

Response to Request for Proposals from  
Northwest Arkansas Workforce Development Board  
For Workforce Innovation and Opportunity Act

One Stop Operator

Respectfully submitted by the  
Northwest Arkansas Economic Development District, Inc.  
818 Highway 62-65-412 North, Harrison, AR 72601

Contact:  
Joe Willis, Executive Director  
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870-741-5404

## **Executive Summary**

The Northwest Arkansas Economic Development District (NWAEDD) seeks to become the Workforce Innovation and Opportunity Act (WIOA) One Stop Operator for the Northwest Arkansas Workforce Development Area.

NWAEDD has been in the workforce business for over four decades, starting with CETA, JTPA, WIA and WIOA. Currently, NWAEDD is the fiscal and administrative entity for the Workforce Program and by combining skills, abilities, knowledge and seasoned staff will be able to provide seamless services to employers and jobseekers in our area. Current staff members reside in our region and are invested in the communities they serve and call home. The main office is located within the Harrison Comprehensive Arkansas Workforce Center (American Job Center).

Workforce staff has been encouraged to join the National Association of Workforce Development Professionals and many have become Certified Workforce Development Professionals, some with specialty endorsements.

NWAEDD, with the successful awarding of this bid, will once again employ staff to ensure that there is no disruption of services. These individuals have been the backbone of the One Stop System and have successfully coordinated the service delivery of core and required one-stop partners and other partners working with the comprehensive Workforce Centers. This includes managing partner responsibilities in the comprehensive One-Stop Centers. Northwest has long been a model for the State with excellent performance as measured by the Department of Labor required reports and served the highest number of customers compared to other areas in the State.

With WIOA it is required that partners participate, cooperate, coordinate and share customers in a customer centered way. NWAEDD has strong relationships with our Core Program Partners throughout the 9 county region. Core partners met monthly for over two years to further develop the relationships needed to attain this goal. For the past two years the Core and Required Partners have been meeting quarterly. Those quarterly meetings occurred at the Workforce Center in Harrison, Mountain Home, Fayetteville and Rogers.

Representatives from Core Program Partners serve on the Business Services team for Northwest Arkansas and meet quarterly. With an emphasis on creating a relationship with local businesses, this team works to provide those businesses with the skilled workforce they need to compete in the global, regional, and local economies.

Sector Strategies will continue to play an important role both in how we work with employers and how we guide job seekers to opportunities for gainful employment. With such a diverse region challenges will be encountered; however, listening to employers' needs will be invaluable in helping make informed decisions.

Program staffs work closely with the partners, co-enrolling as appropriate to make sure that customers receive the needed services for them to progress through the talent development system.

Our strength in overseeing and operating the WIOA programs lies in the strong partnerships and relationships that have been built over a 30 year period and staff that has remained with us long enough to learn the rules and regulations of these complex programs. We look forward to continuing our relationship with the Northwest Arkansas Workforce Development Board and the Chief Elected Officials.

## Narrative

### A. One-Stop Operator

- a. Describe specific experience with serving as One-Stop Operator.

NWAEDD received a DOL WIA Implementation Grant in 1999 and was on the ground floor of establishing the One Stop System in our area. The Employment Security Department (now Arkansas Division of Workforce Services) and NWAEDD have shared a common facility since 1978.

With the acceptance of this request for proposal, NWAEDD will continue to provide experienced One-Stop Operator staff. The history of NWAEDD as a successful One-Stop Operator goes back to October of 2000.

- b. Detail the role and responsibilities that will be undertaken as One-Stop Operator.

The One-Stop Operator in support of the WIOA MOU will:

- Coordinate service delivery among partners
- Manage hours of operation at the comprehensive Centers
- Facilitate customer flow, customer service, initial assessment, resource room usage, tracking, and referral processes as agreed upon in the WIOA MOU
- Communicate Board and Administrative policies and procedures to all partners
- Report to the Administration and Board on Center activities

The One-Stop Operator is the primary point of contact regarding issues pertaining to customer complaints that are substantive to the required partners operating in the comprehensive and affiliate One-Stop Centers. This will include convening partner meetings on a regular basis as well as stakeholder meetings including all core program partners and advising the Administrative Entity and Board Staff on partner operational challenges and successes.

The One-Stop Operator will submit a written and verbal report on work accomplished and challenges encountered on a quarterly basis to the Northwest Arkansas Workforce Development Board. In addition, the One-Stop Operator will gather data for the Board from the partners on a quarterly basis including: common measure information; tracking incoming clients; resource room usage; and program specific referrals as outlined in the WIOA MOU.

- c. Provide a detailed description of a proposed client flow to ensure Core Program Partners are included in upfront services.

Client flow will be that there is no wrong door for customers. Individuals entering the Workforce Centers will include an initial 'triage' assessment to discover the immediate needs of the individual. This will be followed by directing the person to the most appropriate service needed. Upon further assessment individuals will be offered additional services, either self-serve or assisted, depending on need, desire and eligibility. To ensure that Core Program Partners are included in upfront services, customers may access him or her at partner locations as well as at Workforce Centers. Assessment at the beginning of a customer's journey will include looking for opportunities to be referred to them as well as being served onsite. There are a number of types of assessments available in the Centers and will be used based on customer needs.

- d. Detail the proposed management of the resource room.

The One Stop Operator Director will be responsible for coordinating the efforts of the core partners to manage the resource room. We view the resource room as a vital component of the success of workforce centers in our area. It is a valuable tool to job seekers who may need assistance in their job search activities and persons who can benefit from assessment tools available at the centers. All partners will be asked to assist in the management and oversight of the resource room. As the one stop operator we will assess the resources and activities of the resource room and will convene partners when necessary to ensure continuous improvement of operations.

- e. Detail information on how staff and partner training will be provided.

Staff and partner training will be provided in a number of ways. Joint Partner meetings at the State level occur two times a year at minimum. Additionally, monthly meetings among the Core Partners provide managers the opportunity to discuss and develop plans for training. At each office the leaders will come together to ensure that cross training of staff occurs. This may occur through webinars, staff meetings, using consultants and other ways.

- f. Provide information on experience the organization has in regard to One-Stop Certification achievement and maintenance.

The Northwest Workforce Development Area has one comprehensive center and four affiliate centers as approved September 6, 2017 by the Northwest Arkansas Workforce Development Board. These centers have been certified according to the Arkansas Workforce Center Certification Criteria since 2004. NWAEDD, as the administrative entity, has worked with the Workforce Development Board to ensure that all Centers have achieved and maintained their certifications in a timely and appropriate manner.

- g. Describe how system and Center orientations will be provided.

The Northwest Arkansas Workforce Centers are the backbone of the system. Orientations to the system and the centers will be provided via several methods. One-on-one introduction onsite is the most common method; however, group settings, electronic or video means may also be used. Staff frequently goes to schools, events and other outside meetings to orient businesses and individuals about services available in the Workforce System.

Menus of Service provide visual information that allow individuals to see services that are offered by partners.

**Budget, Budget Narrative**

Based on the current budget information provided under the Proposed Budget section of the Request for Proposal, provide a detailed anticipated budget. This budget and service information will be used to determine the Successful Offeror, however, it is recognized that actual budget negotiations will take place when funding levels are confirmed with funding sources. For the purposes of your submittal include in your anticipated budget:

A. Staffing structure including positions, office location, and salary range.

<b>Position</b>	<b>Office location</b>	<b>Salary range (annual)</b>
WIOA Title I Director/ One Stop Operator	Harrison	\$50,000-72,000

Staff wages are funded with monies from several grants in addition to Workforce Title IB formula funding.

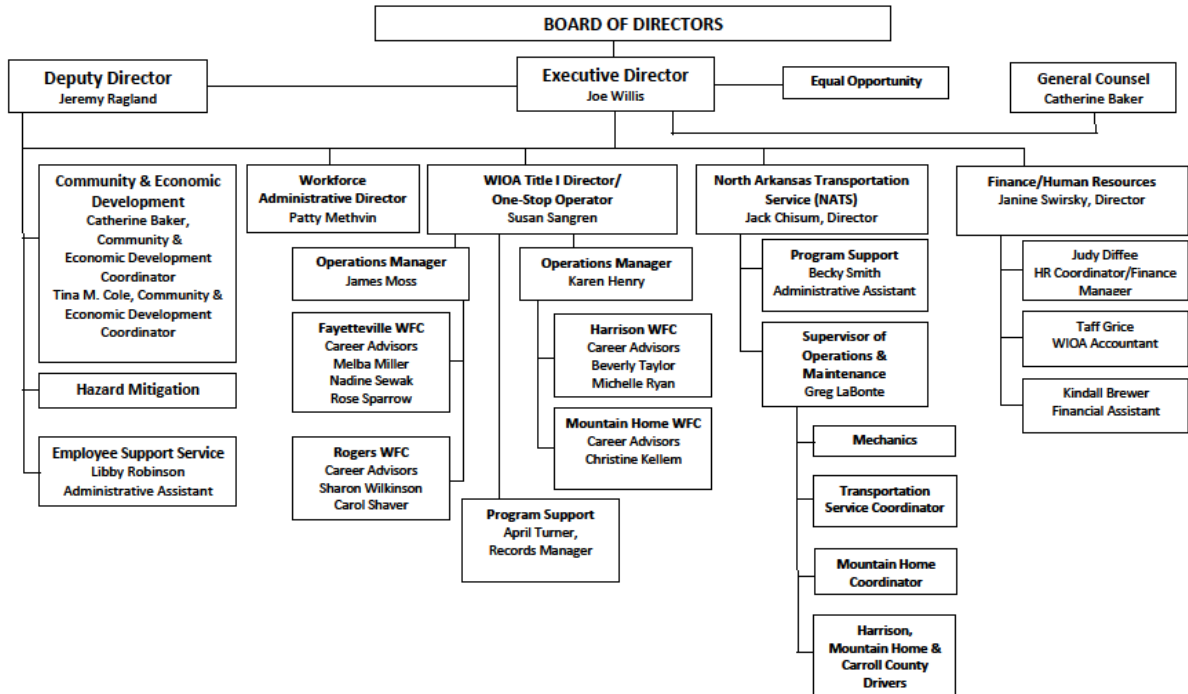
**One-Stop Operator Annual Budget**

<b>Cost Category</b>	<b>Budget Amount</b>
Personnel Services/Salary	\$20,016.00
Fringe Benefits	\$3,400.00
Travel	\$1,400.00
Training & Education	\$280.00
Telephone/Internet/Fax/Postage	\$414.00
Printing/Reproduction	\$140.00
Materials & Supplies	\$140.00
Membership/Subscriptions/Pro	\$100.00
Maintenance and Repair	\$1,000.00
<b>Total One-Stop Operator Budget</b>	<b>\$26,890.00</b>

B. Corporate structure and support services that will be provided to Northwest Arkansas.

NWAEDD is a 501(c)3 non-profit corporation registered in Arkansas. It operates as a non-governmental agency. The organizational chart below shows how positions within the organization will relate to the operator and service provider.

NORTHWEST ARKANSAS ECONOMIC DEVELOPMENT DISTRICT, INC.  
2019



C. Profit or program income proposed.

No profit is allowed, and program income is limited to interest paid by banks for deposits on hand. Program income may be earned through value-added services offered outside the scope of WIOA Title IB or the One Stop Operator. Those could include drug testing for employers, enhanced pre-employment interviewing and other services.

D. Indirect cost detail.

The indirect cost rate for NWAEDD is currently in the approval stage at the Federal and State levels.

E. Administrative cost detail.

The administrative cost for the One-Stop Operator has been approximately 5% of this budget and includes working on Infrastructure Funding Agreement reconciliations and preparing invoices.



## Letters of Reference and contact information

Janel Cotter  
Director of Workforce Development  
Arkansas State University Mountain Home  
[jcotter@asumh.edu](mailto:jcotter@asumh.edu) or 870-508-6133

Sandy Martin, Chair  
Carroll County Collaborative (C3)  
[procommeureka@gmail.com](mailto:procommeureka@gmail.com) or 479-244-6636

Robbie Cornelius  
Director of Adult Education  
Fayetteville Public Schools  
[robbie.cornelius@fayar.net](mailto:robbie.cornelius@fayar.net) or (479) 444-3041



Berryville  
Eureka Springs  
Green Forest

November 1, 2019

John Dyess, Chairperson  
Northwest Arkansas Workforce Development Board  
P.O. Box 190  
Harrison, AR 72602-0190

Dear Chairman John Dyess,

The Carroll County Collaborative (C3) has been working with the Northwest Arkansas Development District (NWAEDD) for several years on various initiatives impacting the communities of Berryville, Eureka Springs and Green Forest. The current NWAEDD programs have been extremely beneficial to our efforts - especially Workforce Administration and Rural Transportation.

This letter is in support of the Northwest Arkansas Economic Development District (NWAEDD) becoming the One-Stop Operator for the Workforce Innovation and Opportunity Act (WIOA) in the area served by the Northwest Arkansas Workforce Development Board. NWAEDD is an essential organization that has been serving Northwest Arkansas for almost a half century.

The staff is always responsive, intuitive to community needs and highly professional. Retaining the current team working on the WIOA programs is a critical part of the NWAEDD proposal. Northwest Arkansas is a strong and growing workforce region - not only for the state of Arkansas - but one of the fastest growing in the country. C3 encourages and supports their continued success.

C3 is comprised of all three Mayor's, all three school district superintendents, higher education, representatives from the private sector, financial institutions and regional organizations. Our top priority is workforce development. It is vital to our mission and vision for the county for NWAEDD to continue to provide and expand their programs and services. Their knowledge and experience with WIOA programs is a huge asset for our continued success.

On behalf of Carroll County and all C3 members, we strongly endorse NWAEDD to be the One-Stop Operator service provider for the WIOA programs in Northwest Arkansas. I'd be happy to answer any questions you may have of C3.

Thank you for your consideration.

A handwritten signature in cursive script that reads 'Sandy Martin'.

Sandy Martin  
Chair, Carroll County Collaborative (C3)  
479.244.6636



October 30, 2019

Northwest Arkansas Workforce Development Board

P. O. Box 190

Harrison, AR. 72602

Dear Chairman John Dyess,

The ASUMH (Workforce Development) has been working closely with the Northwest Arkansas Economic Development District (NWAEDD) for numerous years on a vast variety of initiatives that impact the communities of Baxter, Marion, Fulton, and Izard counties. The present NWAEDD programs have been exceedingly beneficial to our industries and local workforce.

The NWAEDD staff is consistently quick to respond to the community and workforce needs in a courteous and professional manner. Workforce development is vital to our growing region. The services and programs offered by NWAEDD, coupled with their knowledge and experience is a vast asset for our continued success.

This letter is to support and acknowledge that we strongly support NWAEDD becoming the One-Stop Operator for Northwest Arkansas. I would be happy to answer any questions you may have.

Sincerely,

Janel Cotter

Director of Workforce Development

870-508-6133



## Stephen M. Percival ADULT EDUCATION PROGRAM

Stephen M. Percival Adult Education Program  
612 S. College Avenue  
Fayetteville, AR 72701

November 13, 2019

John Dyess, Chairperson  
Northwest Arkansas Workforce Development Board  
P.O. Box 190  
Harrison, AR 72602-0190

Dear Mr. Dyess:

I am writing this letter of recommendation on behalf of the Northwest Arkansas Economic Development District to serve as the Workforce Innovation and Opportunity Act (WIOA) One-Stop Operator for Northwest Arkansas. The Northwest Arkansas Economic Development District plays an integral role in partnering with Adult Education and the other Core 4 WIOA partners to meet the needs of employers by providing educated and workforce ready employees.

Through a WIOA grant, Stephen M. Percival Adult Education Program is currently working in tandem with the Arkansas Workforce Center in Fayetteville to offer a CNA class to a group of adults. Upon completion of the class and successfully passing the required CNA test, this group of students will be job-ready to enter the medical field, which is one of the largest growing job fields in Northwest Arkansas. The CNA class is but one example of the type of partnerships that are possible between WIOA partners with the guidance and support of the Northwest Arkansas Economic Development District.

Based on my experience working with the Northwest Arkansas Economic Development District and its highly qualified staff, the workforce needs of Northwest Arkansas will continue to be met with NWAEDD serving as the district's WIOA One-Stop Operator.

Sincerely,

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Robbie Cornelius, Ed.D.  
Director of Adult Education  
Stephen M. Percival Adult Education Program