

# Iowa Workforce Development Targeted Services Bureau



An Iowa Workforce Development Initiative

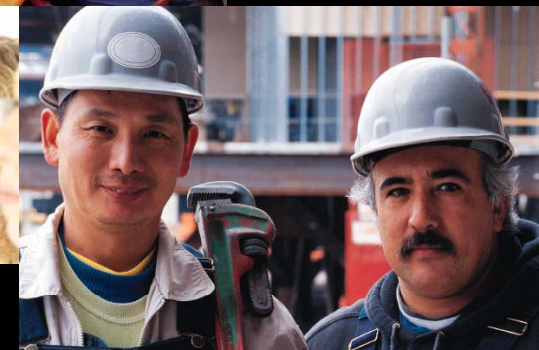
*Part of the gear that moves our  
communities*

**Marco A. Adasme – Eastern IA Regional Supervisor**

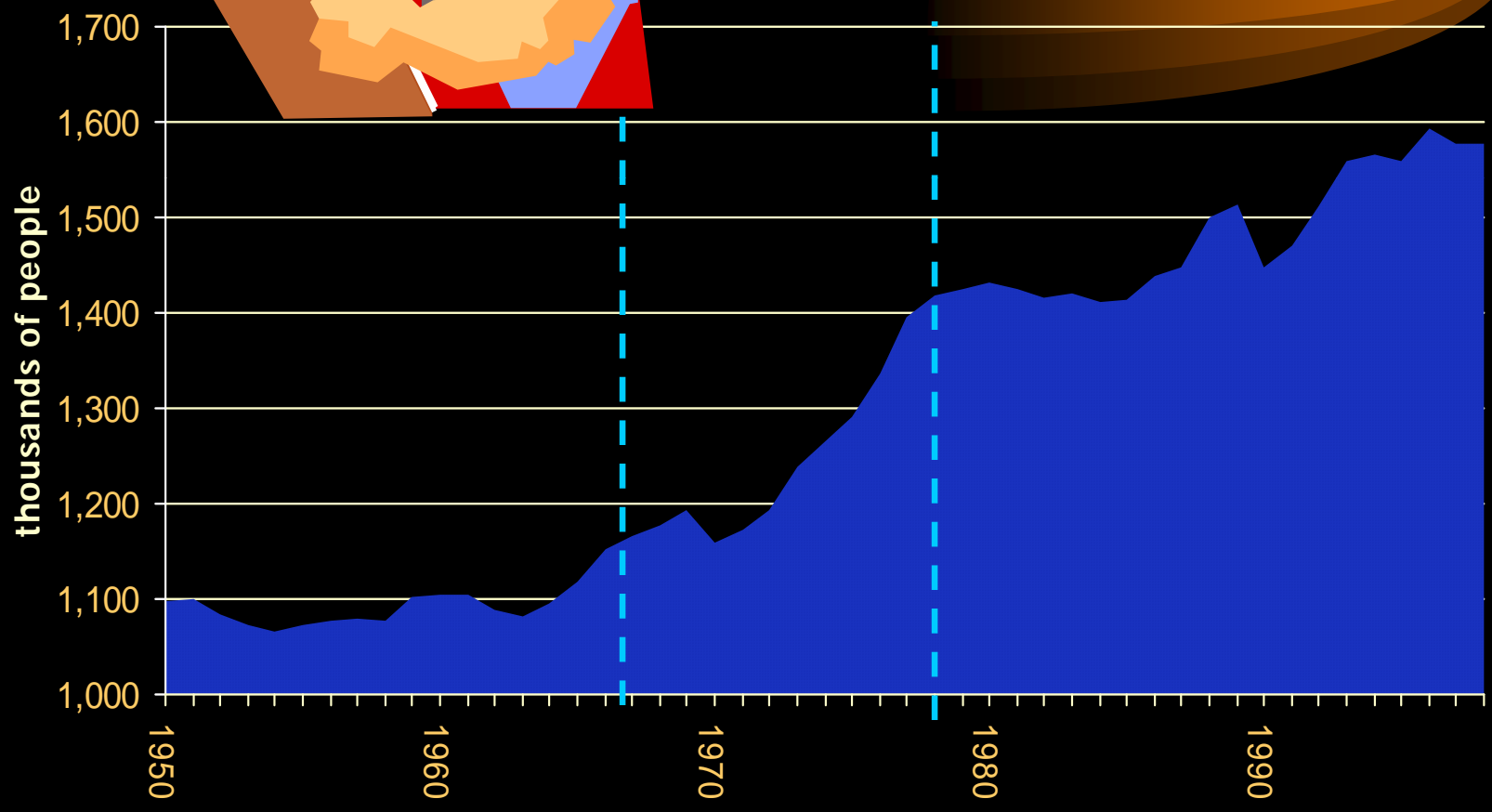
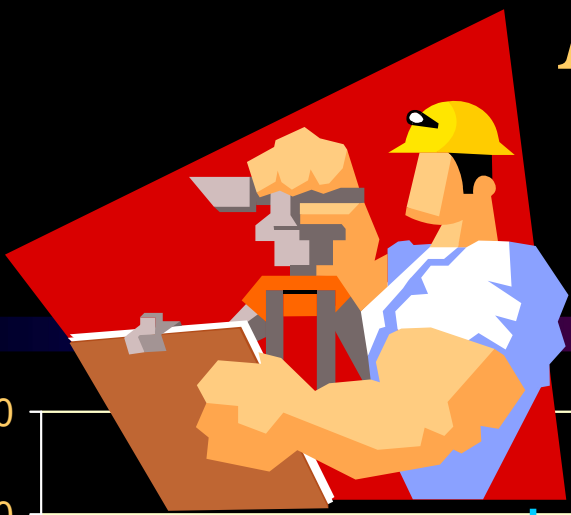
**&**

**Venus Vendoures Walsh – Western IA Regional  
Supervisor**

**ICN with Minnesota and Illinois -  
November 21, 2008**

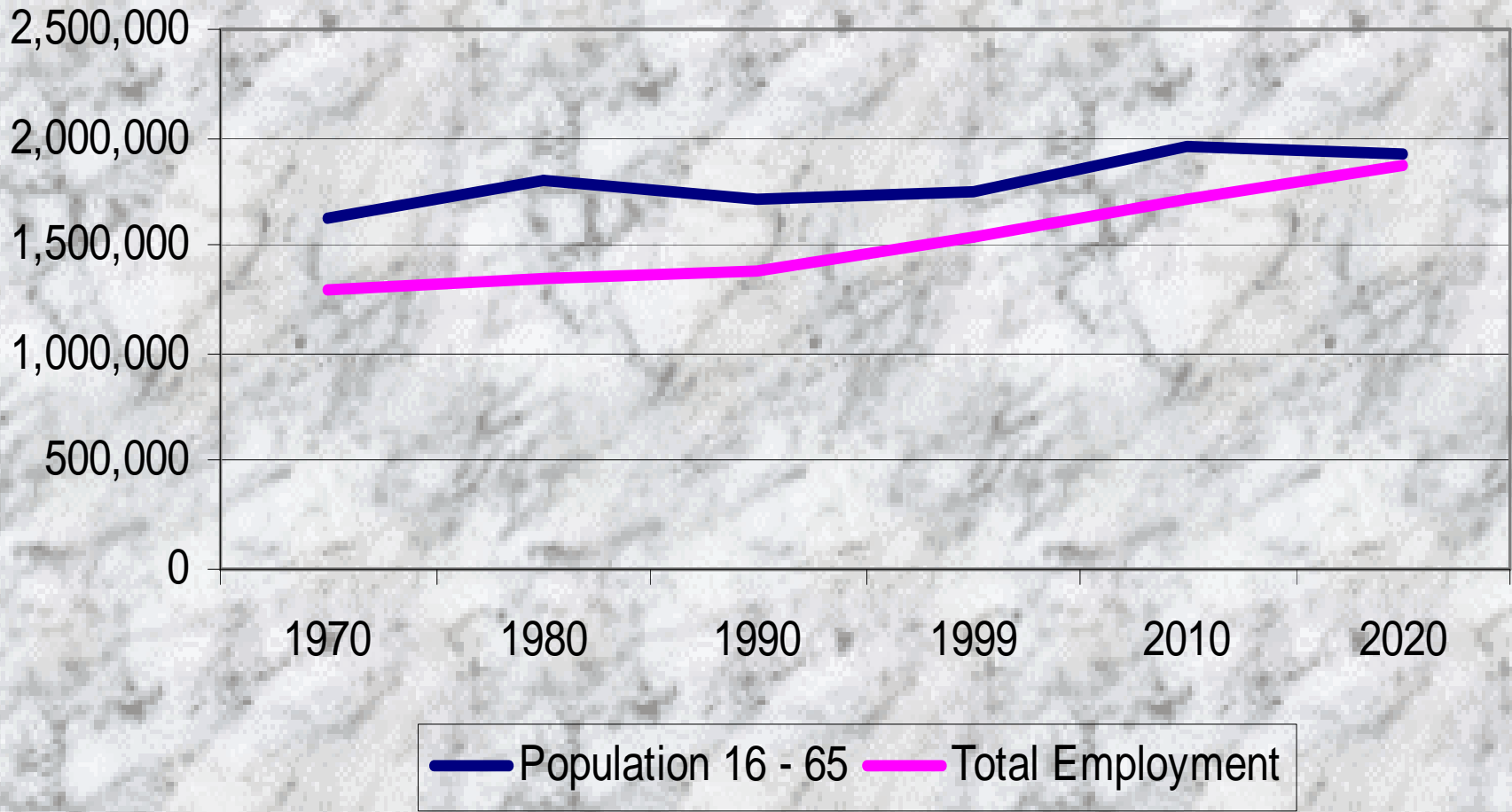


# *Iowa Labor Force 1950 – 1998*



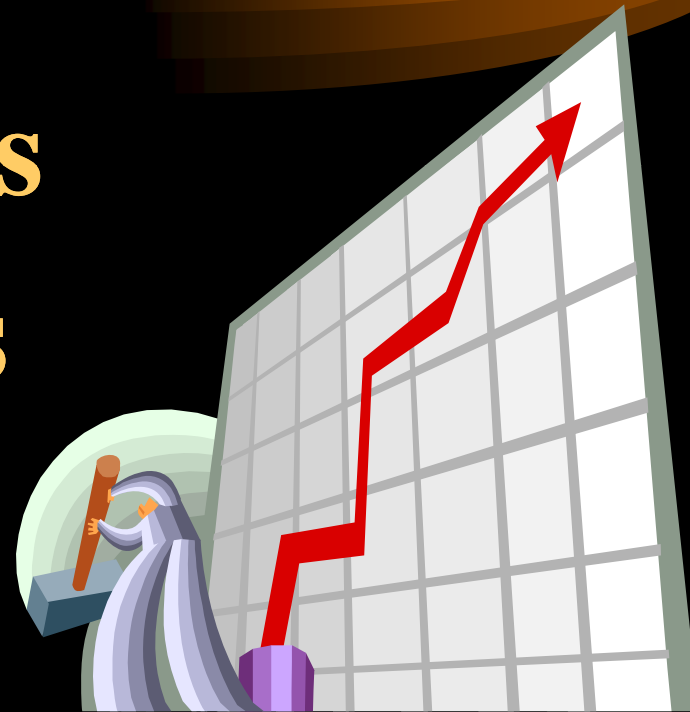
# Iowa Employment and 16 - 65 Population

Woods and Poole Economics



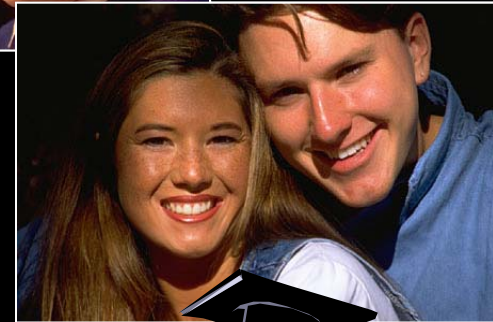
# *Wanted*

- **More workers**
- **Higher wages**
- **Higher skills**



# *Governor's Agenda for Recruitment*

- Older Iowans
- Retention of youth
- Asking alumni back
- Disabled
- Immigrants



## *Pilot Sites*

- Urban and rural
- High concentration of immigrants
- Existing infrastructure-- support system
- Sioux City & Muscatine



# *Purpose—Legislative language*

The department of workforce development shall establish pilot immigration service centers that offer one-stop services to deal with the multiple issues related to **immigration** and **employment**. The pilot centers shall be designed to **support workers, businesses, and communities** with information, referrals, job placement assistance, translation, language training, resettlement, as well as technical and legal assistance on such issues as forms and documentation. Through the coordination of local, state, and federal service providers, and through the development of partnerships with public, private, and nonprofit entities with established records of international service, these pilot centers shall seek to **provide a seamless service delivery system for new lowans.**

# *New Iowan Centers*

- Two opened in November of 2000
- Locations:
  - Sioux City
    - Director: Norma De La O,
    - [norma.delao@iwd.state.ia.us](mailto:norma.delao@iwd.state.ia.us)
    - Ph. 712/233-9037
  - Muscatine
    - Director: Marco Adasme,
    - [marco.adasme@iwd.state.ia.us](mailto:marco.adasme@iwd.state.ia.us)
    - Ph. 563/264-6014



## *Another Center added...*

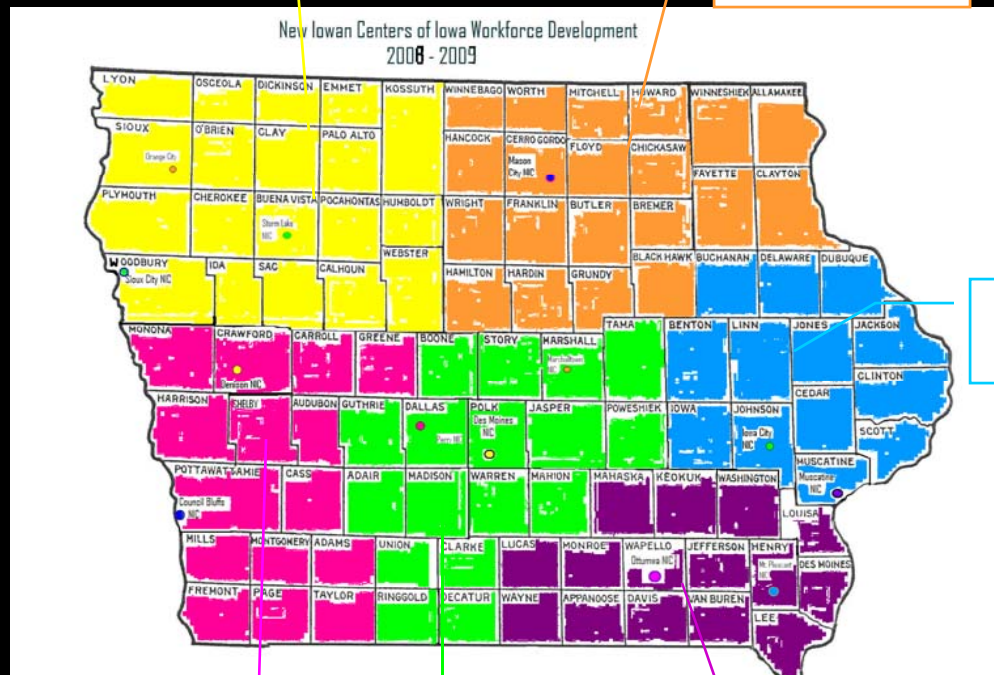


- In March, 2002, we added another location
  - Ottumwa
    - Director: **Hugo Cividanes**
    - [Hugo.Cividanes@iwd.state.ia.us](mailto:Hugo.Cividanes@iwd.state.ia.us)
    - Ph.. 641.684.0279

# Added MSFW Outreach Specialists in July 2003

Storm Lake - Northwest

Mason City - Northcentral



Iowa City - Northeast



Denison - Southwest

Ottumwa - Southeast



Des Moines - Southcentral

*Department of Labor Grant  
July 2005 – June 2008*

Department of Labor Demonstration Grant

\$850,000.00 over 3 years

4 Communities

Des Moines – 1 staff

Council Bluffs – 2 staff

Mt. Pleasant – 1 staff

Marshalltown – 2 staff



DEVELOPMENT  
CENTER

New  
LOWAN'S  
CENTER





## Eastern Iowa

Iowa City

Muscatine

Ottumwa

Mason City

Mt. Pleasant

Marshalltown

## Western Iowa

Council Bluffs

Des Moines/Perry

Storm Lake

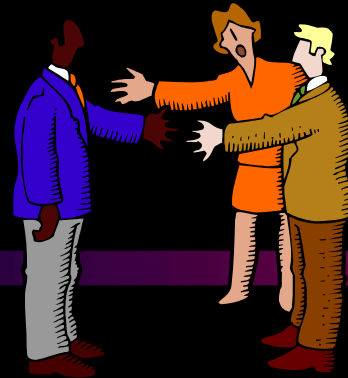
Orange City

Sioux City

Denison/Carroll

## *IWD System Enhancements*

- Diversity training for staff & One Stop partners
- USCIS forms training (I-9, legal residency cards)
- Translation of IWD forms and documents
- Combining efforts with MSFW
- Community networking and training to provide USCIS assistance
- USCIS pre-accreditation training for IWD/NIC staff
- Bilingual preference for job vacancies



## *Partnerships*

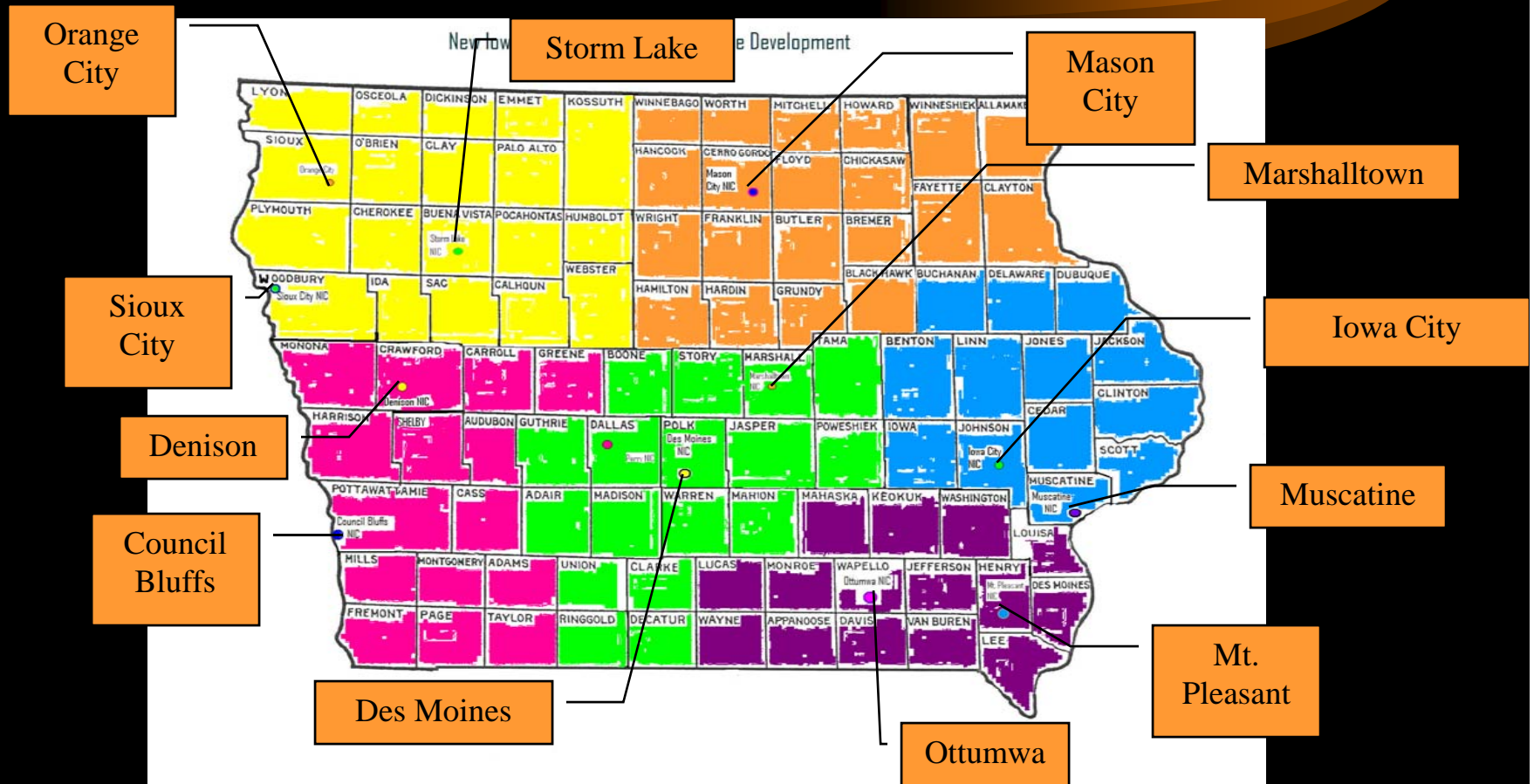
- Community Action Agencies
- Community Colleges
- Chambers of Commerce
- State University Extensions

# *Advisory Committees*

- Local Mayors, city government
- K-12 school
- Comm. College
- Housing
- Chamber of Commerce
- Law Enforcement
- Business leaders
- Banks
- Service Providers
- Faith-based organizations
- Labor leaders
- New Iowans
- Health care



# 2008 New Iowan Center Locations



## *Our goal still the same:*

- Empower people and communities through education and information to create an atmosphere of cooperation and understanding, focusing on the benefits that each one can provide to each other



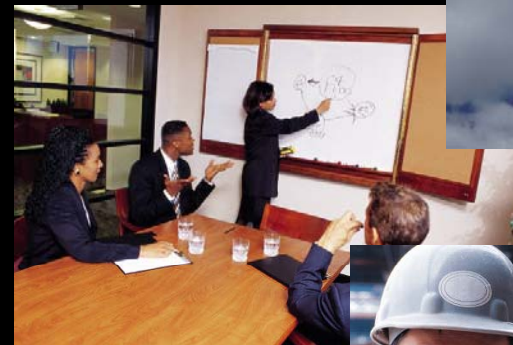
*1,240  
In one month  
at one Center*

*Services provided  
By New Iowan Centers*



Immigration assistance	50
Immigration forms	21
Immigration updates	31
Letters to USCIS	11
Free legal access	15
Public Notary services	9
Interpretations	9
Translation of documents	15
Fill out other applications	11
Clothing issues	52
Food issues	16
Health care issues	1
Housing issues	11
Human rights matters	0
Money Smart issues	19
Relocation issues	1
Social security issues	0
Employment found	127
Resume making	9
Unemployment issues	0
Information regarding NIC	77
Introduction of NIC program	41
Special presentations	3
Business information	0
Staffing needs	22
Joint events/activities	40
Diversity trainings	16
Education issues	2
ESL issues	115
Computer access	75
Data or information needed	188
Referrals to partners agencies	76
Citizenship issues	29
Taxes, ITIN issues	26
Insurance issues	0
Other services not mentioned	131
<b>Total services provided</b>	<b>1,250</b>

# *Services provided In one month*





# Nationalities seen at New Iowan Centers

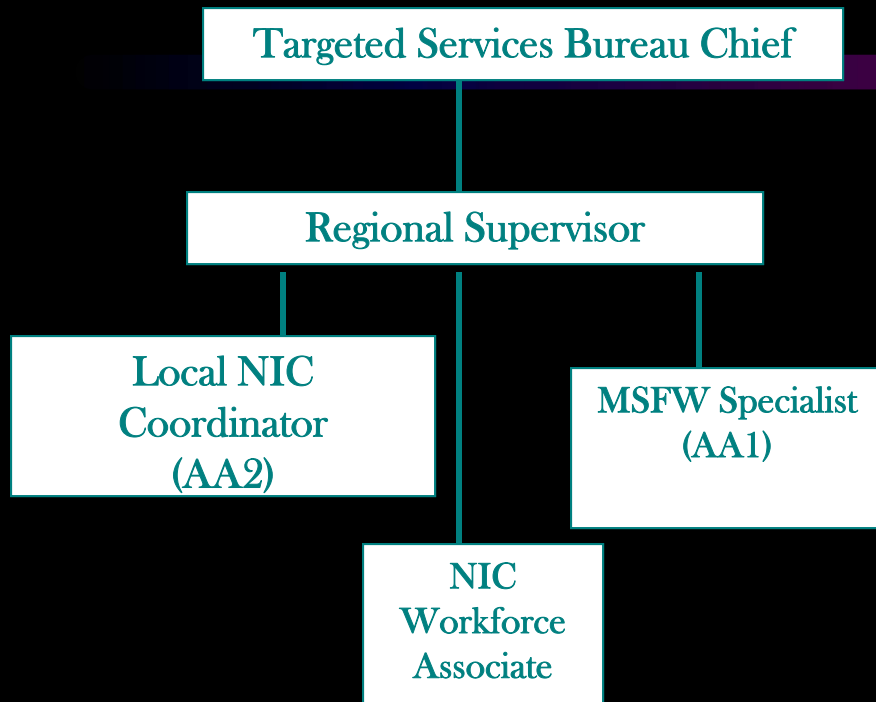
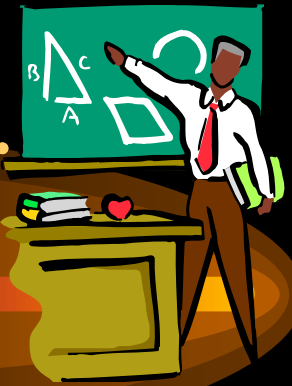


People from more than 100 countries

*How do we do what we do best?*



# NIC at local level...



## Weekly

Local staff meeting with Coordinator  
Updates by office to Regional Supervisor

## Monthly

Narrative & Data Reports to Regional Supervisors

## Quarterly

Management Team Meet (TSBC & RS)

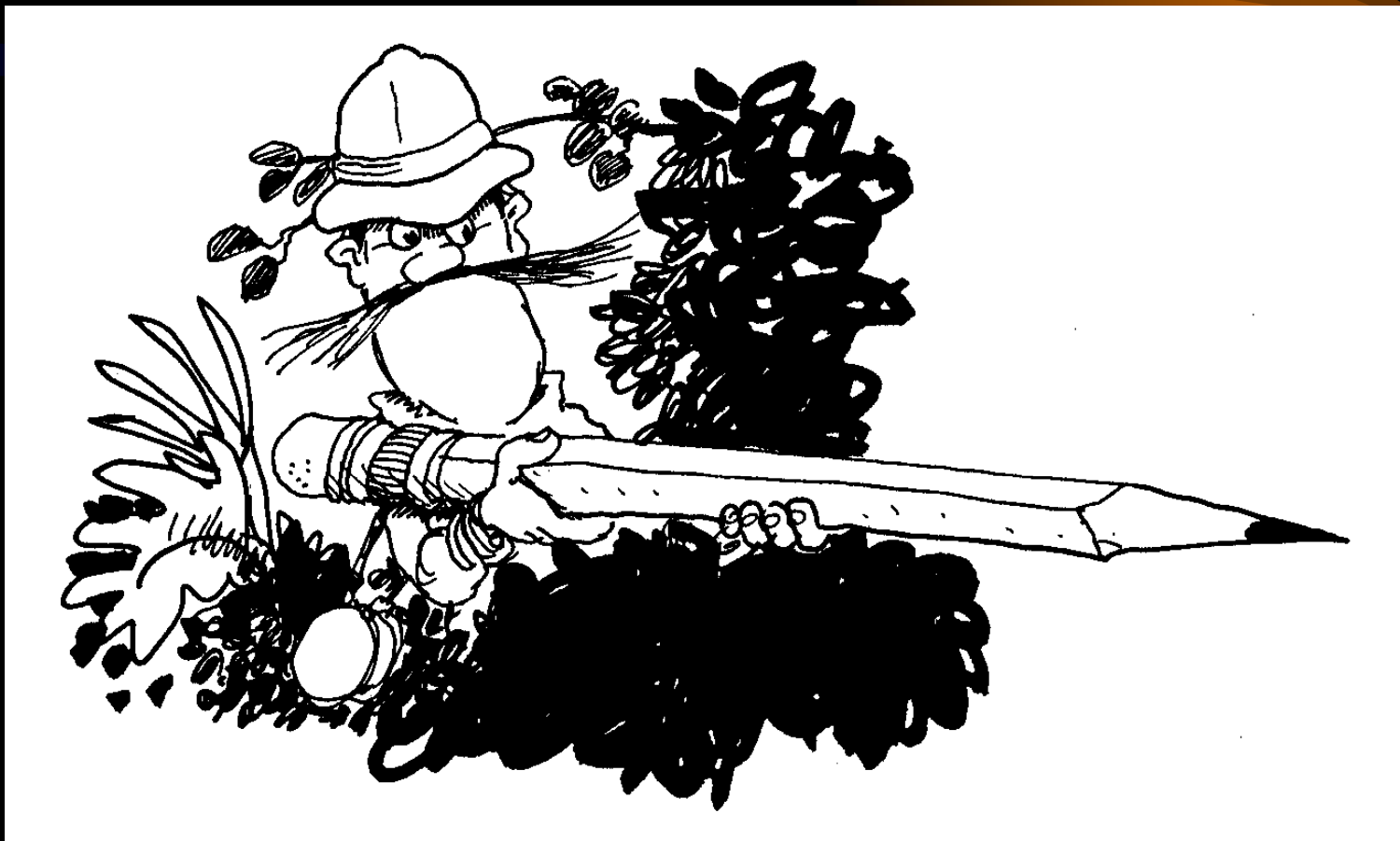
Quarterly Regional Meetings

MSFW meeting / training

## Annual

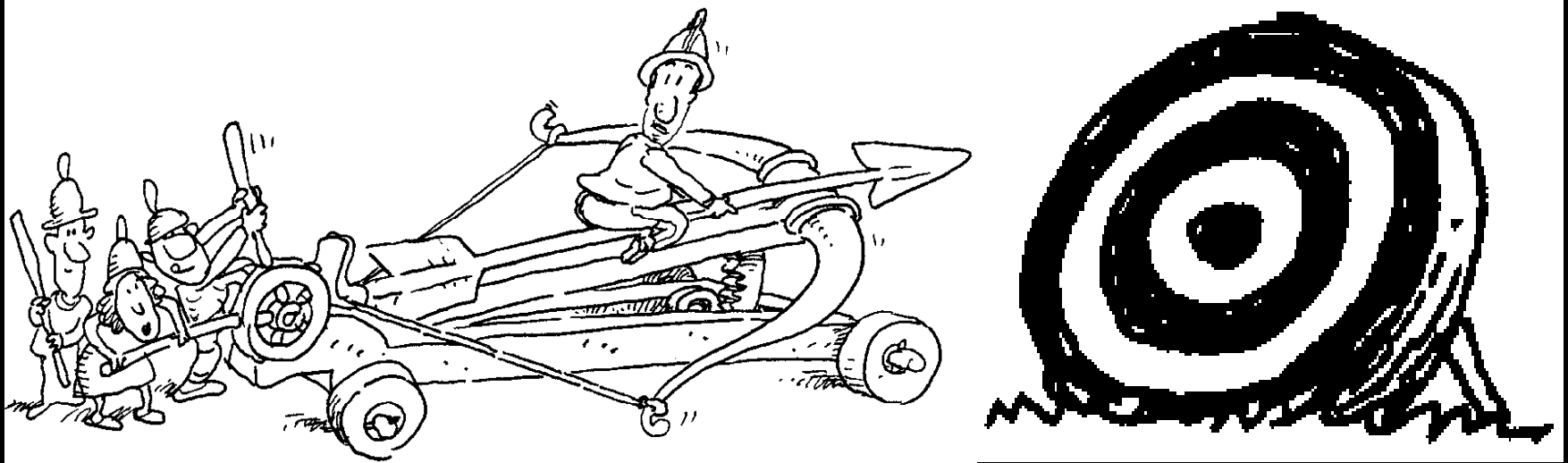
Bi-Annual All NIC Staff Meeting in Des Moines

*We get our gear ready and...*





*Focus on our target...*



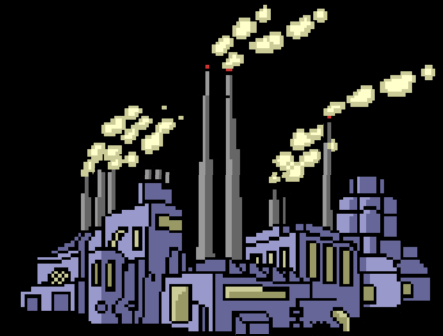
# *We focus in three areas*



*Individual  
family*



*Community*



*Industry /  
Organizations*

# *We focus in the: individual / family*

housing

involvement

employment

Basic needs

education



religion

services

integration

*Helping newcomers to become part of their community*

Shelters, landlord Assoc., real state – presentations/workshops

housing

employment

education

services

integration

religion

Basic needs

involvement



**housing**

**employment**

**education**

**services**

**integration**

**religion**

**Basic needs**

**involvement**

**IWD, employers, agencies, fairs,  
direct contract, special present.**



**housing**

**employment**

**education**

**services**

**integration**

**religion**

**Basic needs**

**involvement**

**Registry, translation, special  
present., Comm. Colleges**



housing

employment

education

services

integration

religion

Basic needs

involvement

Special presentations, flyers,  
classes, in home classes



housing

employment

education

services

integration

religion

Basic needs

involvement

Leadership programs, business  
counseling,  
parents/students/teachers  
meetings,  
Civic activities and citizenship  
classes, outreach, trainings





housing

employment

education

services

integration

religion

Basic needs

involvement

Special meeting w/ churches,  
flyers, classes, referrals, diversity



housing

employment

education

services

integration

religion

Basic needs

involvement

Special presentations, flyers,  
classes, in home classes



housing

employment

education

services

integration

religion

Basic needs

involvement

Special presentations, flyers,  
classes, workshops on civil  
activities, voting rights, boards  
and committees, schools



# *We focus on the: community*

## *Some facts...*



Too many Iowans are choosing to leave our state

Bi-partisan study shows that by 2010 Iowa will need 310,000 more people

High school graduates are looking at other states to study

The phenomenon of immigration in Iowa is growing and changing our communities

Community agencies not communicating - “duplication of services” is rampant.

Most communities are not prepared to support newcomers.

# *We focus on the: community*

**Diversity and sensitivity trainings**

**Joint events to educate newcomers**

**Cultural differences awareness**

**Local festivals**

**Community education for newcomers**

**Creation of “community networks”**

**Community directory**

**Cooperation regarding referrals**



# *We focus on the: companies / agencies*

Diversity trainings for management and all company's staff

Minority recruitment procedures / techniques

Updates on immigration procedures regarding employing foreign workers

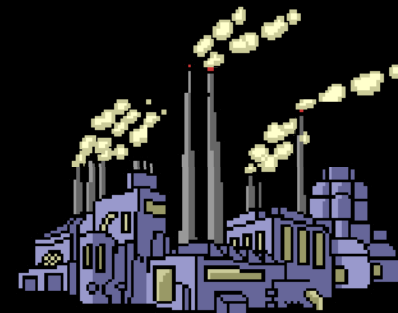
I – 9 procedures and other USCIS forms

Trainings for employees in their languages

Interpretation and translation for employees

Job Fairs at our offices – screening candidate skills.

Interviews at our offices.



*New Iowan Center focus...*

Empower people

and

communities

through education and information

to create an atmosphere of cooperation

and understanding, focusing on the

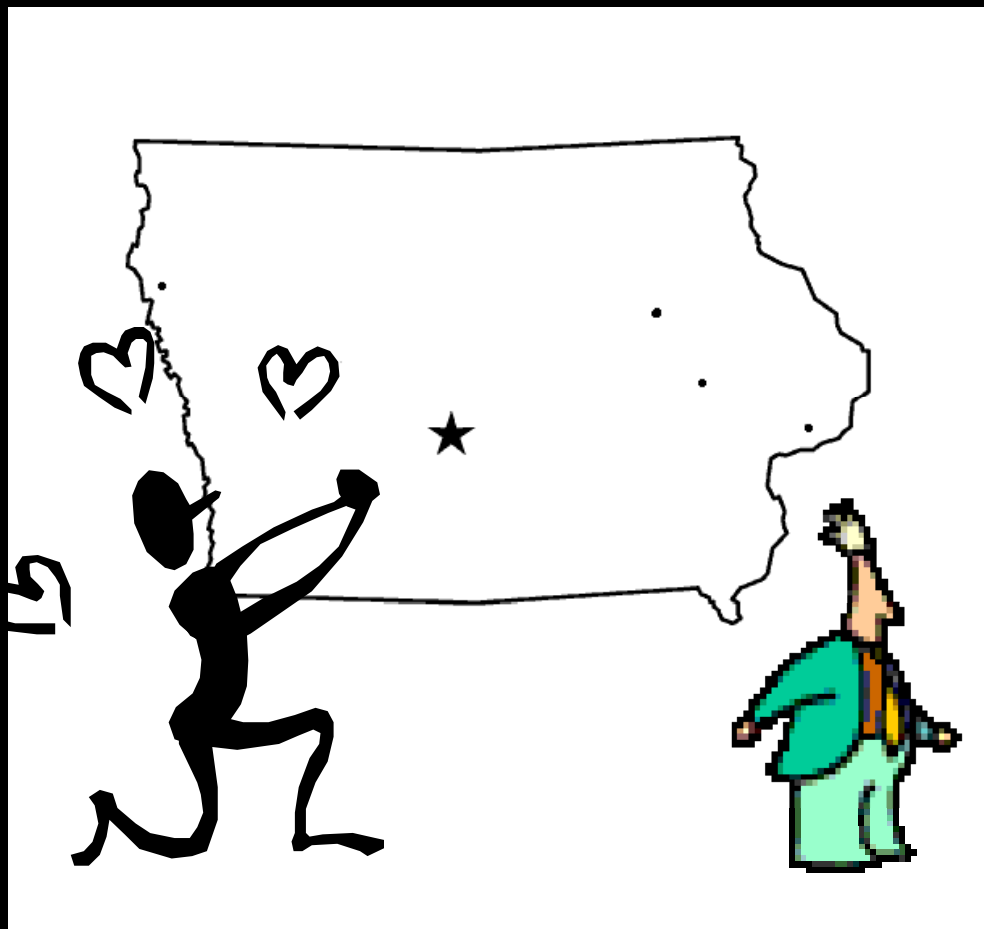
benefits that each one can provide to

each other.



# New Iowan Center

An Iowa Workforce Development Initiative



*Iowa...  
field of  
opportunities*







An Iowa Workforce Development Initiative



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