**Workforce 3One**

**Transcript of Podcast**

**Business Services**

**Opportunities Under WIOA**

*Transcript by*

*Noble Transcription Services*

*Murrieta, CA*

DAVID NIERMANN: The additional partners that are mandated in WIOA has brought some partners to the table in a much more engaged way, which I think ultimately is going to benefit businesses. And I'll give you one example, just yesterday I had a meeting with higher ed K-12 education, adult basic education and with Minnesota Literacy Council and with DEED, with some staff from our agency to talk about digital literacy and how we can expand access to digital literacy training to the large number of people that we're seeing who really, really need that in order to be able to be a better skilled applicant for employers or a better skilled employee.

You know, everybody knows that everybody, no matter what your job is, needs to be digitally literate. And so I think that's one opportunity that WIOA has opened up that's going to ultimately benefit employers with a more digital literate workforce.

SCOTT CUBBERLY: Listening to the companies is so important, because the demand-driven model just works. We have to be able to interface and prepare the workforce for the skills that are going to be required by the companies and we know that it's changing. And if we don't participate in the industry sectors and their clustering and the consortiums that are being pulled together to hear what their needs are, we're not going to be able to meet them and we're not going to be nimble enough.

We're not going to be able to provide the right information to our partners in educators. We're not going to be able to adapt curriculum at the community college level quickly enough to meet the needs. You know, it's just important, again, to partner and really develop the collaborative approach that seems to be working and it seems to be getting people to work and getting them to work with the right skills that the employers are demanding.

I would just say think about -- start from very aspirational opportunities and then start working and finding dollars to come to the table and partners to come to the table. Let creativity kind of be the main driver for what you're doing.

JACKIE BUCK: I just think engagement of the businesses is so critical. I think so many times, we're looking to solve their problems before we really know what their problems are. We want to provide solutions. And so I think it's really getting out there, it's having those conversations, it's making sure that we're response-driven and that we are focusing on the needs of what those employers are. So in getting started, don't just sit in your office, get out there and have those conversations, talk and find out what your greatest needs are in your state.

(END)