

# PARTNERING WITH LOCAL GOVERNMENT TO LEVERAGE RESOURCES AND ENHANCE SERVICES



Spokane Area Workforce  
Development Council

<http://wdcspokane.com>

## INTENTIONAL ALIGNMENT OF BUSINESS OUTREACH STRATEGIES

Local elected officials in the Spokane area participated in planning efforts that identified resources for employment and career development and strengthened the partnerships between the SAWDC and local government in order to improve workforce development outcomes for the citizens of Spokane County and assist in the economic recovery of the region. These resources include infrastructure for increasing community awareness, bricks and mortar locations for service delivery, and use of loaned staff.

Multiple partners contribute to the delivery of business services and bring their resources and expertise to the workforce system. Improved efforts to gather real time labor market information and recognition that providers can no longer rely on past trends as a reliable means to predict the future informed the partnership. Strengthened relationships among skills

panels, the Chamber of Commerce, Economic Development Councils and community colleges, allowed these partners to gain a better understanding of where the economy was heading. This informed the development of a plan that efficiently used available resources, communicated more effectively to stakeholders, and resulted in better services.

To create more connectivity to area businesses, the SAWDC redesigned the Business Solutions Team. This new model includes having all WorkSource staff conduct outreach activities through a coordinated system led by designated industry specialists called Market Managers. Each market manager is responsible for creating a marketing strategy for their industry, including how the entire WorkSource system operates in support of those businesses and delivers a

wide range of services that business values, e.g., research for compliance issues, recruiting, training funds for new technologies, and the “shared work” UI program.

SAWDC provided assessment and screening for a major aerospace manufacturing company under the new model. The outcome was a 50% reduction in hiring time, a reduction in employee turnover to 2%, and better workplace safety.



*The WorkSource Center applies LEAN continuous improvement principles to the processes utilized while working with regional businesses. Daily Visual Management meetings are held to discuss performance and to assist teams to realize individual team goals.*

*New performance measures focus on service delivery and system impact.*