Homeless shelters
- County General Relief
- Central Point Coordinators
- Iowa Department of Human Services
- St. Vincent DePaul
- Salvation Army
- Home-based Iowa (Veterans HCBS)
- Community Rehabilitation Programs
- Veterans Affairs
- Homeless shelters
- Other Public and faith-based organizations

5d. Planned actions to coordinate SCSEP with other labor market and job training initiatives. (20 CFR 641.302(j).)

1. SCSEP grantee staff meets regularly with Vocational Rehabilitation, Adult Learning Centers, Technology Centers, Community Colleges and Universities to ensure open communication and collaboration with partners involved in serving older Iowans.
2. Participants will be encouraged to have employment goals and training sites based on their interests with attention placed on local high growth jobs (see Table 1).
3. Labor Market information will be utilized by SCSEP staff to identify occupations that are needed within their community.
4. Iowa SCSEP providers will connect with the Career Pathways Navigators located at Iowa's Community Colleges so that they are aware of the short term training available in their service area.

5e. Actions to ensure that SCSEP is an active partner in the One Stop delivery system and the steps the state will take to encourage and improve coordination with the One Stop delivery system. (20 CFR 641.335)

See discussion in 5a. Iowa SCSEP providers will also seek to co-locate in Iowa*WORKS* office whenever possible.

SECTION 6. The state's long-term strategy for engaging employers to develop and promote opportunities for the placement of SCSEP participants in unsubsidized employment. (20 CFR 641.302(e)) (May alternatively be discussed in the state strategies section of strategic plan.)

All Iowa SCSEP grantees may offer On-the-Job Experience opportunities to appropriate participants which includes a trial period for the employer and the participant to determine if they have the skills/aptitude to enter into employment at the identified job site. The tool creates a partnership with employers.

Other tools for developing partnerships with employers:

- O-Net, the "Occupational Information Network," is accessible with any computer with internet capability and provides a database on worker competencies and job requirements. (This would also encompass other online interest assessment)
- Volunteer service in the community is a way to discover potential employers and improve job skills in an informal environment and is a proven method to enhance employment opportunities.
- Older Worker regional job fairs and interaction with employers provide information regarding the skills needed to meet the needs of the local labor market
- Direct interaction with local business and employers to determine what skills sets are needed
- Promote SCSEP to improve recruitment of people who meet priority of service
- Remain knowledgeable of the labor market needs in areas served by the individual grantee
- Form partnerships with IWD partners, industry, education and economic development agencies
- Participate in local Iowa*WORKS* regional and local meetings
- Reinforce SCSEP's mission with employers through phone calls during the 16-month follow-up period

SECTION 7. The state's long-term strategy for achieving an equitable distribution of SCSEP positions within the state that:

7a) Moves positions from over-served to underserved locations within the state in compliance with 20 CFR 641.365.

7b) Equitably serves rural and urban areas.

7c) Serves individuals afforded priority for service under 20 CFR 641.520. (20 CFR 641.302(a), 641.365, 641.520)

Equitable distribution is an ongoing process that ensures even distribution of the Iowa SCSEP training positions so eligible people have reasonable access to training opportunities via SCSEP.

In 2008, a meeting was held with all the SCSEP grantees in the State of Iowa where consensus was reached and slots were redistributed according to the equitable distribution recommendations from DoL. Since 2008 fair equitable distribution has been maintained.

Priority of service (POS) is managed by the sub-recipient and the POS elements are: age 65 or older; have a disability; limited English proficiency or low literacy skills; reside in a rural area; veteran or qualified spouse; low employment prospects; failed to find employment via the One-Stop delivery system; homeless or at risk for homelessness. Should an applicant have one or more of the above identified priority of service elements, that applicant will be served before someone who does not meet any POS.

SECTION 8. The ratio of eligible individuals in each service area to the total eligible population in the state. (20 CFR 641.325(a)) See Tables 5 and 6.

SECTION 9. The relative distribution of eligible individuals who:

9a. Reside in urban and rural areas within the state.

9b. Have the greatest economic need.

9c. Are minorities.

9d. Are limited English proficient.

9e. Have the greatest social need. (20 CFR 641.325(b))

Tables 5 and 6 provide a State of Iowa breakdown in each population category as found in data from the U.S. Census Bureau, American Fact Finder and Iowa Data Center.

TABLE 6
Iowa 2012 General Demographics

						Total	SCSEP All SCSEP grants in Iowa PY 2013	Total % of population enrolled in SCSEP
TOTAL IOWA SCSEP SLOTS							550	
Sex	**Age 55-59**	**60-64**	**65-69**	**70-74**	**75 and over**			
Male	97,675	75,589	55,204	46,252	86,695	**361,415**	389	.10%
Female	97,511	78,587	62,705	53,267	142,507	**434,577**	593	.13%
Educational Attainment		**45-64**	**65 and over**					
Less than 9th grade		17,967	42,076			**60,043**	26	.02%
9th to 11th		37,970	42,474			**80,444**	108	.04%
High school graduate (including Equivalence)		285,764	207,058			**492,822**	350	.07%
1-3 years college		174,951	75,284			**250,235**	293	.12%
Associates degree		78,159	14,378			**92,537**	43	.03%
Bachelor's		127,956	40,264			**168,220**	90	.05%
Graduate or professional degree		67,309	25,096			**94,405**	49	.05%
Veteran Status		**55-64**	**65-74**	**75 and over**				
		61,413	46,793	58,756		**166,962**	136	.08%
Disability		**18-64**	**65 and over**					
		1,854,811	428,307				211	**
Race	**55-59**	**60-64**	**65-69**	**70-74**	**75 and over**			
White alone	197,276	163,291	121,073	97,980	234,844	**804,472**	786	.10%
Black or African American	3,582	2,458	1,570	1,121	1,827	**10,558**	167	1.58%

						Total	SCSEP All SCSEP grants in Iowa PY 2013	Total % of population enrolled in SCSEP
alone								
Asian alone	1,662	1,551	1,087	721	877	**6,287**	7	.11%
Native Hawaiian and Other Pacific Islander alone	46	49	31	17	18	**161**	0	0%
Native American Indian Alaska native	845	397	219	184	1,507	**3,152**	13	.41%
Two or more races	894	611	385	482	2,653	**5,025**	0	0
Hispanic	3,236	2,193	1,383	1,033	1,841	**9,686**	24	.25%
125% of Federal Poverty Level in Iowa	**55-64**	**65-74**	**75 and over**					
	8,130	7,862	15,203			**31,195**	864	2.77%
Rural	**55-59**	**60-64**	**65-69**	**70-74**	**75+**			
Male	47,710	40,591	27,625	23,157	40,676	**179,759**		
Female	43,677	38,636	30,117	23,142	57,737	**193,309**		
Total Rural						**373,068**	398	.11%

**** Data cannot be determined with available data**

TABLE 7
Limited English Proficiency

Iowa	18-64		65 and over	
English Spoken at home	**Not well**	**Not at all**	**Not well**	**Not at all**
Spanish	17,387	7,919	426	626
Other Indo-European	3,023	408	337	231
Asian and Pacific Island	5,201	791	565	401
Other Languages	861	99	84	28

SECTION 10. A description of the steps taken to avoid disruptions to the greatest extent possible, when positions are redistributed, as provided in 20 CFR 641.365; when new Census or other reliable data become available; or when there is over-enrollment for any other reason. (20 CFR 641.325(i), 641.302(b))

The new Census data from the 2010 Census revealed a shift in the locations of some of the SCSEP eligible population creating over enrollment and under enrollment in geographic areas across Iowa. The response to this change will be to:

- Make gradual shifts in positions as they become vacant to areas where there have been changes in the eligible population
- Transfer a participant to a new grantee with the involvement of the State agency responsible for preparing the State Plan and equitable distribution report
- Grantees will submit, in writing, proposed changes in distribution that occur after submission of the equitable distribution report to the DoL
- Grantees will coordinate with other grantees in the state as well as the State project director any proposed changes in position distribution
- Training assignments will not be shortened in length unless unsubsidized employment can be obtained.

An example of how the new census data created changes for slot distribution, the state grant realized a loss of 4 positions for one sub-recipient and a gain of 4 positions for another sub-recipient.

SECTION 11. The state's long-term strategy for serving minority older individuals under SCSEP. (20 CFR 641.302 (c))

Iowa's four SCSEP grantees served the following minority populations for Program Year 2013:

White	786 people or 78.8% of point in time participant count
Black	167 people or 16.8% of point in time participant count
Asian	7people or .7% of point in time participant count
Hispanic/Latino	24 people or 2.4% of point in time participant count
Native American Indian/ Alaska Native	13 people or 1.3% of point in time participant count
Total	**997**

SCSEP grantees will partner to provide additional outreach to these specific populations over the next two years. This will be accomplished by the following:

- Each grantee will establish a roadmap for diverse cultural services
- Develop links with host agencies that welcome diverse people into the community
- Appropriately refer participants to business resources, technical assistance and training offered in their language
- Market SCSEP to diverse organizations within the community via the media, other service providers and direct referrals
- Insure that recruitment/marketing efforts include specific targeted groups including veterans, persons with disabilities and diverse cultures

In addition to the above priority populations, the following relative distribution of eligible individuals must also be recruited for SCSEP:

- Persons with greatest economic need are those at or below the poverty level established by the Federal Department of Health and Human Services and approved by the Office of Management and Budget
- Minority individuals at or below 125% of Federal Poverty Level
- Persons with greatest social need as a result of non-economic factors, which include:
  - Persons with physical and mental disabilities
  - Persons with language barriers
  - Persons with cultural, social or geographic isolation

SECTION 12. A list of community services that are needed and the places where these services are most needed. Specifically, the plan must address the needs and location of those individuals most in need of community services and the groups working to meet their needs. (20 CFR 641.330)

The provision of community service is a key component of the SCSEP. Community Service positions are available for low income seniors to earn a minimum wage of $7.25 per hour in exchange for learning marketable skills. The participant trains in a host agency (non-profit

agency, local government office, or municipalities) for approximately 20 hours a week in one of the following areas: Legal Services, Employment Services, Volunteer Services, Day Care (adult and child), Senior Nutrition Programs, Mental Health Centers and more. The experience gained by real experience in an agency may facilitate transition into permanent employment.

Each grantee must engage the leadership of not-for-profit entities as partners to identify competitive job and career opportunities and the skills needed to perform such jobs, in order to provide practical training experiences. Host agencies are valuable partners in providing training in realistic work settings in order to prepare individuals for employment and career advancement in the competitive market. The IDA delegates the task of identifying the types of community services that are needed and the places where these services are most needed to local SCSEP service provider where there is a better understanding of each community's unique needs.

The State of Iowa's community service needs vary significantly from region to region as well as community to community. The ability to make local determinations is important to the national SCSEP providers as well as the state grantee sub-recipient. These entities work through their network with the Iowa*WORKS* partners and other human services agencies (such as the Iowa Department of Human Services with federal and state regulations, Iowa Vocational Rehabilitation and agencies such as Goodwill or Salvation Army with less restrictive eligibility requirements) in their respective communities to meet the needs of participants.

SECTION 13. The state's long-term strategy to improve SCSEP services, including planned longer-term changes to the design of the program within the state, and planned changes in the use of SCSEP grantees and program operators to better achieve the goals of the program. This may include recommendations to the Department as appropriate. (20 CFR 641.302(k)) Improvement of SCSEP Service Recommendations:

The National SCSEP Grantee competition was conducted by the Department of Labor during the Spring/Summer of 2012 allowing for changes in the National grantees of SCSEP services within the State of Iowa. This type of competition is meant to encourage new National grantees to operate within the state which may or may not improve the design and operations of the delivery of the SCSEP. A major concern over the potential change in grantee is the impact on participants. During the Iowa SCSEP Stakeholder meeting of July 26, 2012 it was recommended that these types of competitions be terminated due to the negative impact on participants and host agencies, for example during a past transition after competition three participants were ready for assignment to a host agency and the host agency refused the participants due to the change in grantee within the county.

The state grant is awarded to sub-grantees via a Request for Proposal following the Iowa Department of Administration's procurement process. Based on the award of RFPs, there are contractual requirements that relate to performance measures.

Other recommendations:

- Increase administration dollars to allow grantees/sub-recipients to pay rent in the ***Iowa Works*** offices or other community based sites.
- Support the recommendations of the U. S. Government Accountability Office, Report to the Chairman, Special Committee on Aging, U. S. Senate, April 2012, Appendix VI
    - Congress could offer temporary wage subsidies to employers that hire older workers who have experienced long-term unemployment (27 weeks or more)
    - Congress could change Workforce Investment Act of 1998 (WIA) and Senior Community Service Employment Program (SCSEP) performance measures to eliminate any disincentives to placing older workers in part-time employment
    - Congress could expand funding for SCSEP to take into account increases in the older worker population.

SECTION 14. The state's strategy for continuous improvement in the level of performance for SCSEP participants' entry into unsubsidized employment, and to achieve, at a minimum, the levels specified in OAA Section 513(a)(2)(E)(ii). (20 CFR 641.302(f))

The regional economic challenges on the horizon for older Iowans include the following:

- Income insecurity,
- Food insecurity and nutrition education,
- The need for more reliable access to health care and long-term care supports,
- Looming lack of a health care services workforce to meet future needs,
- The need for emergency preparedness for a wide range of potential disasters,
- Soaring energy and utility costs,
- Unemployment length which is much greater for a worker 55and older than that of younger job-seekers

The Iowa SCSEP providers will recommend training in Iowa's critical demand occupations to include health care, administrative and support services**.** The Iowa Department on Aging will convene meetings with SCSEP state and local providers and other stakeholders to follow-up on the direction set forth in the SCSEP state plan.

- Grantees will develop relationships with businesses to determine local workforce skill needs and pair job ready participants with those businesses.
- The SCSEP providers will coordinate with the workforce system to represent the interests of older workers by:
    - Developing strategies to educate state, regional, and local Workforce Investment Boards about older worker issues.
    - Explore development of a team of Title V organizations and other interested stakeholders to increase public awareness of the needs of the older worker
    - SCSEP Provider participation in Regional Workforce Board meetings

- Develop marketing materials to promote older worker issues to Iowa*WORKS*, partners, employers, etc.
- Encourage past and present SCSEP participants to participate in Regional workforce boards as well as seeking board position
- Conduct focused outreach and recruitment of diverse older workers and older individuals seeking employment, including those with barriers to employment
- Assure that older workers have access to all skills development services provided through Iowa*WORKS.*

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APPENDIX 1

Older Worker Program Services in regard to Integrated Service Delivery Model

Purpose

This Older Worker policy shall provide guidance to local workforce regions regarding the relationship between the Older Worker Services programs, Iowa's Integrated Service Delivery Model, and the effectiveness of Iowa's employment service system in including Iowans over 55 in the industry of their communities.

Definitions

A. Older Worker

For purposes of this policy, an older worker is any individual over the age of 55 who is working, or seeking work. They are as diverse a group as the population itself. They can be Chief Executive Officers, sanitation workers, clerks, business owners, pastry chefs, employed in law enforcement and protective services and in any other occupation you can think of.

The Older American Act, as amended in 2006 provides the definition below, and outlines the Senior Community Service Employment Program (SCSEP) eligibility:

OAA Title V, Section 502(a)(1) "…unemployed low-income persons who are age 55 or older, particularly persons who have poor employment prospects…"

SCSEP is:

- Authorized by Congress in Title V of the Older Americans Act of 1965 to provide subsidized, part-time, community service work based training for low-income persons (125% of federal poverty level) age 55 or older who have poor employment prospects. Poor employment prospects means unemployed at the time off application to SCSEP and not job ready, in other words, have a need for training.

B. SCSEP Worker

For purposes of this policy, an SCSEP Worker is a program eligible individual assigned to a host agency that is a 501(c)3 or a governmental entity for the purpose of work experience that will support them in meeting their employment objective. These subsidized positions are intended to be temporary, because the purpose is to develop skills and abilities through which an individual can become successfully employed in a related or similar field. The primary goal is non- subsidized employment.

C. Assumptions, myths and filters associated with older workers and older job seekers

Myth 1: You can't teach an old dog new tricks.

Reality: Studies show only negligible loss of cognitive function of people under 70. While older workers take longer to absorb completely new material, their better study attitudes and accumulated experience lower training costs. The fastest growing group of Internet users is people over 50.

Myth 2: Training older workers is a lost investment because they will not stay on the job for long.
Reality: The future work life of an employee over 50 usually exceeds the life of new technology for which the workers are trained.

Myth 3: Older workers are not as productive as younger workers.
Reality: Overall productivity does not decline as a function of age. Productivity can actually rise due to greater worker accuracy, dependability and capacity to make better on the spot judgments. Older worker's production rates are steadier than other age groups.

Myth 4: Older workers are less flexible and adaptable.
Reality: Older workers are just as adaptable once they understand the reason for changes. They are more likely to ask why, because they have often seen past changes in processes and procedures abandoned in mid-stream when they didn't bring expected rewards quickly enough.

Myth 5: Older workers are not as creative or innovative.
Reality: General intelligence levels are the same as younger workers. Eighty percent of the most workable and worthwhile new production ideas are produced by employees over 40 years old.

Myth 6: Older workers cost more than hiring younger workers.
Reality: While workers with tenure are entitled to more vacation time and pension costs related to number of years worked, replacing workers is not cost free. Aetna Insurance Company did a study of this issue and discovered these factors added 93% to the first year's salary of new employees.

Myth 7: Benefit and accident costs are higher for older workers.
Reality: Total sick days per year of older workers are lower than other age groups because they have fewer acute illness and sporadic sick days. While individual older worker's health, disability and life insurance costs do rise slowly with age, they are offset by lower costs due to fewer dependents. Overall, fringe benefits costs stay the same as a percentage of salary for all age groups. Older workers take fewer risks in accident prone situations and statistically have lower accident rates than other age groups.

Employee Qualities Most Desired versus Top Qualities of Older Employees

Employee Qualities Most Desired (according to HR Managers) Rank	Quality	Top Qualities of Older Employees (according to HR Managers) Rank	Quality
1	Commitment to doing quality work	1	Loyalty and dedication to the company
2	Get along with co-workers	2	Commitment to doing quality work
3	Solid performance record	3	Someone you can count on in a crisis
4	Basic skills in reading, writing, math	4	Solid performance record

5 Someone you can count on in a crisis	5 Basic skills in reading, writing, match
6 Willing to be flexible about doing different tasks	6 Solid experience in job or industry
7 Loyalty and dedication to the company	7 Get along with co-workers

Partnership

A. Iowa's One-Stop Workforce Centers -The Workforce Investment Act of 1998 establishes the providers of the SCSEP services across the state of Iowa as "required" One-Stop partners. This means that access to the older worker services in these programs must be available in the One-Stop centers and Older Worker service providers must be included in an MOU (Memorandum of Understanding) with the Regional Board, which clarifies how services are made available in the One-Stop workforce center. In part "b" of this section, the process for making the connection to these services is outlined. Within the guidelines of that section, there can be unique qualities in the process that may vary from region to region. For instance, in Regions where the provider service is co-located in the Iowa*WORKS* center, Staff may be engaged in some manner in the integrated service system (as the most active potential role), or in areas where the SCSEP service provider is not co-located in the center, the provider may receive a weekly list of new "Iowa*WORKS*" members who might be eligible for SCSEP services. Co-enrollment with WIA is strongly encouraged. Under the 2006 amendments to the OAA, applicants who have already enrolled in WIA and are unable to find employment are entitled to priority of service from SCSEP providers. SCSEP regulations facilitate co-enrollment in a number of ways. For example, SCSEP participants assigned to community service can receive wages while participating in WIA intensive services or training, WIA and SCSEP individual employment plans are entitled to reciprocity; and SCSEP participants may be deemed automatically eligible for WIA intensive or training services. The employment challenges for workers and job seekers over the age of 55 are unique when compared to the needs and challenges of workers and job seekers in general. Because of this, it is desired that the SCSEP provider agencies and the Area Agencies on Aging (the "triple A's") become active in the regional needs assessment and service planning activities conducted by each regional workforce investment board. The demographics of the available workforce in the state of Iowa indicate that the workers over 55 represent a very significant portion of the workforce and maximizing their ability to contribute is in every Iowa community's best interests.

1. Iowa's referral process from an integrated service center to older worker programs and 2 local options for referral: *In both scenarios below, members that have the potential to be served in a SCSEP program will be identified during the membership process. There are three data elements in this process that will flag these potential referrals:.* 1) Age over 55; 2) Low-income and 3) unemployed.

a. Active -An active referral process is one in which each individual will be directly referred to a contact with the SCSEP program at the time of membership enrollment, if they "hit" the three data elements listed above.

b. Passive -A passive referral process is one in which a list of members who "hit" on the three data elements listed above will be sent to the regional SCSEP provider(s) on a weekly basis. The SCSEP provider will follow up with the members meeting those criteria for possible program enrollment.

For validation purposes, both these types of referrals should be accompanied with a program document that the individual is a member being referred for SCSEP services.

2. Match

There is state funding used to support the infrastructure of each regional workforce center system. These funds are not matched with federal programs, and can be used as match with each SCSEP position assigned to a service team in a workforce region. SCSEP program staff will coordinate with Iowa Workforce Development financial staff to establish the match availability for each position.

Inclusion of "Older Workers" in Model

A. Job Descriptions – training assignments

1. SCSEP workers assigned as functioning staff within the integrated service model will operate on either the "Membership Team" or the "Skills Development Team" based upon the skills and aptitudes of the SCSEP worker, and upon the needs of the particular office at the time of assignment. The training description used for the position will be the functional description established for staff within each team in the model.

B. Training support - …they will be "members" of the system as well as SCSEP workers engaged on a team

1. The SCSEP worker will continue to be a service member, pursuing career options in the area that match the individual's own employment objective. The experience gained as a SCSEP worker should be a part of the strategy in meeting that objective. At the same time, they will operate as a functioning member of the service team, helping to meet the service needs of other members.

C. Post work experience expectations

1. Each SCSEP worker will have an employment plan, established by staff in the skills development area, and by the staff with the SCSEP provider agency. Objectives and efforts should at a minimum be coordinated, and at the optimum be identical. An employment plan should be running concurrently with the work experience. Work experience for the SCSEP worker is considered successful if the individual meets their employment objective at the conclusion of the training.

Impact of Iowa's Integrated Workforce system on job seekers over 55

A. Staff Training- It is the intention of the State of Iowa to enhance the participation of Iowans over 55 through the increased understanding of Iowa*WORKS* staff of the difference in support needs for older Iowans in pursuing their career objectives. Regional Boards and

agency partnerships will continue to be encouraged to strengthen the partnerships with older worker service providers in the area as well as Area Agencies on Aging. Through these partnerships we will seek to take advantage of every opportunity to provide information and training to Iowa*WORKS* staff, for the purpose of enhancing their understanding and increasing their skills and resources in response.

B. SCSEP Worker Assignment to Service Teams- Older Worker Service Providers will coordinate with Iowa*WORKS* centers to establish SCSEP Worker assignments on service teams. The functional descriptions established for team members (Membership Team, Skills Development Team, and Recruitment and Placement Team) will be used as the "job descriptions" for these SCSEP Worker assignments. Individuals will be assigned who have the desire to pursue in employment relevant to the skills and abilities of these positions. SCSEP participation on these teams is expected to enhance the understanding of other team staff of the service needs of other older workers in their regions.

C. SCSEP program (on local level) involvement in regional planning and service implementation- Iowa's Regional Boards and agency partnerships are encouraged and should include Older Worker agencies and Area Agencies on Aging in Regional Needs Assessment and service planning.

D. Ongoing assessment and evaluation (Tools, tip sheets, etc.)- Members of Iowa's State Leadership Team will continue to meet quarterly with representatives from Iowa's Department on Aging and statewide older worker service providers to review:

1. Services/workshops/Information available
2. Evaluation of outcomes – sharing the demographic information that comes out in the integration reports – and outcomes of members over 55 compared with overall outcomes

APPENDIX 2

Senior Community Service Employment Program Planning Process

20 CFR 641.325 (f) A description of the process used to obtain advice and recommendations on the State Plan from representatives of organizations and individuals listed in 641.315 and advice and recommendations on steps to coordinate SCSEP services with activities funded under title I of WIA from representatives of organizations listed in 641.33

The Iowa Department on Aging (IDA) developed the initial draft of the Senior Community Service Employment Program (SCSEP) Updated State Plan. IDA is the state agency responsible for administration of the state SCSEP grant. IDA's grant operates in 31 of Iowa's 99 counties. The Iowa SCSEP grant is administered locally via one sub-recipients, AARP Foundation. As PY 2012 was nearing the end of the contracts for the three previous sub-recipients, the Iowa Department on Aging was required to go through the competitive bidding process. AARP Foundation submitted the best proposal and was awarded the State's SCSEP training positions. Iowa's sub-recipient is required to enter into an annual contract with IDA that commits their organization to providing SCSEP services as outlined in the federal laws and federal and state rules. Iowa's rules dictate that the SCSEP grant will need to go through a competitive bidding process at least every six years.

Iowa's current SCSEP providers were notified that the SCSEP State Plan needed to be updated in October 2014, and were invited to participate and/or submit comments and recommendations. Following the meeting with the SCSEP providers in Iowa, the Iowa Department on Aging posted this document on the website at www.iowaaging.gov for public comment. The updated Iowa SCSEP State Plan was submitted to the Iowa Commission on Aging and approved, with the final document being reviewed by Governor Terry Branstad's office prior to final submission to the Department of Labor.

Recipients included the following:

- AARP, State Office
- State Unit on Aging and Area Agencies on Aging via Iowa Area Agencies on Aging Association
- National SCSEP grantees in Iowa: AARP Foundation, Experience Works and Senior Services America, Inc.
- Iowa State and Local Boards under the Workforce Investment Act (WIA)
- Public and private nonprofit agencies and organizations providing employment services, including each Title V grantee and various community action agencies
- Iowa Workforce Development (State Workforce Agency)
- Community provider organizations
- Chairs of State and Regional Workforce Investment Boards
- Employers

- General public, including older individuals and mature workers (open meeting posting and website posting)
- Business and Labor organizations via IDA's website
- Any other interested organizations and individuals

APPENDIX 3

Iowa SCSEP Providers

Sarah A. Biggers, Executive Director
Experience Works, Inc.
4401 Wilson Boulevard, Suite 1100
Arlington, VA 22203
703.682.2509 - Direct
571.319.9534 - Cell
703.522.0141 – Fax
Sarah_biggers@experienceworks.org

Ruth Bolinger
Experience Works, Inc.
2976 99th Street
Urbandale, IA 50322
515-243-2430
ruth_bolinger@experienceworks.org

Cindi Cannavo
AARP Foundation
3311 S. W. 9th St.
Des Moines, IA 50333
515-287-7555
ccannavo@aarp.org

Christine Garland, MSW
Senior Service America, Inc (SSAI)
National SCSEP Director
8403 Colesville Road, Suite 1200
Silver Spring, MD 20910
301-578-8932
cgarland@ssa-i.org

Antoinette Green
SSAI Subgrantee
Community Action Agency of Siouxland
2700 Leach Avenue
Sioux City, IA 51106
712-274-1610 ext. 224.
agreen@caasiouxland.org

Carole Moffett
AARP Foundation
223 E. 4th St.
Waterloo, IA 50703
319-234-0206
cmoffitt@aarp.org

Ivy Nielsen
SSAI Subgrantee
West Central Community Action Agency
1408 A Hwy 44
PO Box 709
Harlan, IA 51537
712-755-5135
inielsen@westcca.org

Jean Logan
Community Action Agency of Siouxland
2700 Leach Avenue
Sioux City, IA 51106
712-274-1610
jlogan@caasiouxland.org

Sally A. Boofer
AARP Foundation
Assistant National Director
601 E Street NW
Washington, DC 20049
202-434-6165
sboofer@aarp.org

Iowa Partners

Doug Keast
Iowa Workforce Development
150 Des Moines Street
Des Moines, Iowa 50309
(515) 242-0408
douglas.keast@iwd.iowa.gov

Barb McClannahan
Iowa Vocational Rehabilitation Services
510 East 12th Street
Des Moines, Iowa 50319
515-281-0264
barb.mcclannahan@iowa.gov

Shirley Sorenson, M.S.
Aging Services Mgmt Program
DMACC
Building 24
2006 S. Ankeny Blvd.
Ankeny, IA 50023
515-964-6814
sksorenson@dmacc.edu

Di Findley, Executive Director
Iowa CareGivers Association
1211 Vine Street Suite 1120
West Des Moines, Iowa 50265
515-249-0138 (cell)
di.findley@iowacaregivers.org

Anne Peters
Home Instead
6900 University Ave., #135
Des Moines, IA 50324
515-221-0866
anne.peters@homeinstead.com

Amelia Lobo
Women's Business Center Director
Iowans for Social and Economic Development (ISED)
1111 9th Street, Ste 380
Des Moines, IA 50314
515.283.0940 Ext. 30
alobo@isediowa.org

Lisa Uhelkamp, RN, BA, LNHA
Iowa Health Care Association
Iowa Center for Assisted Living
1775 90th Street
West Des Moines, Iowa 50266
515-978-2204 or 800-422-3106
lisa@iowahealthcare.org

Mindy Molck, Office Manager,
Webmaster & Media Specialist
Humility of Mary Housing, Inc.
3805 Mississippi Ave.
Davenport, IA 52807
(563) 326-1330
hmhiowa@netexpress.net

Joel Wulf, Assistant Director
Iowa Department on Aging
510 E 12th Street, Ste. 2
Des Moines, IA 50319-9025
(515) 725-3326
joel.wulf@iowa.gov

Kent Sovern
AARP
600 E. Court Ave., Ste. 100
Des Moines, IA 50309

Debi Durham, Director
Iowa Department of Economic Development
200 E GRAND AVE
Des Moines, IA 50309
Debi.Durham@iowa.gov

San Wong, Director
Iowa Department of Human Rights
321 E 12TH ST
Des Moines, IA 50319
San.Wong@iowa.gov

Michael Bousselot, Policy Advisor
Office of the Governor
1007 East Grand Avenue
Des Moines, IA 50319
Michael.Bousselot@iowa.gov

Joel Dirks
West Central Community Action
1408 A Hwy 44
Harlan, IA 51537
712-755-5135
jdirks@westcca.org

Theresa Wahlert, Director
Iowa Workforce Development
1000 East Grand
Des Moines, Iowa 50319
Teresa.Wahlert@iwd.iowa.gov

David Mitchell
Iowa Vocational Rehabilitation Services
510 E. 12th Jessie Parker Bldg
Des Moines, IA 50319
515-281-4140
David.mitchell@iowa.gov

Workforce Investment Act Service Providers

Region 1

Fern Rissman, WIA Director
Iowa*WORKS* Northeast Iowa
312 Winnebago
Decorah, IA 52101
Ph. 563/382-0457x412
Fax 563/864-7445
Fern.Rissman@iwd.iowa.gov

Region 2

Angie Konig Regional Director
Iowa*WORKS* North Iowa
600 South Pierce
Mason City, IA 50401
Ph. 641/422-1536 or 800/392-2230 x521
Fax 641/422-1505
Angie.Konig@iwd.iowa.gov

Regions 3 & 4

Val Bonney, WIA Director
Iowa*WORKS* Northwest Iowa
217 W. 5th Street
Spencer, IA 51301
Ph. 712/262-7662 x 134 or 800/798-7224
Fax 712/262-7665
Val.Bonney@iwd.iowa.gov

Region 5

Elaine Weidlein, WIA Director
Iowa*WORKS* North Central Iowa
Three Triton Circle
Fort Dodge, IA 50501
Ph. 515/576-3131 x47225
Fax 515/955-1420
Elaine.Weidlein@iwd.iowa.gov

Region 5

Children & Families of Iowa (youth)
111 Avenue O West
Fort Dodge, IA 50501
Phone: 515-573-2193
Fax: 515-573-2798

Region 6

Jennifer Fuchs, WIA/PJ Regional Director
Iowa*WORKS* Iowa Valley
3405 South Center, P.O. Box 497
Marshalltown, IA 50158-0497
Ph. 641/754-1400
Fax 641/754-1443
Jennifer.fuchs@iwd.iowa.gov

Region 7

Jeanie Wright, Operations Director
Iowa*WORKS* Cedar Valley
3420 University Avenue
Waterloo, IA 50701-2048
Ph. 319/291-2705 ext. 281
Fax 319/291-2651
Jeanie.Wright@iwd.iowa.gov

Region 8

Beth Winquist, Workforce Director
Iowa*WORKS* Western Iowa
617 N Carroll Street
Carroll, Iowa 51401
Ph. 712/792-2685 x 32
Fax 712/792-1751
Beth.Winquist@iwd.iowa.gov

Region 9

Paula Arends, Associate Director
Iowa*WORKS* Eastern Iowa
326 West 3rd Street
Davenport, IA 52801
Ph. 563-336-3485
Fax 563/336-3494
Paula.Arends@iwd.iowa.gov

Region 10

Carla Andorf, Operations Director
Iowa*WORKS*
4444 1st Ave NE Ste 436
Cedar Rapids, IA 52402
Ph. 319-365-9474 x 31107
Fax 319-365-9270
carla.andorf@iwd.iowa.gov

Region 11

Jeff Chamberlin, Executive Director
Iowa*Works* Central Iowa
430 E Grand Ave.
Des Moines, IA 50309
Ph. 515/281-9689
Jeff.chamberlin@iwd.iowa.gov

Cheryl Johnson
Children & Families of Iowa (youth)
1111 University Ave.
Des Moines, IA 50314
Ph. 515/865-3515
CherylJ@cfiowa.org

Region 12

Shawn Fick, JTP Assistant Director
Iowa*WORKS* Greater Siouxland
4647 Stone Avenue, PO Box 5199
Sioux City, IA 51102-5199
Ph. 712/274-8733 x 1245
Fax 712/274-6407
Shawn.Fick@iwd.iowa.gov

Region 13

Beth Winquist, WIA Director
Iowa*WORKS* Loess Hills
617 N Carroll Street
Carroll, IA 51401
Ph. 712/792-2685 x 32
Fax 712/792-1751
Beth.Winquist@iwd.iowa.gov

Mark Stanley, CEcD, EDFP
Executive Director
Economic & Workforce Development
Iowa Western Community College
Council Bluffs, IA
Phone 712-325-3375/Fax 712-325-3408
mstanley@iwcc.edu

Region 14

Barb DeVore, Regional Director
IowaWORKS Southern Hills
215 North Elm Street, PO Box 348
Creston, IA 50801-0348
Ph. 641/782-2119 x14, x33 (Todd)
Fax 641/782-5101
Barbara.devore@iwd.iowa.gov

Ron Ludwig, Executive Director
MATURA Action Corporation
Ph. 641/782-8431
rludwig@maturaact.org

Region 15

Linda Rouse, Operations Director
Iowa*WORKS* Southern Iowa
15260 Truman St.
Ottumwa, IA 52501
Ph. 641/684-5401 x 40018
Fax 641/684-4351
Linda.Rouse@iwd.iowa.gov

Region 16

Debbie Dowell, Regional Director
Iowa*WORKS* Southeast Iowa
1000 N. Roosevelt
Burlington, IA 52601
Ph. 319/753-1671 x 31406
Fax 319/753-5881
Debbie.Dowell@iwd.iowa.gov

Iowa Workforce Development District Managers

NORTHEAST (Regions 1-2-6-7)

Ronee Slagle
IowaWORKS Cedar Valley
3420 University Avenue, Suite G
Waterloo, IA 50701
Phone: 319-235-2123
Fax: 319-235-1068
Ronee.Slagle@iwd.iowa.gov

SOUTHWEST (Reg 8-12-13-14)

Todd Spencer
IowaWORKS Southern Hills
215 N. Elm
Creston, IA 50801
Ph. 641-782-2119 x33
Fax: 641-782-7060
Todd.Spencer@iwd.iowa.gov

EAST (Regions 9-10-16)

Michael Witt
IowaWORKS Eastern Iowa
902 W. Kimberly Rd., Suite 51
Davenport, IA 52806-5783
Phone: 563-445-3200 x43339
Fax: 563-445-3240
Michael.Witt@iwd.iowa.gov

CENTRAL (Regions 3/4, 5, 11&15)

Marlys Jones
IowaWORKS Central Iowa
430 East Grand - Second Floor
Des Moines, IA 50309
Phone: 515-281-9643
Fax: 515-281-9650
Marlys.Jones@iwd.iowa.gov

APPENDIX 4

Iowa Department on Aging
Senior Community Service Employment Program (SCSEP) Meeting
Older Worker Initiatives in Iowa
Friday, October 24, 2014 | 9:00 – 12:30
Ola Babcock Miller Room 157

9:00 Coffee chat: Older workers in Iowa, greatest strengths and greatest barriers

9:30 Review draft of updated plan

10:30 Equitable distribution discussion and report for Department of Labor (DoL)

11:00 Training opportunities in 2015 and regional job fairs

12:30 Adjourn

APPENDIX 5

Summary of Public Comments