

How to Connect and Work with Your Local Workforce Board

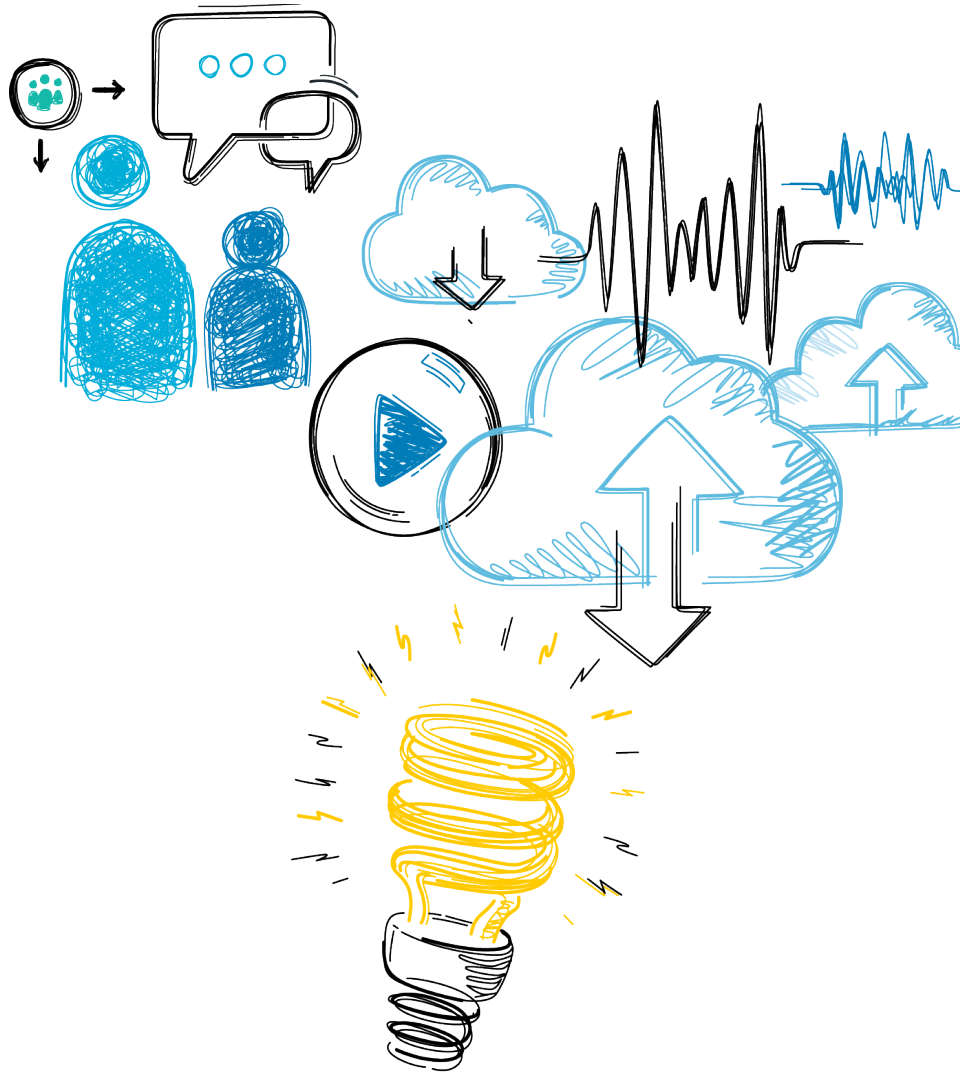
Tuesday, June 27th, 2017

Presenters:

Erin Cross, ed2go, Marketing Specialist

K Schmittler, Central Michigan University

Rhoda Straus, Central Michigan University

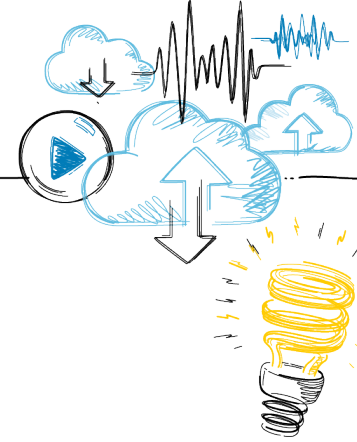


Agenda

- Workforce Boards
- Workforce Funding and Your Programs
- ed2go's Sales Support Specialist for WIOA
- ed2go's Workforce Development Manager
- Partner Success Story, Central Michigan University
- Question & Answer Session



What is a WIB?



WIB stands for Workforce Innovation Board

These regional entities are here thanks to the Workforce Investment Act of 1998

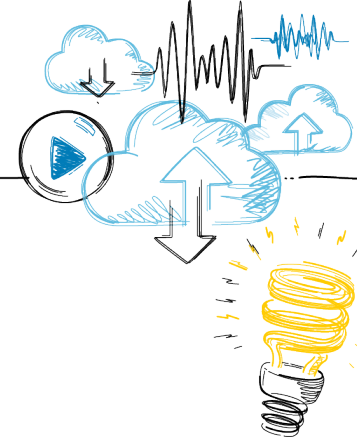
The main role of a WIB is to direct federal, state and local funding to workforce development programs. They over see the One-Stop Career Centers and provide other services to job seekers.



Why does this matter to you?

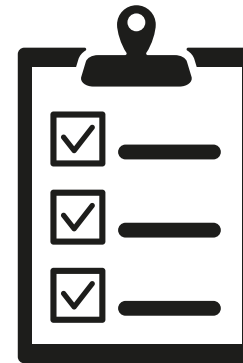
Workforce Funding and Your Programs

Workforce boards are seeking programs that prepare job seekers for the in-demand jobs in their local area.



Submitting your ed2go programs and becoming an Eligible Training Provider can provide a steady revenue stream and increase your enrollments.

It's true, each WIB and state has varied requirements to submit programs and be approved. However, ed2go is committed to help support you in your workforce efforts.



Meet Your Sales Support Specialist



Veronica Almada, Sales Support Specialist for Workforce Funding

She can assist you with:

- ETPL Provider requirements
- Course submission policies
- Top selling ed2go course for your state
- Mapping ed2go courses to the in-demand occupations for your region.
- Assistance in historical data, completion percentages, course cost breakdown, and other information required by the WIB for course submissions.
- Monthly student progress reports for active WIOA funded students on your roster

Once you're on the ETPL and programs have been approved,
it's time to connect with your local WIB!

veronica.almada@cengage.com 951-972-3688

Workforce Development Manager



Bobby Palma, Workforce Development Manager

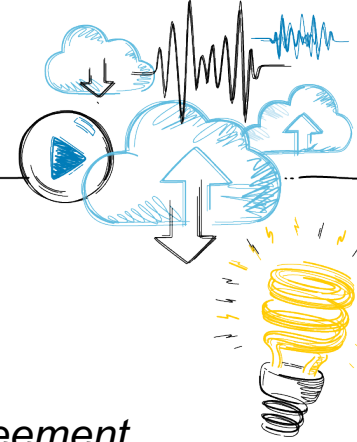
Bobby travels the country to stay abreast of regulations and changes in workforce. He also builds relationships with case managers at WIBs across the country. He researches and understands the various job markets so that he can recommend which programs are regionally appropriate to send to the ETPL.

How our Workforce Development Manager can help your institution

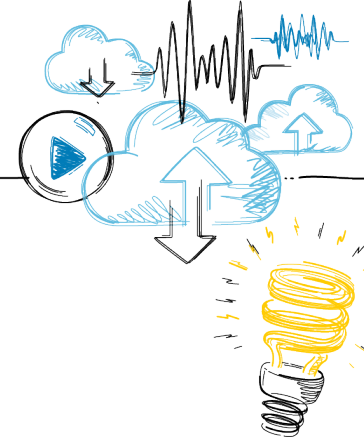
- We can personally introduce you to WIBs in your region
- Help you expand your existing WIB relationships to increase listings and enrollments
- With your permission, we'll even contact your local WIBs on your behalf, to get your ed2go programs listed.



bobby.palma@cengage.com 951-972-3748



- Background History (K Schmittler)
 - *Began working with ed2go in 2007 and shortly after partnership agreement, we began working with MI Works and the No Worker Left Behind funding program.*
- Approval by the state for MI Works WIOA or TAA Funding – MI Talent Connect.
(Rhoda Straus)
- Created a webpage containing information on process as well as program sheets
(Rhoda Straus)
- Respond to inquiries from prospective students and caseworkers on courses
(K Schmittler)
- Complete paperwork submitted (either by student or caseworker) (K Schmittler)
- Survey and Certificates of Completion (Rhoda Straus and K Schmittler)



Successes and Stumbling Blocks

Successes

- Adaptable & Flexible
- History of working with the program and the agencies offer familiarity.

Stumbling Blocks

- Communication
- Student's lack of commitment to completing program.

Question & Answer Session



If you have a question for Veronica, Bobby, CMU or ed2go, feel free to ask, we're all here to answer your questions.



Use the chat function to submit questions! Let us know who your question is for so we can direct it to the proper party.

Thank you for attending!

We appreciate your attendance and we hope to see you next time!

A recording of the webinar will be available within 24 hours of the completion of this session. A copy of the slides will also be available.

If you have any questions, please reach out to Erin, erin.cross@cengage.com

