

Employment Connections

Programs ♦ WorkSource Operations ♦ Capacity Building

## Director's Corner

Last month, I shared a teaser about introducing human-centered design (HCD) into our work. We talk a lot about involving our customers in our decision-making, but what does that actually mean, and how can we achieve it?

HCD is not a new concept, and can be described as designing products and services with customers, instead of for them. In HCD, you bring customers in at the very beginning to learn about their struggles using your products or accessing services, use that information to design creative potential solutions to those issues, and bring those ideas back to the customers for their input and refinement. The cycle of rapid prototyping, soliciting feedback and refining, is the hallmark of HCD. The end goal is to delight customers by meeting their needs in ways that actually solve the problems they state they have, instead of making assumptions based on what we've been able to do in the past.

Certainly, we must design within the bounds of federal regulations and state and local policies, but in our ongoing shift in how we deliver services in the WorkSource system, by rethinking our approach with customers' needs up front, we will be able to create more value more quickly and help our communities see WorkSource as the one source for talent and jobs!

Starting this fall, we will be rolling out HCD training to offices across the state. I am excited to see how this new way of thinking unfolds within our system, and to see how offices will apply this thinking to find new ways to serve our customers. If you'd like to learn more, check out this [TED Talk video](#) about applying HCD to kids' education.

~Kelly Lindseth

## DOL to Conduct WIOA Implementation Review

The U.S. Department of Labor's Employment and Training Administration (DOLETA) Region 6 office will conduct an on-site visit to Washington on August 22-26 to review and assess implementation of WIOA Titles I and III in Washington state. The review will cover Washington's governance structure, oversight and management, financial systems and processes, and program activities and services.

## Workforce Board Recruiting TAP Implementation Committees

The Workforce Training & Education Coordinating Board (WTECB) is still looking for partner and stakeholder representatives to participate on [six committees](#) that will be working to implement the state's workforce plan, "Talent and Prosperity for All" (TAP). The deadline to join has been extended to August 8, although meetings are being scheduled now.

## Matt Bench Named New ESD Northwest Regional Director

The Employment Connections (EC) division is pleased to announce Matt Bench as the Employment Security Department's (ESD) newest Regional Director for the Northwest area. Matt has been with ESD for 31 years and has acted as the WorkSource Everett Administrator for the past seven years.

In the past three years, he led the team which received the National Association of State Workforce Agencies (NASWA) James F. Wallis Team Award; he was nominated by ESD for the Governor's outstanding leadership award; and he was named Individual of the Year by Refugee and Immigrant Services Northwest. Most recently, he led the winning partnership bid for the Snohomish County Workforce Development Area WIOA Adult and Dislocated Worker Services contract.

Matt holds a Bachelor of Arts degree from the University of the Pacific. He has extensive leadership experience with employment and training programs, securing more than 40 million in grants, while consistently meeting performance outcomes and receiving several DOL best practice awards. He has led five innovative pilot programs in the past four years, including some that have received state and national recognition.

Matt is a strong leader, highly respected both inside and outside the agency, who understands the value of partnerships in order to better serve our system customers. As we move forward the exciting work of WIOA Implementation and Integrated Service Delivery, operationalize the WorkSourceWA.com website and find new ways to streamline and improve the value of our services to customers.

## GDCE Recruiting Members

The Governor's Committee on Disability Issues and Employment (GDCE) is recruiting new members. The committee advises and makes policy recommendations to the Governor, Legislature, state agencies, the business community, organized labor, and other groups on issues and concerns pertaining to the rights and needs of populations with disabilities. [The deadline to apply is August 31.](#)

## Washington Service Corps Members Close Out a Strong Year

July 15 was the last day of service for almost 300 WSC members, as they completed their 10.5-month term in AmeriCorps. A few hundred more members will close out the program year at the end of August.

Members serving in WorkSource offices across the state have made great strides in helping job seekers navigate online job search boards and create résumés and cover letters, while also providing classroom training that runs the gamut from basic computer skills, to using Microsoft Office, to utilizing Cloud servers to store job application documents. From September to June, members had helped almost 2,000 individuals needing assistance with technology that many of us use every day.

As we hear so often, people decide to serve in AmeriCorps to make a positive difference in the lives of others, but quickly find that the experience has an indelible impact on them, as well. As Elke Schwartz, who recently completed her term at WorkSource Lakewood, stated, "This has been an amazing journey. I love helping others develop better computer skills and strengthen their job search strategies...Helping individuals overcome obstacles and find employment not [only] makes a difference in their lives, but reminds [me] of why I like doing what I do."

## EC Welcomes New Lean Leader

On July 11, EC Director Kelly Lindseth announced the addition of Julie Meyer, formerly of ESD's Information Technology and Business Integration division, to her Lean Support team. Julie has spent most of her 28 years of state service with ESD, and brings a passion for cultivating a Lean culture and a heart for the work staff do in WorkSource.

Julie holds a Lean Green Belt and was part of the first group of Lean fellows trained for ESD. In her new role, she will be engaged in the division's ongoing work in shifting to a Lean culture, supporting strategic efforts across the system, facilitating local/regional Lean problem solving activities, providing coaching and training on use of Lean tools and methods, assisting with developing charters, supporting projects and events, and sharing promising practices with all WorkSource offices across the state.

## Lean Quote: Standardization

Today's standardization...is the necessary foundation on which tomorrow's improvements will be based. If you think of "standardization" as the best you know today, but which is to be improved tomorrow – you get somewhere. But if you think of standards as confining, then progress stops.

~Henry Ford (in 1926!)

## New Policy Guidance

[Policy 5270 Rev 1:](#)  
WIOA Title I Formula Allotment Process and Methodology

[Policy 5411 Rev 1:](#)  
ESD Segregation of Duties, Disclosure and Recusal

[WIN0075 Change 1:](#)  
Enrollment of Incumbent Workers into WIOA DW Funded Programs in WIT

## August 2016 Featured Events

***Editing and Deleting TouchPoints in ETO—What You Should Know***  
8/2/16 at 10:00 a.m.

***Program Management TouchPoints—Refresher***  
8/4/16 at 10:00 a.m.

Register through the [Staff Development Calendar](#)



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