



Tab 12

## Job Centers of the Future Update

Coordinating Board for Higher Education  
June 16, 2021

### BACKGROUND

The Job Centers of the Future (JCF) initiative included a comparative analysis of Missouri to its 14 Midwestern neighbors on key workforce development data elements, workforce strategies, and policies. The collection of this information and strategies informed the JCF taskforce on opportunities for improvement in Missouri and suggested policies to implement in the public workforce system.

A key component of JCF was focus groups for each local workforce region in four stakeholder areas including employers, frontline 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 also established 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 provides a set of recommendations that will be presented and approved by the State Workforce Development Board. Opportunities include redesign of the state's customer delivery framework, technological investments, and policy changes to be considered by the governor, legislature, local governments, or chief local elected officials to create a more effective and efficient public workforce system.

### CURRENT STATUS

JCF has complete its first phase. Final reports from the consultant team are due June 30, 2021. From the final reports, the State Workforce Development Board, the Office of Workforce Development, and local workforce development board leaders will design strategies for implementation and complete a series of policy recommendations. JCF has now evolved into Missouri Job Center Connect with a focus on increasing access to sustainable employment by leveraging our state's public workforce development system.

### NEXT STEPS

Missouri Job Center Connect, informed by the reports and outcomes from JCF, will be presented to community leaders, citizens and stakeholders during the months of July and August by means of the Missouri Job Center Connect Town Hall series. Events will be held in Cape Girardeau, Hannibal, St. Charles, West Plains, Branson, and St. Joseph. This will play a key role in policy setting and strategic planning for the Office of Workforce Development.

### RECOMMENDATION

This is an information item only.

### NO ATTACHMENTS