

ADAPTIVE WORKFORCE DEVELOPMENT PILOT

OVERVIEW

The public workforce system is being called to provide a whole new level of care and holistic support to the record-high numbers of individuals that are currently and soon-to-be unemployed. This systems shock provides an opportunity for the public workforce system to fundamentally rethink the design and delivery of services. The Adaptive Workforce Development Pilot (AWDP) is a 3-month program that provides Workforce Development Boards (WDBs) with training and support to create customer-focused services to meet the needs of people affected by the massive economic disruption due to Covid-19. Participating WDBs will: (1) learn about and practice design thinking and innovation strategies, (2) work to improve customer experience and outcomes for unemployed and underemployed people and (3) connect with and learn from other workforce boards aiming to improve the quantity and quality of job placements and retention for vulnerable populations.

HOW WILL THE PROGRAM WORK?

We will guide you through the core phases of the design thinking process: observe and notice, frame and reframe, imagine and design, and make and experiment. You will learn in the context of a project that you choose – this can entail a change your WDB would like to make in its interactions with customers (e.g., improve efficiency of job placement), or an internal project that forwards an agency agenda (e.g., increase collaboration between the WDB and AJCC). We will provide financial support (up to \$5000 per team) for materials, prototypes, and other resources to help ensure your success. And, we promise that we will have some fun along the way! At this time, we are planning to deliver the program on-line, with the hope that we can move in-person if possible on the later dates. The key dates of the program are as follows:

- June 8, 2020 Application Open
- July 13, 2020 Applications Due
- August 3, 2020 Selection Notification
- August 26, 2020 Program Orientation
- September 16-17 Training Workshop 1
- September 23-24 Training Workshop 2
- October 14-15 Training Workshop 3

Outside of the sessions, participants will engage in ~1-2 hrs per week of work on their projects.

WHO SHOULD APPLY?

We are looking for up to 3 California WDBs whose leaders have an appetite and capacity to further develop a customer-focused innovative culture. We want to work with teams who are ready and willing to make a commitment to learning and practicing, who have problems they want to tackle, and who can set aside time and resources to learn. We are focusing on helping WDBs redesign services in their America's Job Center of California (AJCCs) by training and coaching AJCC managers and front-line staff in human-centered Design. See the application for details on who should be included on your team.

WHY SHOULD MY WDB PARTICIPATE?

Participation in this program:

- Will equip WDBs with tools to meet the needs of people affected by the massive economic disruption due to Covid-19
- Will provide you with methods, tools and support to create services or re-design program elements that could make a significant difference in the life of your customers.
- Your AJCC managers and staff will have new tools to see problems as puzzles to be solved, develop a mindset of continuous improvement, and learn how adapting to new circumstances can be an important habit.
- Participants will forge deeper and more trusted relationships with co-located partner agencies.
- Will help provide engagement and rediscovered connection to mission. Participants in our programs have reported a renewed sense of engagement and purpose as they spend time learning about the goals, motivations and emotional states of customers.

WHERE DO I APPLY?

The application can be found here: <https://bit.ly/awdp-2020>. The application should take about an hour to complete.

WHO IS RUNNING THE PROGRAM?

This pilot is funded by the James Irvine Foundation, which wants to pilot this program to help California's Workforce Development Boards adapt to new ways of doing business by learning how to use design thinking mindsets, skill sets and tools to improve customer experience and outcomes for unemployed and underemployed people. The program will be facilitated by Virginia Hamilton and Rachel Dzombak.

ABOUT THE FACILITATORS

Virginia Hamilton is an independent consultant with over 40 years in workforce development. Virginia is an accomplished teacher and public speaker. Her consulting work includes facilitation, strategic planning, meeting and event design, civic engagement, public participation, design thinking, collaborative processes, and large scale system change. After 17 years with the Employment Development Department, she founded the non-profit California Workforce Association and ran it for 15 years. She also served as the U.S. DOL Regional Administrator for 6 years, where she catalyzed the use of Customer-Centered Design in the public workforce system. She has spent her career in non-profits and as a public servant with the mission of making government work better for vulnerable populations.

Rachel Dzombak is a Lecturer and Research Fellow at the Haas School of Business and the Blum Center for Developing Economies, both at UC Berkeley. She teaches design, innovation, and system thinking at UC Berkeley and with a number of government agencies. Her work at present focuses on the changing nature of education and the workforce and in particular how individuals cultivate skillsets critical for the future of work including collaboration, creativity, and systems thinking. Prior to attending Berkeley, Rachel was the co-founder of a social enterprise that delivered preventative healthcare services in rural areas. She holds a PhD and MS in Civil and Environmental Engineering from the University of California, Berkeley and a BS in Biomedical Engineering from The Pennsylvania State University.

ANY OTHER QUESTIONS?

Please email Virginia Hamilton at vhvahamilton@gmail.com.