

Mass Workforce Issuance

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☐ Policy ☒ Information

To: Chief Elected Officials
Workforce Board Chairs
Workforce Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
Department of Career Services

Date: March 25, 2016

Subject: The Customer Centered Design Challenge Launch

Purpose: To notify Chief Elected Officials (CEOs), Local Workforce Development Boards (Local Boards); One Stop Career Center Operators and other Local Workforce Development Partners of an upcoming webinar on the launch of the Customer Centered Design Challenge.

Background: WIOA implementation gives states and local governments huge opportunities to step back from business as usual and, with the customer in mind, design services for their customers. By using the principles of Human Centered Design, in practice used in the private sector and increasingly in government, the workforce system will learn to produce better outcomes and higher customer satisfaction.

Design Thinking is a practical, repeatable approach to arriving at innovative solutions. Think of it as a step-by-step guide to unleashing your creativity, putting the people you serve at the center of your design process to come up with new answers to difficult problems.

The Customer Centered Design Challenge teaches methods to design government services by looking first at what a customer needs. This revolutionary approach will build the capacity of the workforce system to better empathize with job seekers, employers who need skilled workers, and out of school youth, and to design more personalized services to help them get the skills, workers and jobs they need.

This webinar is the launch of a bigger initiative designed to engage workforce leadership throughout the country in a three-month process. Through your

participation in this webinar, you will learn how you can address design challenges. You will also learn how you and your partners

The Audience:

- Organizations implementing the Workforce Innovation and Opportunity Act (WIOA)
- People who are designing services, writing Request for Proposals (RFPs), etc.
- Partners who serve a broad range of customers
- State and local workforce agencies who want better outcomes
- All one-stop partner programs

Presenters:

Daniel Correa, Senior Advisor, Innovation Policy, Technology & Innovation Division, Office of Science & Technology Policy, Executive Office of the President

Byron Zuidema, Deputy Assistant Secretary, Employment and Training Administration, U.S. Department of Labor

Virginia Hamilton, Regional Administrator, Region 6 (San Francisco), Employment and Training Administration, U.S. Department of Labor

D'Angelo Johnson, Agency Wide Trainer, Arapahoe/Douglas Works!

Sondra Howell, Director of Workforce Development, Memphis Bioworks Foundation

Nancy Saengjeang, Santa Barbara Workforce Resource Center

Andre Schoor, California Labor and Workforce Development Agency

Date: March 28, 2016

Time: 1:30pm ET (12:30pm/Central, 11:30am/Mountain, 10:30am/Pacific)

Length: 90 minutes

Registration for this webinar is limited and seating is on a first-come, first-served basis. Please register today!

Register Now

You're Invited to the Webinar

The Customer Centered Design Challenge Launch

Register Now

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