# **WIOA Opportunities**

## Integrated Service Delivery – Spokane Workforce Council

The [Spokane Workforce Council](https://spokaneworkforce.org/) coordinates workforce development services for Spokane County in eastern Washington. In 2007, workforce partners began co-locating in the *WorkSource Spokane* American Job Center (AJC) to better integrate their services and improve the customer experience. The passage of the Workforce Innovation and Opportunity Act (WIOA) spurred partners on the Council to take this effort further by launching a [customer-centered (re)design process](https://spokaneworkforce.org/human-centered-design/).

### Integrated Service Delivery

Anybody who comes into *WorkSource Spokane* flows through the same continuum of high-quality services. Instead of co-located case managers working on different programs, career coaches employed by a wide array of partners and tapping dozens of funding streams, work on one of three frontline teams that serve all clients:

* All customers start with a coach on the *Customer Access and Relationship Team*, who greets clients, does a quick triage to understand their needs, gets them signed up in the virtual career coaching MIS, and connects them to a career coach on the *Home Team*.
* The *Home Team* coaches build each individual a plan and provide basic services like assistance with a resume, cover letter, and job search, and information on other services like workshops. All information is tracked in the virtual career coach/MIS, so all coaches can always identify the services that have been provided to that customer.
* Those who face more barriers and need more individualized services and support then see a coach on the *Continuous Engagement Team,* who helps with more intensive career coaching and training services, as needed.

All people who come into the center follow the same flow of services (as appropriate to their needs). In addition, instead of coaches being assigned to teach workshops (regardless of skill, interest, or comfort level), now staff who enjoy teaching workshops are part of the *Workshop and Assessment Team*. Their role and expertise are in providing workshops for customers as well as training, advising, and supporting career coaches on the various workshops and assessment instruments so that coaches know how to best inform and support their job seeker customers.

The integrated service model also requires a way to assign costs and meet all program and contractual requirements so that front-facing staff and customers can focus on the services they need to reach their goals, not on narrow program eligibility determination and tracking of costs assigned to each funding stream. This complex work is done by the *Financial Resource Management Team (FiRM)* working behind the scenes to ensure compliance with laws, regulations and contractual obligations for each funding source. The *FiRM* Team plays a critical supporting role that enables the career coaches to focus on working directly with job seeker and business customers.

### Key Considerations for Replication

Integrated service delivery is a practice that other local areas can implement (and states can encourage.) Some of the keys to Spokane’s success that could be replicated nationally include:

* Start with the customer experience and go from there.
* Instead of focusing on program silos, beginning with the customer experience in mind will lead to positive outcomes
* Strong leadership from Board-level and program level leaders
* If leaders are territorial or operating in silos, it is difficult to get program implementation staff to have buy-in
* A willingness to rethink how things have “always been done”
* A willingness to commit time and money toward operating collaboratively in a customer-centered model
* The ability to create and communicate a vision and build strong partnerships that embrace it and work together to overcome challenges

#### Contact for Further Information

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