

Compendium:

NORTHEAST
INDIANA
WORKS



Board Newsletter, December 2022

Dear Board Members:

Northeast Indiana Works has secured nearly \$1.1 million in private- and public-sector commitments in the last 14 months for awareness campaigns.

Nearly 60 percent of the funding is from private foundations.

Private-sector two-year funding commitments include \$242,000 from the Dekko Foundation and \$150,000 from the Olin B. and Desta Schwab Foundation for a Your Future: Make It Your Own career awareness campaign and \$230,000 from the Don Wood Foundation for a manufacturing awareness campaign.

Nearly \$1.1 Million
Secured for Awareness
Campaigns

Public-sector (federal funding) includes \$394,000 over two years for a healthcare career awareness campaign and associated activities carried out in collaboration with the Region 8 Education Service Center and \$75,000 for a one-year outreach campaign designed to promote the services of Northeast Indiana Works and WorkOne Northeast. The outreach campaign, going on now, includes a rebranding of the services (including the tagline “Northeast Indiana Works for Me”), social media and traditional broadcast messaging, and strategies to enhance engagement with community organizations that serve people who might benefit from WorkOne services.

Northeast Indiana Works intends to seek additional private-sector funding for the Your Future, manufacturing and healthcare campaigns.

“Our first-ever large-scale pursuit of financial support largely outside of the Workforce Innovation and Opportunity Act (WIOA) funding construct is paying dividends,” said **Rick Farrant**, director of communications for Northeast Indiana Works. “It is allowing us to enhance the workforce development work we do and, in the case of convening, allowing us to address an unfunded WIOA mandate.

“Seeking money from the private sector will continue in 2023 to provide additional support for the existing career awareness activities. And, as we solidify relationships with funders, we may look to the private sector to support other Northeast Indiana Works initiatives.”

The career awareness campaigns will initially focus on grades six through nine, but will eventually be expanded to elementary and high school students. Websites for two of the campaigns — Your Future: Make It Your Own (www.yfmiyo.org) and manufacturing (www.beginswith.me) — were recently launched and will grow in content, messaging and interactivity in 2023.

(See survey results associated with the Your Future campaign on Page 2.)

Survey Explores Perceptions of Career Options: A survey of 628 northeast Indiana students, educators and parents conducted as part of the Your Future: Make It Your Own career awareness initiative showed that less than 50 percent of student respondents have a positive perception of starting their careers in northeast Indiana.

The survey of 428 mostly middle school students, 115 educators and 85 parents will be conducted periodically throughout the career awareness campaign to assess changes.

Among the findings:

- Forty-six percent of students have a positive perception of starting their careers in northeast Indiana. Fifty-eight percent of educators and 67 percent of parents had a positive perception of students starting their careers in northeast Indiana.
- Seventy-two percent of students agree or strongly agree they have enough information about different career paths they can explore. Thirty-nine percent of parents or guardians think their child or children have enough information. Thirty percent of educators think their students have enough information.
- Ninety-one percent of students believe they have a great deal or some information about four-year colleges; 85 percent have a great deal or some information about getting a job; 77 percent, community colleges; 65 percent, certifications; 64 percent, apprenticeships; 57 percent, trade schools; and 52 percent, joining a trade.
- Students say they get most of their career information from teachers and parents. Lesser-used sources for career information are school counselors, friends, peers and online searches.
- Thirty-seven percent of parents sometimes, rarely or never discuss with their child passions, interests, skills and abilities and how they relate to specific career paths.

O’Neal Speaks at Workforce Board Alliance Symposium: Northeast Indiana Works President and CEO **Edmond O’Neal** was the keynote speaker at the Indiana Workforce Board Alliance (INWBA) Workforce Symposium on November 17 at Ivy Tech Community College in Indianapolis.

O’Neal addressed the workforce challenges facing workforce boards and highlighted achievements of each of the workforce boards in the 12 economic growth regions of Indiana. He also moderated a panel focusing on “Is Workforce Development the New Economic Development? How Economic Developers Should Collaborate with Indiana’s Workforce Boards.”

Also speaking at the symposium was **Ron Painter**, CEO of the National Association of Workforce Boards (NAWB).

On November 29, O’Neal was a panelist at an Engage Indiana event in Fort Wayne presented by the Indiana Economic Development Corp., Indianapolis Business Journal, and Inside Indiana Business. Keynote speaker at the event was **Bradley B. Chambers**, Indiana secretary of commerce.

On October 20, O’Neal was a panel moderator at an Allen County Leaders Luncheon presented by Greater Fort Wayne Inc.

Tempel a Panelist at BBB Conference: **Kim Tempel**, senior director of business services/human resources, was a panelist at the Better Business Bureau (BBB) Build a Better Business Conference November 1 in Fort Wayne.

The conference was designed to offer northern Indiana business professionals the opportunity to learn a variety of skills that will help them grow and succeed in business.

Tempel served on a panel focusing on post-pandemic recruiting and retention.

NAWB Official Addresses Board on WIOA: **Kyle Marinelli**, associate director of government relations and policy for the National Association of Workforce Boards (NAWB), presented virtually to the Northeast Indiana Works board on December 9.

Among the topics: an overview of WIOA, the status of reauthorization of WIOA, and NAWB's priorities for the 118th Congress.

Employers Flock to ETG Funding: Nearly 140 northeast Indiana companies have applied for the latest round of Employer Training Grant (ETG) funding.

In this round, northeast Indiana has an allocation of \$2,030,000. Thus far, slightly less than \$1.6 million has been allocated to employers.

(The next board meeting will be from 9 to 10:30 a.m. January 6, 2023. It will be in person and virtual.)