



Tab 22

Job Centers of the Future Update

Coordinating Board for Higher Education
December 9, 2020

BACKGROUND

The Job Centers for the Future (JCF) initiative will compare Missouri to its 14 Midwestern states on key workforce development data elements, workforce strategies, and policies. The collection of this information and strategies will inform the JCF taskforce on areas of improvement for Missouri and other ideas to possibly implement in the public workforce system.

Further, this initiative will conduct focus groups for each region in four stakeholder areas including: employers, front line workforce staff (state staff and one-stop operator staff), local partner staff, and job seekers. These focus groups will inform Missouri's customer journey maps to understand the user experience.

The initiative will establish a marketing and outreach plan to promote Missouri's job center services to the public. Currently, there is not a statewide approach to promoting workforce development services and it may be confusing to job seekers and employers what services American Job Centers can provide.

Lastly, this initiative will have a finalized set of recommendations that will be presented and approved by the JCF taskforce and other stakeholders. This could be opportunities for technological investments, or policy changes by the Governor, Missouri Legislature, local governments or Chief Local Elected Officials to create a more effective and efficient public workforce system.

CURRENT STATUS

JCF is in the process of completing employer and job seeker focus groups among all 14 Local Workforce Development Areas. JCF is planning front line staff and partner focus groups that will help build the customer journey maps and process maps.

NEXT STEPS

Job Centers for the Future (JCF) will host its second JCF Taskforce meeting on November 17. During this meeting the taskforce will consider a draft of the customer journey maps and help identify the various omnichannel avenues to engage with job seekers and employers.

RECOMMENDATION

This is an information item only.

NO ATTACHMENTS