**Workforce 3One**

**Transcript of Webinar**

**Customer Centered Design**

**Phase 3: The Prototyping and Experimentation Phase**

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*Transcript by*

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ERIC BELLINO: So I'm going to turn things over to Virginia Hamilton and she's going to go over today's agenda. Virginia?

VIRGINIA HAMILTON: Good morning or afternoon, everybody. Welcome to the customer centered design webinar about prototyping and experimentation. We're very excited to have you on the phone and have as many teams as we have around the country participating. We're just going to do -- I'm going to do a very brief introduction.

We're going to talk a little bit about the project, but essentially we're going to spend most of the time listening to four different teams from around the country talk about the work that they've been doing. We'll talk a little bit about the White House celebration and the criteria they we're going to be using to select people to go to the White House; see resources and then we hope we'll have some time for questions and answers.

Again, this project is one that I've been fortunate enough to be working on since its inception, and I just want to sort of say two things as we get going. I gave a presentation at a conference in Tulare County, California two weeks ago, I guess, where there were three teams who were all participating in the challenge -- a team for each of the three challenges.

And maybe there were 50 people in the room and I asked at the beginning, so how many of you, and these were people who -- they run fabulous programs by the way. I know these people well and I said just before this project started, how many of you had actually asked your customers what they wanted or needed, and not one hand went up in the air. And I think everyone was sort of shocked. It wasn't just me.

You know, I think I was talking to a colleague of mine and I think part of it is we think we know. We've been running these programs for a long time. We have a law that tells us what to do. We have a lot of experience and so I think this is just a wonderful opportunity -- and I'm sure all of you have experienced this -- just stepping back and asking the customer what they need and really thinking about human center design. I don't know, it kind of seems like a no-brainer, but we just don't do it. We don't take the time to do it.

You know, I was trying to get through to a Toyota sales or financial services this morning and I literally could not talk to anyone on the phone because they wanted information that I didn't have and every single time I tried to say operator or customer service, they would say we need these four pieces of information in order for you to talk to somebody, and they just kept hanging up on me, and that's the opposite of customer centered design.

And I travel a lot and I was just thinking about car rentals. I don't know how many of you rent cars, but I remember -- I'm old -- when you rented a car, you had to go into an office and you had to fill out forms and you had to show them your information. And now I go into a car rental agency. I mean, at the airport, all I do is I walk over to my car. I get in it and I drive away. There are great examples of companies that have really thought through what their customers need and I think that's really what we're about is just really asking the customer what they need and how it will improve their outcomes.

So as you know, I believe that most of the people who are on the phone are participating in one of our teams. We did a launch back in July. You are all -- have all finished, I believe, taking the Acumen IDEO class and are now in the process of -- I think we have a slide at the end. All the information is due back to Acumen on the 22nd and now you're in a process really of prototyping, testing, experimenting, and trying to implement something that will help in the implementation of the opportunity act.

Just a reminder, you've been going through this process of doing research and empathizing with people and talking to them and talking to stakeholders, and I've just been kind of reviewing the slides you'll hear in a minute, and (having all hats ?), really thinking about different ways of looking through the eyes of the customer as opposed to the eyes of a workforce professional; coming up with ideas and then trying them out.

So this particular phase of the project that we're in now is really having you experiment, and spending the next weeks really trying stuff out, seeing if it works, testing it, testing it again. And I love this slide because -- and I showed this at the opening webinar -- when you test things in a rough way, people see potential and possibility. When things are polished, we see flaws. We're really guilty of that in government.

We want to get our own act together first before we talk to our partners. We want to write white papers and develop policies and make sure it's pretty complete before we show it to anyone because we don't want people to see any of the flaws. But truth of the matter is that the sooner we bring people into testing and prototyping and working together with us, even if it's messy and flawed, we're going to get much better at the end.

So with that, I'm just going to turn this over to our incredible panelists who have been working, as many of you have, on challenges. We've got Nancy Saengjaeng from the Santa Barbara County Workforce Resource Center; Pam Streich from North Central Pennsylvania, Our Youth, Our Future; Sondra Howell from Delta Force in Memphis, Tennessee; and Nancy Dischinat from the Lehigh Valley Workforce Investment Board in Allentown, Pennsylvania.

I'm going to give each person the stage for about seven or eight minutes and then they will turn the webinar over to the next person along the way. Once they've all finished talking, we will then come back, talk a little bit about the White House challenge and the requirements, and then have some time we hope for questions and answers.

So I'm just going to turn this over to Santa Barbara. Nancy?

NANCY SAENGJAENG: Thank you, Virginia. Thanks for inviting our team to be part of this webinar. Hello everyone out there. My name is Nancy Saengjaeng. I'm the designated team leader for our challenge. We're so excited to be here. Our team really enjoyed participating in this project. We weren't sure at the beginning but we became so energized and engaged throughout the entire process. The human center design seems like a simple principle, but we needed to take this course to figure that out. That alone is our a-ha moment.

I'm going to pause a second -- OK -- to bring up our slides.

So let's see, at this time I'd like to introduce our team, some of whom will be speaking today. We have representatives from AJCC One-Stop in Santa Barbara County. We are also known as the WRC or the Workforce Resource Center. We have representatives from WIOA Adult and Dislocated Worker, representative from TANF. In California it's known as Calworks and Welfare to Work program. Employment Development Department is also represented and Rescare Workforce Services, which is known nationally.

For our projects we took on the employer challenge. We wanted to know how might we improve the coordination of all AJCC partners in supporting employer on-site recruitment efforts. I'll be handing over now to Jason Ramirez, one of our team members. Jason, take it away.

Jason Ramirez: Thank you, Nancy, and hello to everyone joining us today. Our team started this process by looking at the fact that we were not as integrated as we ought to be when serving employers through our AJCCs. We began by listing insights from the district manages of employers and partners. Then we began to utilize the human center design principle of using how might we question. As you can see, this really got the group to think differently and led us to coming up with questions that can only be answered with possible solutions.

We narrowed down our how might we questions to ones that focused on the process of employer recruitments at the AJCC. We specifically looked at what was already taking place and how we could utilize those efforts and resources into a process that is more streamlined and efficient.

Our a-ha moments included the fact that we all have a strong rapport with local businesses, but we needed to come together as one team in the eyes of the employers. We needed to present a unified voice for the One-Stop center in all interactions with the business community.

Our brainstorming sessions during the ideation phase resulted in the conceptual solutions that became the basis of our prototyping process. With bags of craft materials, toys, office supplies, and more, this was one of the most fun and creative group exercises that multiple government agencies have ever participated in. The AJCC partners collaborated to develop and design several prototypes, some of which did not make the final cut.

ALICE RAZO: Thank you, Jason. We realize each partner agency provided overlapping services to the employers, which gives the impression we are individual agencies and not a One-Stop partnership. During the development and design of prototyping, we came to the realization that we needed to lay the old business process to rest before we could create a new vision for the future with the help of a little fairy dust.

As you can see from our storyboard, the more detailed our prototype became, the more we identified key concepts such as the need to form and be seen as one team, and that is individual partners, we have a smaller pool of employers to draw from, but together as one we have a larger pool to share.

MS. SAENGJAENG: Thank you, Alice. The first prototype we created was a flip book that we entitled Ready, Set, Go. It evolved into a comprehensive tool that will help us implement a phased approach of immediate versus longer-term solutions.

Longer-term solutions included joint contracting with all partners paying their fair share to a single entity to provide services on behalf of the AJCC, as well as a virtual AJCC employer mall of services which can be accessed online anywhere, anytime. These longer-term solutions are depended upon budgetary concerns and the final issuance of the WIOA regulations, but eventually will result in somewhere over the rainbow in integrated harmony.

This concludes our presentation. We'd like to thank you again for inviting us to participate today and I'd like to hand it over to Pam Streich.

PAM STREICH: Good afternoon. This is Pam Streich. I'm director of North -- of planning for the North Central Workforce Development Board. I have the pleasure of being part of the North Central Our Youth Our Future team, which includes myself, Blake Berner, workforce programs director; Teresa Neal, business service representative; and Troy Johnson, youth employability counselor. Our team has been addressing the challenge of how might we design programs and services for out-of-school youth that engages them and produces great outcomes?

In one word, we learned that the process of customer centered design is fun. Our team truly had and will continue to have fun while we design and implement programs and services for our youth. We found out the best way for us to learn the customer centered design process was to follow the workshop guides as best we could, completing the exercises in each guide. There were times that we thought we already knew what the outcomes would be, but we tried to stay focused on the process and on our challenge being prepared to discuss the readings for each session and complete the exercises.

Throughout each phase of the process, we began by discussing the readings and sharing our takeaways from the readings. In the introduction workshop, we completed an icebreaker and did some initial brainstorming which generated many ideas ranging from staffing issues to bureaucratic issues and concerns to ideas on what we wish our programs had to offer.

As we moved through the inspiration phase, we were excited that now it was time to plan our research and build our interview guide. We quickly listed what we know about youth, what we don't know; we defined our audience, who were the experts we needed to talk to, where would we find all of these people to meets with and where should we go to observe them in action, as well as what secondary research resources should we use.

After our initial research and interviews, we met again to continue the inspiration phase and shared our stories and insights from our interviews. We identified some common themes and some additional how might we questions, and then the best part, we got to generate some ideas and we had plenty of ideas.

Much of what we learned from our research validated our initial brainstorming. There really were not a lot of surprises. We did identify four common themes throughout and they included: transportation issues; the fact that you desire relationships and connections to people; youth want a welcoming environment where there's hands-on activities that don't drag on; and they do express a lack of self-esteem.

What we were most surprised about was that the youth we talked to really didn't care about the incentives such as gas cards and gift cards, as long as they were getting assistance in achieving their goals.

Some of the challenges we faced through the process, time was the biggest challenge; finding the time for staff to meet. To implement our workshops was a challenge. We made a commitment to a specific date and time weekly or biweekly and we utilized videoconferencing to reduce travel time. It was a bit awkward at first, but we got used to it and it really worked well for us.

Another challenge occurred during our interviews. When we defined our audience, we wanted to talk to youth who did not follow through with our programs in the past, however, they were difficult to find. The youth we attempted to contact have moved, no longer have the same telephone number, or just did not respond. So that's one thing that we continue to prototype.

The opportunities that the customer centered design process provided us with was definitely the opportunity to try new things, to put our customers first, to try ideas that we may not have otherwise attempted due to more concentration on our performance measures and meeting our numbers. We believe that as we continue this design process in our programs, we will meet and exceed our performance measures.

The other opportunity the challenge provided us was that board staff and frontline program staff came together to meet and actually bring the two different perspectives, two different ways of looking at programs and services. As staff to our workforce board, I have to say that I myself learned a lot about the commitment level that our youth staff have for the youth that they serve.

So as we moved into the prototyping stage, we decided that each of us was going to create a storyboard and then decide on what we would prototype. And after we voted on the storyboards we had a tie between two, so we began to prototype both because we knew that we could do so in the time given for this course. The two prototypes were a recruitment pamphlet and the concept of a café connection.

The recruitment pamphlet is a pamphlet that includes just enough information for you -- it's not a full resource guide -- with some positive quotes to encourage you to come in for the first meeting. The café connection is a plan to get together where youth can come together and talk about issues they are facing, sort of a support group with a workforce/training focus along with a leader, which are our employability counselors.

We also started then to reiterate and get feedback on the prototypes for the recruitment pamphlet, as well as the café connections. The pamphlet was shared with (PA current ?) staff and other agencies serving youth, and also current youth participants. That café connection meeting are being held already and we are getting feedback from the participants and we have a lot of plans for -- in bringing in our other ideas to the -- to make café connections improved.

We're committed to the process. Our hopes -- what we hope to achieve through the process is that our out-of-school and disconnected youth in our region will know about our programs, ask about our programs, and really want to participate in them; that they will keep coming back until their goals are met; and we also want the youth who have succeeded in our programs to be involved as peer mentors to assist other youth.

And now I will turn it over to Nancy.

MS. HAMILTON: And before Nancy starts, I just want to say that Pam has a fantastic set of slides in the -- there's a box that you can see in your screen called file share in which you can download both this presentation and a bunch of other presentations, and -- yeah, there we go -- and the North Central Our Youth, Our Future slides are really great and go into a lot of detail about looking at the prototypes and the storyboarding and so on.

So take a look at the end of this session or while we're talking, feel free to download any of these slides. OK.

SONDRA HOWELL: OK. I'm here. I'm sorry. I thought someone else was speaking before me. Good afternoon. This is Sondra Howell and I'm with Delta Force Memphis here in Memphis, Tennessee.

We decided to address the challenge question how might we prove the customer experience and outcome for our shared One-Stop customers for several reasons. First, Delta Force Memphis is comprised of eight local agencies that work together on various levels, both directly and indirectly. One-Stop customers are inclusive of our shared service populations, which includes but is not necessarily limited to, youth job seekers, both experienced and non-experienced, veterans, unemployed incumbent workers, and employers.

Secondly, the question not only allowed us to explore and analyze our own assumptions, but it also allowed us to explore and analyze feedback that we received from our shared customers. It also forced us to identify gaps and inefficiencies in practices, policies, and processes, as well as create viable solutions. Therefore, our third reason for engaging in that challenge was because it's a priority of all of our agencies and all of our individual team members. Like I said previously, we have worked together in various capacities and at the end of the day, we always ask the same question -- did we successfully achieve our goal of servicing our customers successfully and effectively?

One of the most important activities we engaged in through this process was conducting field research. Various members of our team conducted interviews, one-on-one as well as group interviews, with customers and employers, as well as the serving customers and service centers. We define service centers as -- that's a tongue twister -- schools, social service offices, etc. Several of our team members also took on the customer experience by visiting such sites as actual customers anonymously.

What we found was very interesting. Although it's clear that on the surface some of the responses we anticipated; however, the rationale behind the responses we received from our customers was very eye-opening and unanticipated. We heard that our customers are in need of resources and assistance accepting those resources or services. We also heard that our customers have a strong desire to provide for their families and support their communities.

Probably the most eye-opening revelation that we heard from our customers is that they view agency representatives or those people who are positioned in those entities that are positioned to provide customer service, as the gatekeepers of the resources and the information they need to be successful.

Our answer to the challenge is to design a customer service or essential skills curriculum in two phases. First, we decide that customer service is really a two-way experience, so Phase 1 will focus on our job seekers. Job seekers need essential skills to meet the needs of their customers. Their customers are the gatekeepers, those individuals that they perceive as the folks who hold the key to the information or resources that they need.

Job seekers need to be able to communicate with those gatekeepers to be able to unlock the door to the information. Their customers are also the employers that they're seeking to work for or to retain employment with. Their customers are also educators, those folks providing training for them, as well as their coworkers to be successful on the job.

Phase 2 will include focusing on our customer service representatives. Interestingly enough, based on the information that we received during our research phase, we decided to define customer service representation as the responsibility of a agency and not as for an individual staff member. So it's an entire entity's responsibility to put the right resources, services, processes, etc., in place to make sure they have the right staff people in place to provide quality customer service to our customers. Some of the common essential skills that we identified for both of our focus groups is effective communication, ethical behavior, punctuality, and appearance.

The next slide is basically just a copy of our storyboards to show how creative we were.

What we decided to do in prototyping, for the job seeker working with -- we're answering the question have customers gone through "the process" meaning have they tried to access services and gone through whatever processes the various agencies have in place; and if so, what were those services and what was the end result.

A lot of times as support service providers or social services providers, people go through various programs -- the same processes with multiple agencies and it would be much more convenient if those entities were able to share the information, which would alleviate duplication on the customer's part.

So we decided to test that question by creating a central database to connect information from partnered agencies that capture the customer's experience, and that means the resources that were provided, any referrals given, any documentation they submitted, so they won't have to duplicate that in any training that they've already gone through.

The second question that we're posing is do job seeker have access to computers and the Internet, and are they computer literate. Do they have the ability to capture -- to access the information that's being provided? And what we're going to do is we're going to complete a data analysis of a particular system that a lot of our job seekers are funneled to in order to access jobs and upload their resumes, etc.

For our customer service prototype, the question that was posed is does staff have right information to serve customers, and we're going to test it by creating an online test or exam to gauge the knowledge of staff, frontline staff at our agencies whose mission it is and whose job responsible it is to provide information, the right information to our customers.

The second question that we're going to ask is, can customers access information in various places and ways? We can provide the best of services, but if no one knows about it or they don't have access to it, we're working in vain. So our test for that is we've created an agency self-assessment questionnaire for each agency on our team to complete, and this is just a copy of that questionnaire.

And I guess just to summarize all of this, our true a-ha moment will come when we as service providers truly include our customers and our processes in our policies before implementation.

So with that, I'm going to now hand it over to Nancy D.

Nancy Dischinat: Well, thank you. We're just waiting for our slides to go up. OK. Thank you. In Pennsylvania, we have a new governor, Governor Tom Wolf, which is why we named our team Lehigh Valley Wolf Gang. We've been in building relationships in the Lehigh Valley focused around our workforce system since the beginning of the initial law, so getting a team together was quite easy. The difficult decision was who to involve in the initial phase, where to focus our energy, and to agree on an issue that would impact our collective systems.

We have approximately 110 community organizations. Ten were selected with four on a waiting list. Our 10-member customer centered design team is comprised of our employer-based Chamber of Commerce, workforce system partners like the Office of Vocational Rehabilitation, education, training, and literacy providers; My Brother's Keeper and the rehabilitation, education, training and literacy providers; and a sampling of other community-based organizations, because it's all about building relationships. So welcome to Service Town, our One-Stop clearinghouse for workforce, education, training, and community services.

Our system problems continue to be duplicated, disconnected delivery of services even though we've been in the business for a billion years and we consider ourselves great at relationships and cooperations, not so great at ending duplication, tracking our customers, and developing calming measures of success. Therefore, we challenged each other to design a customer centered One-Stop regional services clearinghouse called Service Town.

The problem is customer confusion. Where do I go to get help? Who has the best services for my problems? The other problem is systems confusion. When you have 10 or 20 or 30 or 110 workforce economic development, education, and community-based organizations, there is confusion and sometimes there's competition for the same customer and not a clear path of how and where customers can go for a holistic approach to get help, not just the help that you were funded to do. Collectively, we are changing our approach through this process, customer centered, not program centered.

So in Service Town, customers can get the help by logging into their computer, walking into any of our organizations in person, or by calling by phone. How the heck can we make Service Town work, because we all have eligibility, we all have different criteria, specific funding and on and on, excuse after excuse. Well, we pulled together a core team of service providers to prototype Service Town, our One-Stop clearinghouse.

The idea here is to showcase all organizations with their customer services under one roof. The organizations are being organized by service categories: workforces systems, education, training, veterans, rehabilitation services, support services, and more. The concept is to simply click on the logo and that organization's services will be described. For example, if you click on LANta, our regional public transportation system, you will see all the information related to bus routes and schedules, how to get bus passes, and more.

Each organization is charged with editing and maintaining their own services page. I repeat, each organization as charged with editing and maintaining their own services page.

Now that you've checked out all the services, you can select or unselect services into your online Service Town card. After you fill your Service Town card, you'll be taken to the Service Town assessment page which is a diagnostic took with a series of pre-eligibility questions to determine the services and the referral options that are customer-specific, which we are working on right now. This will be a front and center page for all partnering organizations, all tied into a diagnostic tool which can be accessed online, by phone, or in person.

Once you have selected services for your card, answered questions on your diagnostic page, you will be given a personalized services summary with the services, agency contacts, and quick links to the service organizations. You have the option to print, have an e-mail copy of your summary page, or schedule and in-person Service Town orientation. At any time during this process, customers will be able to call a must-answer line or visit any organization.

In Service Town, our collective outcomes focus on commitment to a customer centered design, a commitment to a One-Stop regional clearinghouse called Service Town; a holistic approach to customer services, performance outcomes, and customer sharing; an improved customer experience; and a community committed to a learning exchange sustainability model through continuous customer involvement and customer improvement.

Our implementation is based on a five-step process: building the community commitment; designing an infrastructure phase, which we are in right now; soft beta testing with customers, 30 at a time so that we can build and tweak, build and tweak again; pilot the Service Town model with 10-plus-four core Wolf Gang team member organizations, and then have a full rollout which will be phased in 30 organizations at a time.

All this work to get an invitation to the White House -- and I mean the real one, not be annex across the street and not the Eisenhower Office building next door -- the real one with the big fence at 1600 Pennsylvania Avenue because Washington also needs Service Town.

Thank you. I'm going to turn it back to Virginia Hamilton from the Department of Labor.

MS. HAMILTON: Thank you, Nancy. That was great. Yes. I know. I started laughing the other day. I was talking to some people at the White House, the real White House, and -- although we were in the Eisenhower building when we were talking -- and I said, yeah, this can't be like a restaurant called the White House. I mean, we really need to be in that building.

And as you know, for those who successfully complete the challenge, there is an opportunity to be selected to come together probably in January -- we're working on dates right now -- to really learn from each other and celebrate everybody's success.

So we're going to send this out to everyone more formally, but just to let you know right now, really this will -- and we said this up front, that the selection criteria are: completing the phases of the challenge; making sure -- as all of you have spoken on the phone so far -- that you have a cross-section of partners; and then we're going to ask you to submit a brief proposal. This is not like 25 pages.

This is just a couple of pages -- what's the challenge; what'd you learn; how you implemented what you came up with; if there's an impact yet -- there may not be -- an explanation of how you shared your experience with others, as you're doing right now; what you thought was the most challenging -- I think we can figure out part of that was just the time and how fast it all went -- and how you overcame it. As several of you said, really how you're going to use the skills to sustain innovation.

I think one of the amazing things about going through the process of learning customer centered design is that once it's in your blood, it's kind of in there. And I think most people, once they have started this process, have an ongoing commitment. And then a description of your next steps. And as I said, we'll send out a formal e-mail with a little template and a date that we need this back.

There will be a federal panel that will select the teams, and again, just sort of baseline is that you completed the IDEO/Acumen course, and I think as we've said -- and I think it's on the next slide -- the due date for the material is tomorrow or the next day -- that you've developed and implemented a response to one of the challenges and have submitted their proposal, and we will be sending you dates for when the proposal is due and when you will have to get it back into us with -- of course, we always have little disclaimers with the federal government. We don't have any money to pay for you to get there and we are working right now to figure out what the capacity is at the White House for how many people are going to get to come from each team.

And just to say, again, we have 20 teams in 25 different states across the country. We have the various different -- we've got six in Region 1, 20 in Region 2, five in Region 3, five in 4, 11 in 5, and 25 in 6, and a really nice representation of each of the different challenges underway.

We do also have the CCD homepage on Workforce3One. We hope you go there and look at it. I know that many of you have been uploading under the Acumen page and we're wanting to make sure that we catalog all this information in our website.

Yes. The final date for the human center design coursework is due on October 22nd. And so really now this week you're going to start to just -- some of you -- continue to prototype and test, some of you to start prototyping and testing, and we will have support offered. You each have a coach who should be working with you and providing lots of great information.

And there's also -- let's see, you know what, I'm going to tell you this first and then we'll come back to questions and answers. For those of you who are a glutton for punishment, there is a new class starting that's specifically focused on prototyping that Acumen and IDEO are doing that starts on October 27th. It's not part of our project. You don't have to participate in order to be part of the challenge for the White House, but we thought it would be useful for you to know this for those of you who are interested or maybe other people in your office who haven't been able to participate in the challenge.

And then Acumen and IDEO are going to be doing another class like the one that you've been taking, in February. So if you have other people, again, in your office or on your teams who would like to participate and haven't been able to, that would be the time to do that.

So I'm going to stop talking and we are going to turn this over to those of you who are on the phone and on the web, and get your questions. There is a participant questions/comments box that you should see on your screen, and I think, Eric, are we going to unlock -- unmute the phones so people can either ask a question on the phone or type one in?

I think the other thing is, even if you don't have a question for one of the teams, just a comment about your experience in the work that you've been doing in your part of the country.

Well, then I'll ask you a question that perhaps you can -- we can start with. What other kinds of support over the course of the next month or so do you feel like you need any of the teams who are signed onto this call and webinar that would help you move forward?

MS. : Hello?

MS. HAMILTON: Yep.

MS. : OK. Hi. My name is Katrina Carter (sp). I'm calling from Danville, Virginia and we're the Danville Workforce Innovation team here. I'm just going to talk a little about our experience in that whether we go to the White House or not, we've won because it has brought partners together, working together, and I think it's going to transform our community in how we do our work here.

We have not only the workforce -- I'm in a One-Stop, so we have the partners here in the work One-Stop. We have the Chamber of Commerce, social services, adult ed, so we have a variety of individuals around the table who have been trying to figure out how to make the employers a sense of our work.

Of course, we've now have a standing meeting on Wednesdays at 3:30. We've just dedicated that time to getting this done and we've interviewed employers. We've got questionnaires out to our employers and they're responding with what their needs are so that whatever we build, it is coming from their need.

MS. HAMILTON: That's great. Thank you so much for saying that. I mean, I -- again, when I was down in Tulare County, one of the people in that workshop said that she'd been doing business ever since for years and that she was talking to an employer that she'd actually spent quite a bit of time with over the last couple of years, and she said much to her surprise, she realized that after talking to this person, that they actually didn't need help recruiting; they really needed help in retention.

And it was just -- she said, again, I've been doing this for years. It was just a real eye-opener for me to actually just figure out what they needed because we realized we were going out and trying to sell our services as opposed to listening to what people actually needed.

Who else? What other kinds of experiences have you had in doing this work?

MS. HOWELL: This is Sondra in Memphis. I'd just like to make a suggestion. I love the idea of us meeting with the other teams, and maybe if we can do it maybe at least one other time as we progress with implementation to just kind of share our experiences, that would be really helpful for us.

MS. HAMILTON: Right. One of the things that we're thinking about -- I think I've got the wonderful mayor coaches also on the -- participating here is to convene some calls with each -- the teams that are working on the employer challenge can talk to each other, the people on youth and the people on the One-Stop, that that might be a good way to divide. Does that sound like something people would be interested in?

MS. HOWELL: Yes. We would.

MS. HAMILTON: Great. What else? Do the coaches have anything in terms of the experience they've had so far in talking to the teams that you want to share? Before you answer that though, I do want to say this -- we had some of our senior leadership go over to the capital several weeks ago to do a briefing with the staffers for all of the authors of the Workforce Innovation and Opportunity Act, and when they mentioned this project, the staffers were very interested.

And I actually had an opportunity several weeks ago to meet with Senator Patty Murray up in Seattle and told her about it and she was really interested. So not only is the White House interested in and excited about the work that we're doing and trying to implement WIOA with the customer in the center, but the people who've authored the law are also really interested and want to know more about what you're doing. So we're going to be bugging you a lot to get the good story, so we've certainly gotten some today.

MS. : Hey, this is Christy (sp), one of the coaches, and I was just going to say thank you to all the teams that are participating. We've really enjoyed the process of hearing from you and learning from your stories and what you guys are learning. Several teams are sharing on the workforce innovation group, which I think whenever I've been out visiting several of the teams, they've really appreciated when other teams share and we will do our best to support ways for you guys to connect and continue to connect even after this project ends.

We also are liking -- we've talked to the -- (inaudible) -- teams the other day I was there in the state of West Virginia. You know, you guys can share things and our mayor team can take it and put it into bullet points and nice tool kits and presentations. I mean, and that'll be impactful and powerful, but it's not nearly as impactful and powerful as when the voice comes directly from you guys, things like today, the kind of four prototypes you shared, the photos that you shared.

So the more of those things you have, if you can make sure you e-mail those directly to your coach, we will make sure we take your story and what you've learned, and shared it with the rest of the workforce system so that at the end of this we have sort of a nice resource page where people can come for ideas from each other and sort of find out who are some people across the nation that they can connect with who are really looking and interested at providing Customer Centered Services.

MS. HAMILTON: Thank you, Christy.

Eric, can we go back? I've got one more slide to show because I know we're running up against the time limit here. We do have a new platform at the Department of Labor that we've developed for the implementation of the Opportunity Act, and you may have already gone there already, but you can join as a member and when you join as a member, you won't get spam or offers to send money to anywhere, but you will get information about all the different kind of learning events that we have; the voices of experience, you can go look at those; and certainly all the work that we're doing around customer centered design will be featured there.

So please go to the ION Community and sign up. You'll see this up here on the screen. And I think the next steps are we will put together some calls to continue to connect you to each other. We are so excited that you're doing this work. I just -- I can't tell you how it makes my heart sing just to see all the fantastic work that you're doing and to know that all of you are not only doing the work but having fun in the process. So thank you so much for joining us today. I believe, Eric, is there a little poll that we have at the end of this?

I think I'm ready to wrap up. I want to thank everybody for participating. This will be archived so you'll be able to see it later or you can download all of the materials. Keep up the good work and I hope to see many of you at the White House.

And if you would just take a moment and rate the quality of today's webinar, that would be terrific.

(END)