Workforce Strategies in Katrina’s Wake:

Advancing Recovery and Resiliency in the New Orleans Region

November 20, 2013
Framing the Discussion:

• Economic recovery crippled by workforce shortages in core industry sectors

• Short-term Tactics and Long-Term System Building Required

• Success in workforce fueled by track record of collaboration on sector projects
The Challenge

80% of city flooded; 1M people evacuated

200,000 houses/18,000 business destroyed

Labor shortage crippled region’s economy

70% of businesses reported difficulty in finding workers (2 years later)
New Orleans’ Economic Transformation

- #1 Fastest Growing Economy since the Economic Recession - Forbes

- #1 Logistics Leader / #3 IT Employment Leader — Business Facilities Magazine

- Innovation hub for the Gulf South region
  - Entrepreneurship: 53% more start-ups per capita than national average
  - Ranked #1 on the list of “America’s Biggest Brain Magnets” by Forbes
The Opportunity

• Reshape workforce delivery system regionally
• Integrate and streamline workforce services
• Build stronger coalition for change
• Better train workforce over next 2 years
Existing Workforce Track Record- GNO,Inc.

- 2003-2005 Industry Sector Initiatives (Healthcare, Shipbuilding, Film and Video and Energy)
- Engaged Regional Partners
- WIBs focus: Sector and Region
- Impetus Behind Governor’s Task Force on Workforce Competitiveness
- Results Pre-Katrina:
  - Better understanding of the problems
  - Relationships across the “silos”
  - Some successes; no system reform
LRA Recovery Workforce Training (LRTP)

Regional Sector-Based Approach

• Funded by CDBG- Louisiana Recovery Authority in Partnership with LA Workforce Commission

• $38M: Training for High Demand Jobs in Healthcare, Construction, Transportation, Manufacturing, Energy, Cultural Sector

• Facilitated by Intermediary with partnership of business, education and training, workforce organizations, community-based and labor

• Required comprehensive strategy of recruitment, training, hiring and retaining workers
Workforce Organizational Structure

Healthcare

Advanced Manufacturing

Workforce Executive Committee

GNO, Inc. Board of Directors
LRA Recovery Workforce Training (LRWP)
Regional Sector-Based Approach

• Vision: Quality and quantity of workforce is competitive advantage for business in region.

• Mission: Catalyst for creating a demand-driven workforce system that addresses skill shortages and builds capacity of system.

• Regional Partnership of business, education, and training and workforce organizations
HEALTHCARE

• Regional Healthcare Skills Alliance:
  Metropolitan Hospital Council, Hospitals, Home Health, Nursing Homes, EMS and St. Tammany Healthcare Alliance, WIBs, Community Colleges

• Identified and articulated industry demand
  • Nursing
  • Allied Health

• $6 M Industry approved curriculum/site-based training
  • Employability Training
  • Hard Skills Training

• Launched marketing campaigns to attract faculty and students- Response from over 2,000 applicants interested in healthcare training
ADVANCED MANUFACTURING

- $2M LRA Grant- GNO, Inc. Workforce Intermediary

- Industry Alliance including: Northrop Grumman, Lockheed Martin, Laitram, Trinity Yachts, Shell Oil, Cytec, Bayou Steel and Folgers

- Identified industry demand –Jobs and core competencies [Shipbuilding, food, aerospace and energy]

- Industry-based certificate and curriculum developed

- $600,000- Advanced Manufacturing Training Center of Excellence

- 600 workers trained
Basic components:

Demand-Driven Delivery System

- **Marketing campaign**
- **One-Stop (Business & Career Solutions Center)**
  - Pre-screening; connect job-seekers to career coaches and appropriate training
  - Remediation (*literacy, soft skills training*)
  - Call center directs callers to appropriate one-stop based on location

- **Training**
  - Community & Technical College System

- **JOB**
  - Additional training to move further up career ladder
  - Some employers train their own
  - LCTCS

*The delivery model has one of the most functioning working systems in the state – removing barriers remains one of the significant pieces to be solved*
Billboards/Marketing Ads

Healthcare

Careers That Heal
Healthcare Training Program

Ready for immediate employment in healthcare?
The industry is in need of workers. If you have skills, certification and/or experience in the following high-demand occupations, contact us today!

Need training?
Get on a career pathway in healthcare:
- Respiratory Therapist
- Pharmacy Technician
- EMT
- Paramedic
- Certified Nurse Assistant
- Licensed Practical Nurse
- Accelerated Registered Nurse
- Billing and Collections Specialist
- Surgical Technologist

Who will care for our region?
Will you?

Begin today!
Training programs available NOW—some at little or no cost.
1-888-667-6067
www.careersthatheal.com

[Image of healthcare workers]
Billboards/Marketing Ads

Advanced Manufacturing
LESONS LEARNED

• Start Building Partnerships Today! Crisis is too late!

• Who is your Regional Intermediary-Business Led

• Leverage NEG and Other Funding to Build System

• Effective One-Stop System is Central to Success
Questions?