



CUSTOMER-CENTERED DESIGN AND THE INTEGRATION CONTINUUM



WIOA Guidance for Service Integration and Customer Service

Under WIOA, Partner programs are jointly responsible to create:

- A seamless **customer-focused** one-stop delivery system that integrates service delivery across all programs and enhances access to the programs' services
- Align workforce development, education, and economic development programs with regional economic development strategies
- A design which increases access, and opportunities for the employment, education, training, and support services that individuals need to succeed in the labor market, particularly those with barriers to employment

CUSTOMER CENTERED DESIGN



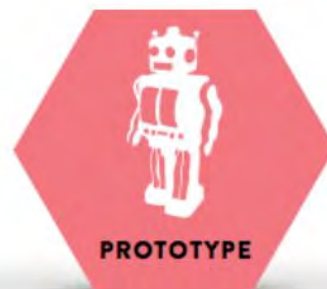
- Understand WIOA Customer Focused Services
- Get inspired by the people you're serving
- Start by listening to customers to get new ideas about how to design for them.



Identify patterns and surprising insights to inspire new opportunities for design.



Brainstorm new ways to serve your customers.

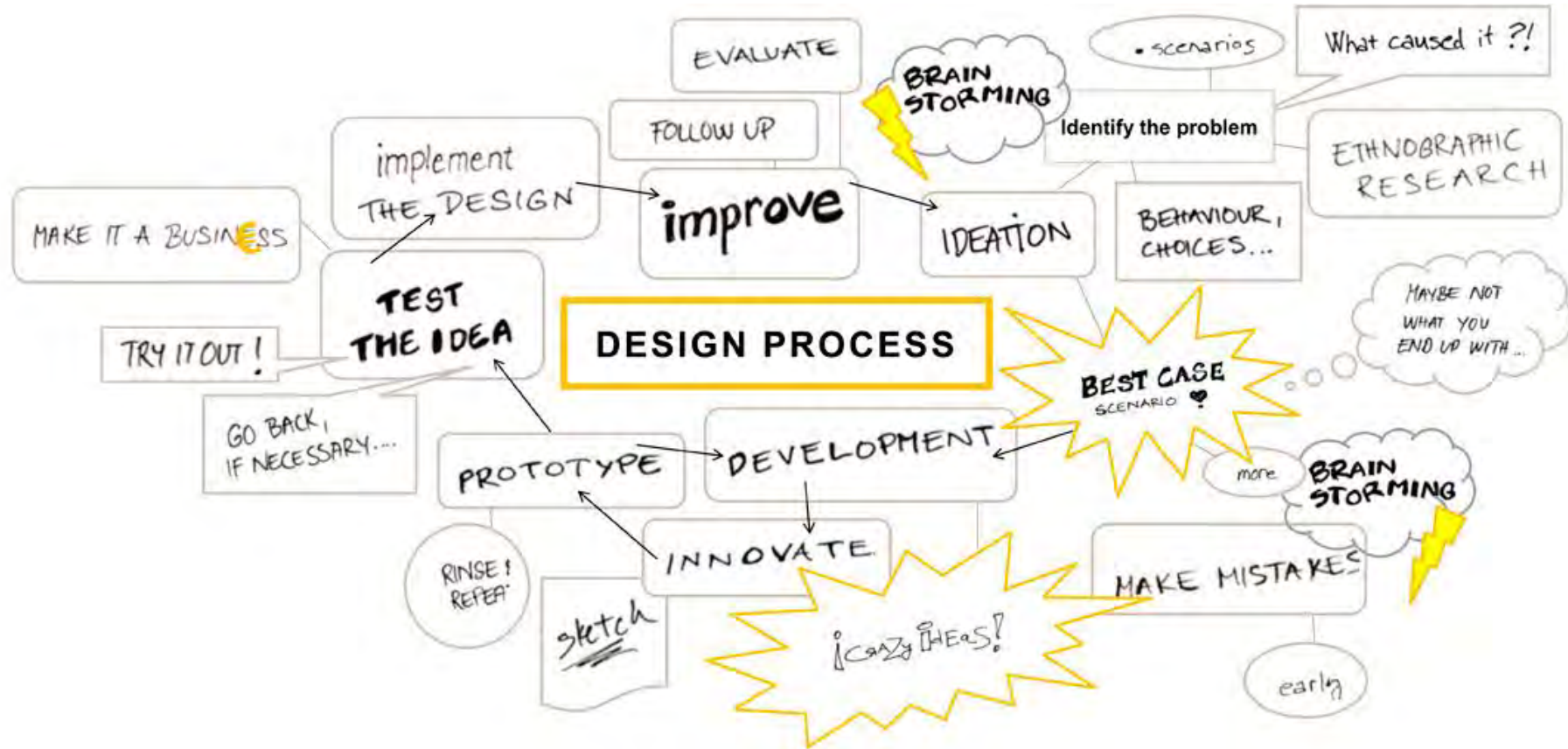


Try out your ideas and get feedback from customers – so you can revise your prototypes and get more feedback.



Try out a pilot program and experiment with ways to implement your new ideas.

DESIGN THINKING



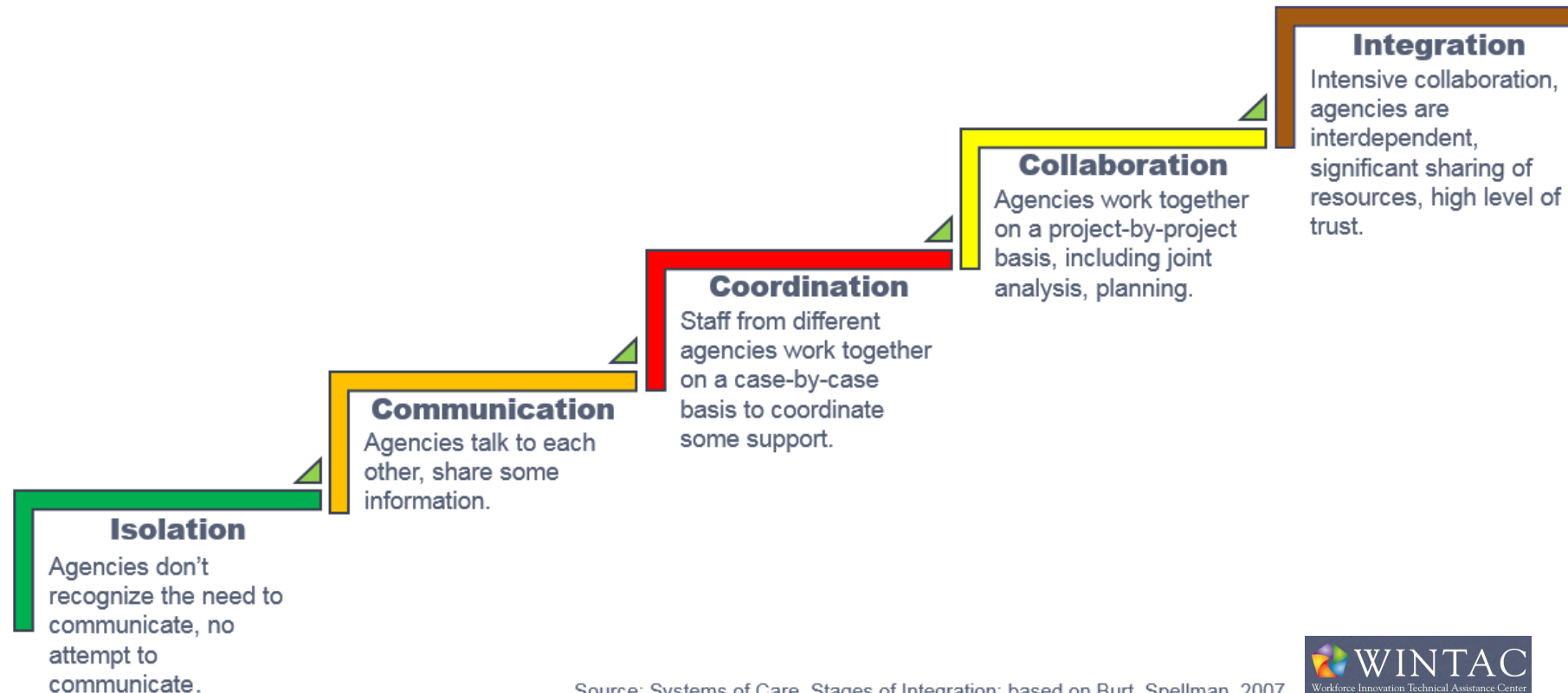
ENGAGE ENVISION EXPERIMENT EVOLVE

- Strive for **Seriousness of Purpose** - **Not Seriousness of Manner** People do very stupid things in very serious ways constantly
- Quality is a thousand things **done better every time.**
- Beware the Continuous Improvement of Things Not Worth Improving
- All change is difficult –no matter how long you put it off

----- *JOE MARRONE*



INTEGRATION CONTINUUM SELF ASSESSMENT

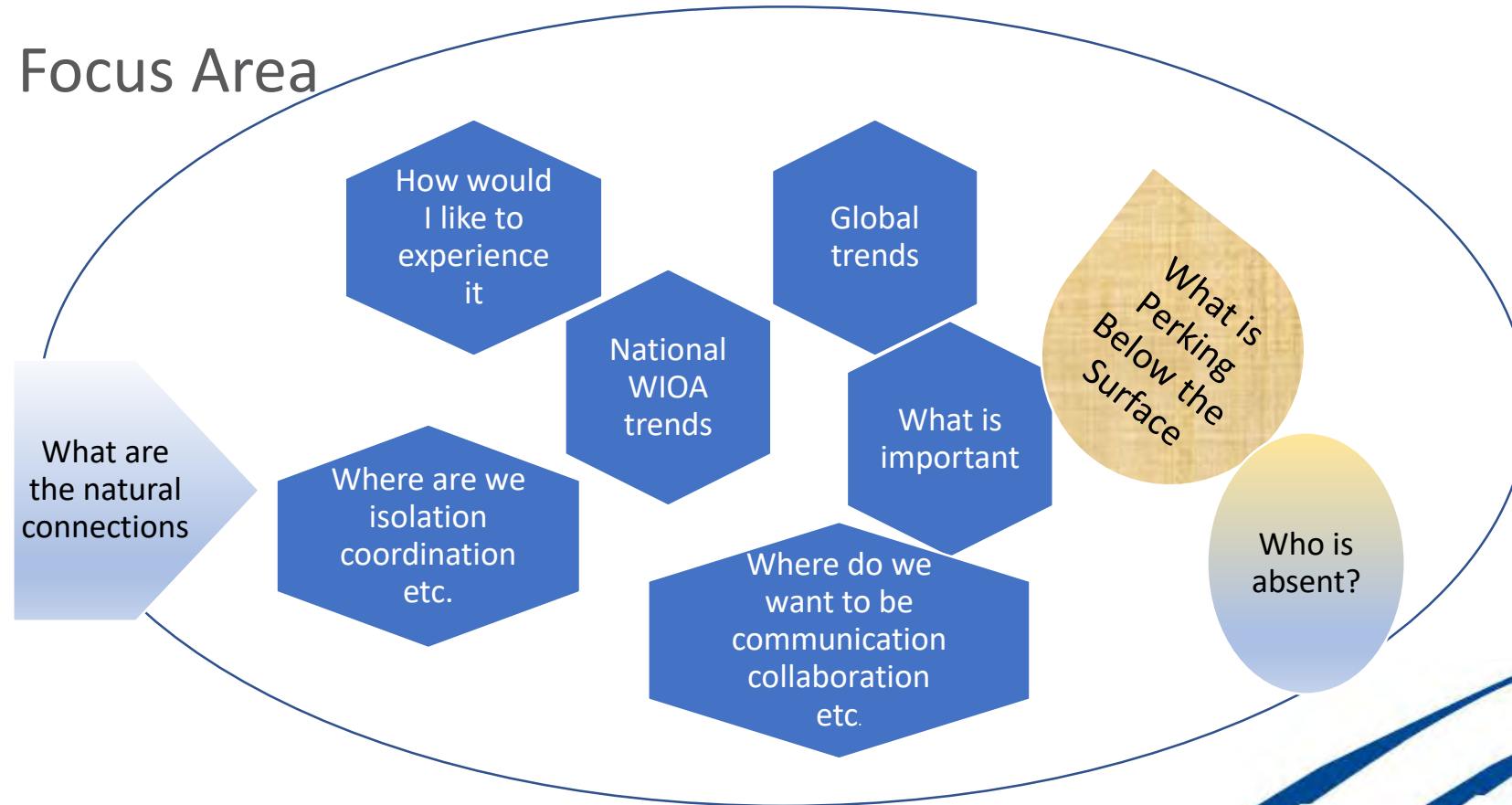


SELECT A FOCUS AREA

- **Aligning Customer Services**
 - Core job competencies, organizational values and performance
 - Cross-training and program information
 - Communication across One-Stop Partners
- **Intake and Assessment**
 - Customers provide basic information once through a common intake form or information-sharing across programs.
 - Center staff collaborate in providing a holistic assessment of customer needs that serves as the basis for their service plan.
- **Service Goals**
 - Processes are streamline and aligned
 - Individual Service Plans are coordinated and living documents
 - Services are aligned, appropriate and timely – on site and off
- **Information**
 - Managers and staff share relevant information on one-stop partner program and services and mutual customers – confidentiality addressed
 - Current and timely Labor Market Information
- **Evaluation**
 - State and local workforce board expectations drive the evaluation of one-stop performance, operations, and compliance for service integration
 - The outcome of this goal is that local service integration efforts are evaluated regularly to identify and implement continuous improvement opportunities.

WHERE ARE WE NOW WHAT DO WE KNOW WHERE WOULD WE LIKE TO BE

Scan the Focus Area



MAP THE MESS



SYNTHESIZE

- Step Back – 3000 foot view
- Non-linear thinking
- Look for **Connections**, Relationships and Trends
- Look at the whole not just the parts
- What are the **Principles**
- Where are the **Opportunities**
- Scan **across Partners**
- What does **Your Gut Tell You**

BREAK OUT GROUP - SELECT A FOCUS

Customer Services

- Core job competencies, organizational values and performance
- Cross-training and program information
- Communication across One-Stop Partners

Intake and Assessment

- Customers provide basic information once through a common intake form or information-sharing across programs.
- Center staff collaborate in providing a holistic assessment of customer needs that serves as the basis for their service plan.

Service Goals

- Processes are streamline and aligned
- Individual Service Plans are coordinated and living documents
- Services are aligned, appropriate and timely – on site and off

Information

- Managers and staff share relevant information on one-stop partner program and services and mutual customers – confidentiality addressed
- Current and timely Labor Market Information

Evaluation

- State and local workforce board expectations drive the evaluation of one-stop performance, operations, and compliance for service integration
- The outcome of this goal is that local service integration efforts are evaluated regularly to identify and implement continuous improvement opportunities

Break Out Groups

Individuals using the *'Integration Continuous Self-Assessment Participant'* sheet mark where they believe partners currently fall on the Integration Continuum. Select either *isolation, communication, coordination, collaboration or integration* for each major process area (*Outreach/Intake, Assessments, Career Services and so on*).

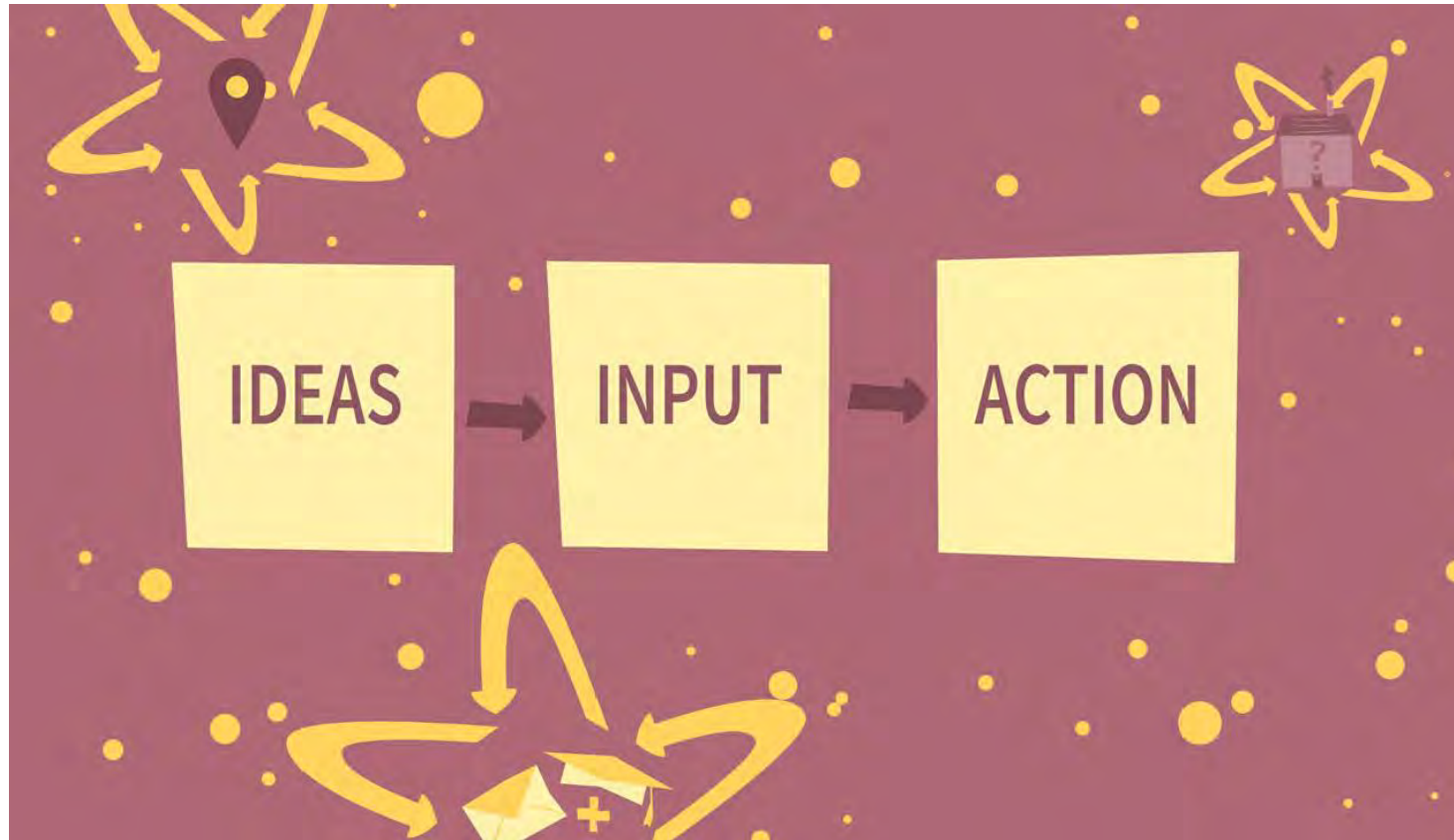
OUTREACH/ INTAKE	ISOLATION			COMMUNICATION			COORDINATION			COLLABORATION			INTEGRATION		
	Low	Mid	High	Low	Mid	High	Low	Mid	High	Low	Mid	High	Low	Mid	High
✓ Level of Integration Current – Desired		✓													

Break Out Group

After selecting the current level the individuals can go back through the list and identify where on the continuum they think would be a better level to serve customers

OUTREACH/ INTAKE	ISOLATION			COMMUNICATION			COORDINATION			COLLABORATION			INTEGRATION		
	Low	Mid	High	Low	Mid	High	Low	Mid	High	Low	Mid	High	Low	Mid	High
✓ Level of Integration Current – Desired		✓							✓						

EXPLORE TO EXPERIMENT



Action Plans

Activities and Tactics: How will we do it?	Key Players: Who should be involved?	Expected Outcomes: What is the result?	Timeline: When will we do it?	Questions and Assistance Needed
<p>Increase coordination and accessibility of Career Services with the intent to expand topic areas and attendance.</p>	<p>All partners. To include possible partners not currently a part of the core group</p>	<p>Increased offering of workshops and increased attendance across partners.</p>	<p>3 months</p>	<p>Need assistance and input from all partners at the front line and leadership for design. Possible assistance from WINTAC</p>
<p>Greater cross-agency partnership and involvement with TANF as a mandated activity for customers to attend workshops.</p>	<p>VR Office Manager, DHS Manger, and Title I Manager</p>	<p>Increase in use of Career Services as mandated activity of TANF recipients plan to increase successful employment outcomes</p>	<p>3-6 months</p>	<p>Greater coordination between One-Stop and TANF staff.</p>
<p>Increase marketing of Career Services and workshops through Facebook and other social media and modalities.</p>	<p>All partners.</p>	<p>Increased offering of workshops and increased attendance across partners.</p>	<p>3-6 months</p>	<p>IT and other human resources. Greater coordination across partners and decision making on expanding reach to include other partners.</p>

Questions and Answers

Q & A

You have
Questions
We have
Answers

3. River Ravi, flows in which state?
Liquid state

4. What is the main reason for Divorce?
MARRIAGE

11. If you had 3 apples and 4 oranges in one hand and 3 oranges and 4 apples in the other hand, what would you have?
VERY Large HANDS

13. How can you drop a raw egg onto a concrete floor without cracking it?
Any way you want, because a concrete floor is very hard to crack. :-)