



Toolkit: **Business Engagement**

Helping you recruit great employees.



Iowa Workforce
Development



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Business Engagement Division

The Business Engagement Division serves as a one-stop shop for employers. Consider us an extension of your business.

Employer services available
at no cost to you.

CONNECT WITH US

Contact the Business Engagement Division for one-on-one support.



1-888-848-7442



iaworks@iwd.iowa.gov



IOWA | Iowa Workforce Development

BUSINESS ENGAGEMENT DIVISION

Iowa's One-Stop Shop for Employers

We help employers solve workforce needs.

Equal opportunity employer/program. Accommodations are available upon request: workforce.iowa.gov/accessibility

lowaWORKS
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One-Stop Shop: How IWD Helps Business

Whether you develop, expand, or consolidate your business, Iowa Workforce Development (IWD) has the tools employers need.



Recruitment Assistance

- Iowa's Largest Job Bank
iowaworks.gov
- Hiring Events
- On-Site Recruitment



Diversify Your Workforce

- Iowa Vocational Rehabilitation
- Adult Dislocated Workers
- Veterans



Build Your Pipeline

- Iowa Jobs Training Program
- Work-based Learning
- Registered Apprenticeship Programs
- Virtual Workshops



Employer Resources

- Business Sector Partnerships
- Labor Market Information
- Rapid Response



An Extension of Your Business

- ✔ Business Engagement provides critical resources for employers, including support of day-to-day services.
- ✔ Business Engagement connects employers with a wide variety of resources to help you find, expand, or build your workforce.

Scan the code to access
detailed information
on all of our services.



workforce.iowa.gov/employers

Here to Help

Each IowaWORKS center has a local Business Services Team that includes partners and professionals who can support your business needs.

TITLE III PROGRAM



Wagner-Peyser Program

The Wagner-Peyser program provides services to businesses and job seekers. The program provides support to the state's IowaWORKS centers and provides a variety of services.

For job seekers:

- Career counseling and exploration
- Job search and placement assistance
- Resume and interview assistance
- Skill and aptitude assessments

Staff provide critical services to veterans and eligible spouses, unemployment insurance claimants, Migrant and Seasonal Farmworkers (MSFW) as well as individuals facing barriers to employment.

For employers:

- Recruitment assistance
- Tax credits to hire new employees
- Outreach to targeted groups

TITLE IV PROGRAM



Vocational Rehabilitation Services

Vocational Rehabilitation Services is an employment program for individuals who experience a disability. It assists individuals to prepare for, obtain, retain, and advance in employment.



Iowa Department for the Blind

The Iowa Department for the Blind helps educate, train and empower blind and low vision individuals. The Department is committed to three goals:

- To improve skills so the blind and low vision may obtain or retain competitive employment throughout Iowa
- To increase confidence and independence in all aspects of daily life
- To improve access to information, activities and opportunities



WIOA

Program Partners

Equal opportunity employer/program.
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workforce.iowa.gov/accessibility

WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA)

WIOA is landmark legislation that is designed to strengthen and improve our nation's public workforce system.

WIOA is a federal program designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy.

WIOA consists of four core programs, Titles I - IV:

I. Adult, Dislocated Worker, and Youth Programs

II. Adult Education and Literacy

III. General Employment Services

IV. Vocational Rehabilitation Services jointly with Iowa Department for the Blind

TITLE I PROGRAM

Adult Program

The Adult Program is designed to assist unemployed and underemployed individuals improve their skills and obtain quality employment by providing a combination of career, training, and support services.

Dislocated Worker Program

The Dislocated Worker Program is designed to help individuals re-enter the workforce after becoming dislocated from employment due to a no-fault job loss, mass layoff, global trade dynamics, or transitions in economic sectors. The program provides a combination of career, training, and support services.

Youth Program

The Youth Program is designed to prepare youth who face significant barriers to success for employment and/or post-secondary education. It provides resources and support to individuals to overcome barriers and successfully transition to self-sufficient adulthood.

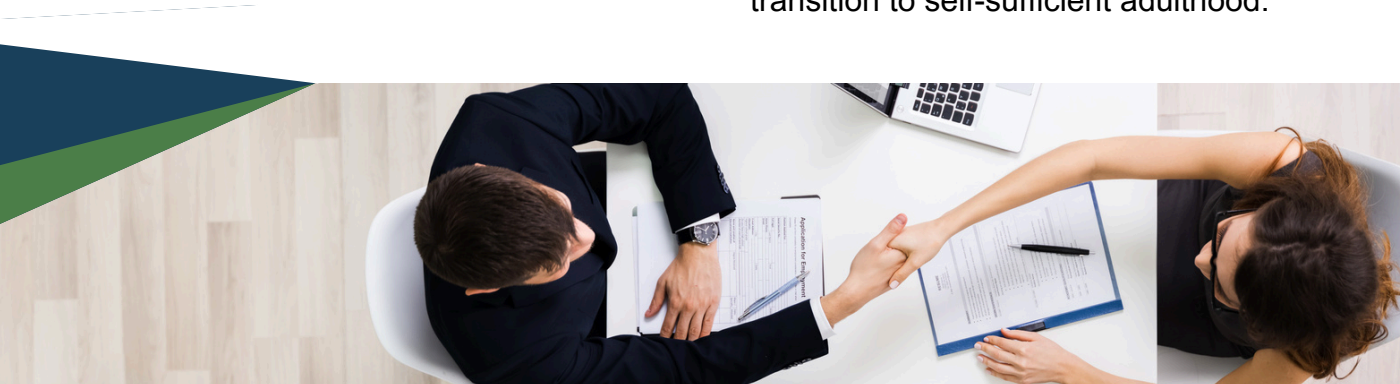


TITLE II PROGRAM

Adult Education and Family Literacy

The Adult Education and Literacy Program offers High School Completion (formerly known as GED), English Language Learning, and Integrated Education and Training (IET) classes.

Students who are enrolled in these programs will have the opportunity to take U.S. citizenship and family literacy classes. They can also receive support for further education and training.



Proven Recruitment Strategies for Your Business

IWD's Business Engagement team offers employers unmatched access to Iowa's largest job bank and a job-ready pool of qualified candidates. Strategies such as targeted outreach, hiring events, and tailored workforce solutions are designed to connect you with the right talent quickly and effectively.



Post Jobs on Iowa's Premier Network: IowaWORKS.gov

- Access Iowa's largest job bank
- Recruit qualified candidates
- Connect with the National Labor Exchange (NLx)



Access Customized Targeted Recruitment

- On-site hiring events
- Career fairs
- Social media



Connect with Specialized Workforce Programs

- Veterans Employment Services
- Adult and Dislocated Workers
- Youth and Young Adults
- Employment and Disability Services
- Returning Citizens Initiative
- Migrant and Seasonal Farm Workers

Your employment experts at no cost to you.

Visit us at: workforce.iowa.gov

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Iowa Workforce
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Untapped Talent

Work Opportunity Tax Credit (WOTC)

WOTC is a federal tax credit available to employers who hire individuals from eligible target groups with a significant barrier to employment. It applies only to new employees who belong to the following target groups:

- Qualified veterans
- TANF recipients
- SNAP recipients
- SSI recipients
- Vocational rehabilitation referrals
- Designated community residents
- Long-term unemployment recipients
- Ex-felons

Employers can file forms electronically at IowaWORKS.gov

Questions? Email wotc.coordinator@iwd.iowa.gov

Federal Bonding Program

A no-cost hiring incentive that provides employers up to \$25,000 of fidelity bond insurance for at-risk job seekers for their first six months of employment.

Eligible Individuals

- Justice-involved men, women, youth
- Poor financial credit history or have declared bankruptcy
- Recovering from substance use disorders
- Dishonorably discharged from the military
- Economically disadvantaged youth & adults who lack work histories
- TANF recipients
- Anyone with barriers to employment

Job Requirements

- Job seeker must have a job offer with a start date
- Applicant must be of legal working age
- Federal taxes must be automatically deducted from the paycheck
- Employment must be a minimum of 30 hours per week

Diversify your workforce

Visit us at: workforce.iowa.gov

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Contact

For more information or to initiate the Federal Bonding process, contact:

SHELLEY SEITZ

(515) 725-3891

richelle.seitz@iwd.iowa.gov



Disability Employment Services

Our team is committed to transforming your company into a disability-friendly workplace. We offer a diverse range of services aimed at fostering a more inclusive environment.

By working closely with Iowa Vocational Rehabilitation Services counselors, we ensure that you have access to the best talent available.

Get in touch with us today to learn more.

 **Amy Markham**  workforce.iowa.gov
641.530.7936

 Amy.Markham@iwd.iowa.gov

Equal opportunity employer/program. Accommodations are available upon request: workforce.iowa.gov/accessibility.



Our Services:



ADA CONSULTATION

We have certified ADA coordinators who can assist with full or partial assessments, including setting up ergonomically correct workstations.



JOB POSTINGS TO OUR DISABILITY TALENT SITE

We can work with your staff to get your jobs posted to our Disabilities Talent job board on IowaWORKS.



DISABILITY EMPLOYMENT TRAINING

We offer various training programs with certified Windmills trainers. The training will be tailored to fit your needs.



INTERNAL STRUCTURE ASSISTANCE

Our team can provide recommendations for your policies, applications, and job postings to ensure they are inclusive for persons with disabilities.



ACCESS TO PRE-SCREENED CANDIDATES

Our team will create a personalized checklist for Vocational Rehabilitation to use in identifying suitable candidates.



FINANCIAL INCENTIVES

Our staff can help you understand the benefits available for hiring people with disabilities, such as accommodations and modifications in the workplace.



ASSISTANCE WITH ACCOMMODATIONS

We can discuss how to provide necessary support for hiring and keeping employees through reasonable accommodations and assistive technology.



JOB RETENTION SERVICES

We can help retain employees with disabilities and connect them with a counselor for tailored services.



JOB AND TASK ANALYSIS

Our team will observe and interview employees to understand their essential job functions and tasks.



CONTINUED SUPPORT

We are here to support all of your disability employment initiatives and can customize our services to meet your needs.



Pictured: IowaWORKS Mobile Workforce Center at the former Tyson plant in Perry, providing laptops, internet, and career planners to support workers prior to layoffs.

Iowa moves *fast*.







How We Help Iowans Impacted By Layoffs

Rapid Response Services: How Iowa Quickly Responds to Layoffs to Help Impacted Workers

Every layoff creates a difficult situation for a community. That's why Iowa's Rapid Response teams exist – to deliver urgent workforce assistance and help impacted workers find a promising new career as soon as they are able.

Rapid Response teams also coordinate plans between all workforce and community partners to minimize the impact, maximize available resources, and help retain as many workers in the area as possible. Regardless of the layoff situation, IowaWORKS is here to lead you through it.

Helping Workers Move Forward:

-  Resume Assistance
-  Interview Prep
-  Job Search Help
-  Unemployment Assistance
-  Job Readiness Workshops
-  Career & Training Opportunities

Support for Partners and Local Employers:

-  Hiring & Recruitment Events
-  Job Leads for Employers with Job Openings
-  Coordination of Workforce Resources & Events
-  Labor Market Information for Decision-Making
-  Mobile Workforce Center: IowaWORKS on Wheels
-  Additional Services & Connections



Contact IowaWORKS: workforce.iowa.gov/iowaworks
Rapid Response Information: workforce.iowa.gov/rapid-response

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Pictured: A job fair organized for former Tyson employees impacted by layoffs, featuring booths from various companies who are actively hiring.

Rapid Response.

How it works & key steps towards reemployment



Step One: Layoff Notice and Employer Meeting

After a layoff (WARN) notice is received, a local Rapid Response team is deployed and connects with the employer so IowaWORKS can best understand the circumstances and specific workforce needs of those impacted.



Step Two: Partner Coordination and Response Plan

Meetings take place to plan the Worker Information Meeting (WIM) and any supporting resources moving forward. The Rapid Response team also coordinates with available community partners to maximize the plan's impact to help connect workers to other jobs.



Step Three: Employer Recruitment and Public Events

(Job Fairs, Training, and More)

Public-facing events and connection points (through IowaWORKS' Business Engagement Consultants) that match impacted workers to local employers – giving priority to nearby businesses who have available jobs that match the relevant skillset and experience.

Successful Rapid Response Efforts

It's critically important that coordination occurs between all workforce partners and the Rapid Response team, who are experienced in identifying workforce programs, supporting unemployment claims, and using labor market resources to help workers find the right fit in the transition.



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What is the Short-Time Compensation (STC) Program?



The STC program is intended for use as an alternative to layoffs and has been an effective tool for Iowa businesses experiencing a decline in regular business activity. Short-Time Compensation is designed to help both employers and employees.

Short-Time Compensation can help employers:



Reduce Expenses

Through STC, your business can reduce what is spent on recruiting, hiring and retaining new employees.



Retain Output

Maintain worker productivity to keep your organization running efficiently.



Maintain Staff

Maintain full staff for future business growth while keeping experienced and loyal employees.



Boost Morale

Protect employees from the financial hardship of a full layoff, allowing them to keep their benefits and maintain morale.



Share Work

Is Iowa's Short-Time Compensation right for your organization? Check out our website to learn more.

STC Requirements

To participate in the Short-Time Compensation Program, an employer must:

- Submit a STC application.
- Have reduced the normal weekly work hours between 20% and 50%.
- Have a reduction that affects a business unit of five or more employees. *Cannot be used for seasonal work reductions.*
- Certify that the reduction in hours is in lieu of layoffs.
- Include written approval from the affected employees' collective bargaining representative (if applicable).

Visit workforce.iowa.gov/stc to learn more and apply.

Contact Us

 stcclaims@iwd.iowa.gov



Comparing Options to Fill Your Workforce Pipeline

Work Experience

Work Experience (WEP) is designed to help individuals who have limited work experience or who have been out of the labor force for an extended period of time.

- No current job opening needed
- 13 weeks max for full-time
- 26 weeks max for part-time
- 100% grant paid wages
- WEP site determines if they will accept the individual for the experience
- Employer tracks attendance and progress on skills
- No expectation to hire following the WEP

Supportive Services

- Transportation assistance
- Dependent Care assistance
- Tools, equipment and clothing

On-the-Job Training

On-the-Job Training (OJT) is designed to assist individuals gain sustainable long term employment. It allows employers to train a new employee and have added support through IowaWORKS.

- Employer must have open positions to be filled
- Employer is reimbursed at 50% of hourly wage for a max of 40 hours per week
- Max of 1040 hours
- OJT site will determine if they choose to hire
- Employer tracks attendance and progress on skills
- Expectation to continue to employ individual following successful OJT



Learn more by
contacting your **Business
Engagement Consultant**
workforce.iowa.gov/contact-bec



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Registered Apprenticeship (RA)



About RA

Registered Apprenticeship (RA) is an industry-driven and high-quality pathway where employers develop and prepare their future workforce.

RA programs help Iowans obtain paid work experience, progressive wage increases, classroom instruction, and a portable, nationally recognized credential.

Who We Serve

- ✓ Employers
- ✓ Unions
- ✓ Associations
- ✓ Educational Institutions
- ✓ Consortiums

How We Can Help

- 1:1 Program Development
- Case Management, Training, and Technical Assistance
- Grants and Financial Support
- Compliance and Monitoring
- External Relations and Partnerships
- Systems, Processes, and Data Assessment

Get Started

To get connected to the Iowa Office of Apprenticeship, visit workforce.iowa.gov/apprenticeship-sponsor or scan the QR code.



**Apprenticeship
Sponsor
Interest Form**



Why Work-Based Learning (WBL) is Good for Your Business

Iowa offers a wide range of WBL strategies designed to help build your workforce, with opportunities that engage both students and adults. Iowa Workforce Development (IWD) stands ready to partner on your workforce solution.

Registered Apprenticeships

- A proven talent strategy supported by IWD and the U.S. Department of Labor.
- Employers hire and train apprentices through paid on-the-job learning paired with related instruction.
- Customized to your company's skill needs and standards.
- Produces highly skilled workers and improves retention through a nationally recognized credential.

Quality Pre-Apprenticeships (QPA)

- QPA programs are recognized by the Iowa Office of Apprenticeship and help individuals explore, enter, and ultimately succeed in a Registered Apprenticeship Program.
- To help participants make the connection to existing RA programs, QPA combines related training instruction or curriculum with meaningful on-the-job-learning (OJL).

Earn and Learn

- The “Earn and Learn” model involves employer-designed programs that provide related training and on-the-job training to employees while also paying wages and offering benefits.
- The goal of this approach is to train new hires for specific occupations and/or upscale current employees to fill high-demand positions.



Transitional Employment

- Employer partnerships with local workforce offices that help fill positions with potential employees by providing a structured work experience or on-the-job training for individuals with barriers.
- Funding may be available to offset the cost to employers.

Internships

- Short-term, structured work experiences that allow employers to evaluate emerging talent while supporting real projects and creating training that can lead to a full-time job.
- Build early awareness of your company and reinforce Iowa's workforce pipeline.
- Flexible in design and supported by IWD's employer engagement services.

Authentic Project-Based Learning with Employers

- Students work directly with an employer to help recognize and tackle real business challenges.
- Offers a low-risk way for employers to identify promising future talent and strengthen community connections.
- Highlights career pathways at a business and supports Iowa's goal of building a skilled, future-ready workforce.

Why Partner with Iowa Workforce Development?

- Access support to build a strong, reliable talent pipeline.
- Reduce hiring, training, and onboarding costs.
- Increase retention by engaging learners early.
- Improve visibility in local schools and communities.
- Shape the future Iowa workforce to meet your company's needs.



Ready to get started or learn more?

Visit this link today:

workforce.iowa.gov/wbl-interest