



**MAWB
Summer
Conference
2025**



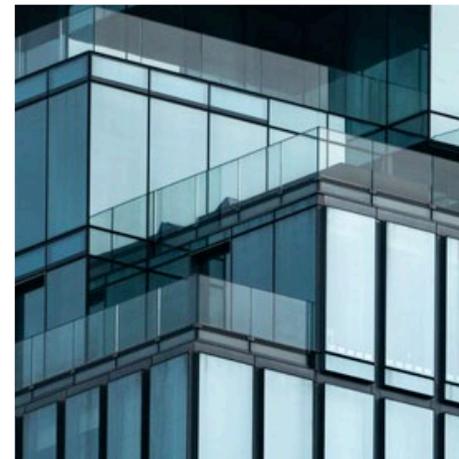
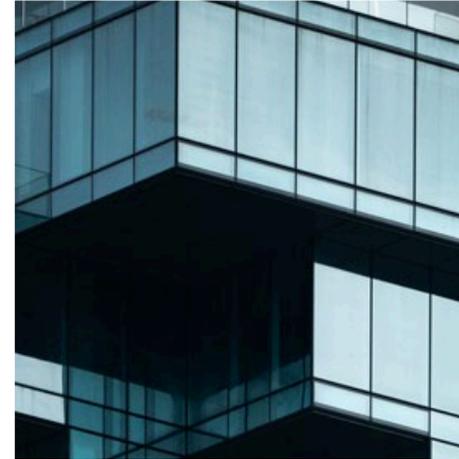
Data-Driven Success:
Transforming Insights into Actionable
Workforce Strategies



August 14th, 2025

Introduction

- In today's rapidly changing job market, data-driven decision-making is key to success. This session will equip attendees with actionable tools and strategies to harness evidence-based research that can improve programs. Presenters will provide a user-friendly introduction to some premier research and reporting tools and offer practical examples and insights about how data and research are being put into practice around the country.

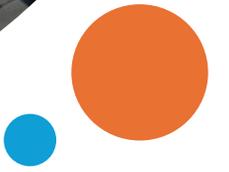


Agenda

Leveraging data sources for research, evaluation and telling the story

Using standard methodology to aid in presenting data effectively across audiences

Real World Applications



Introductions



Traci Marques
Pikes Peak Workforce Center



Todd Nielsen
Colorado Urban
Workforce Alliance



Chris Berthiaume
Technology Employment
in Colorado Partnership

Adapt & Advance:
A Workforce System Built to Thrive

**MINNESOTA ASSOCIATION
OF WORKFORCE BOARDS**

MAWB SUMMER CONFERENCE
August 13 - 15, 2025
INN ON LAKE SUPERIOR, DULUTH

Introduction to Data Resources



- Why should you use data for decision making?

Public data and research resources

Examples:

- O*NET
- Bureau of Labor Statistics (BLS)
- Census Bureau

Tools for Workforce Development



O*Net Resources



O*NET OnLine

■ O*Net Features

- 8-digit Occupations
- KSA, Tech Skills, Daily Tasks, Educational Attainment
- Occupation Transferability

<https://www.onetonline.org/>



Leveraging Other Data

Additional Resources

- [Data.census.gov](https://data.census.gov)
- [Census OnTheMap](#)
- [BLS OEWS](#)
- [BLS QCEW](#)

How to combine data sources to help with telling the story

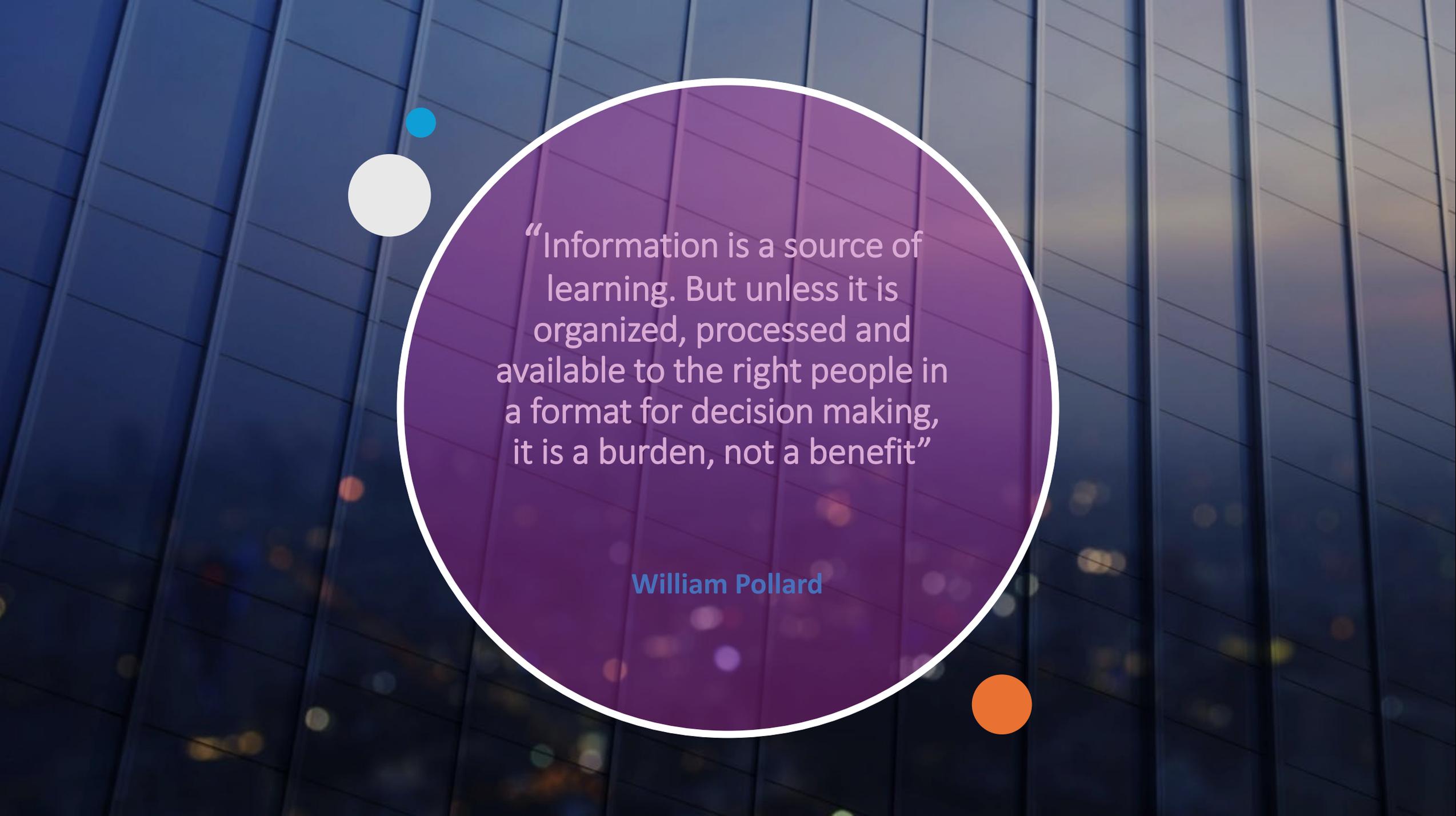


Quick Question and Answers

Data Tools

- Questions about available data sources?





“Information is a source of learning. But unless it is organized, processed and available to the right people in a format for decision making, it is a burden, not a benefit”

William Pollard

Data Sources for Evaluation



- Identify key data sources for program evaluation
- How to collect and organize data

Participant Data

Employer Feedback

Labor Market Information data

External Sources

Telling the Story with Data



- Importance of translating data into a compelling narrative
- Craft message

Data visualization techniques
Show program impact

Standardize Methodology

- Importance of standardization

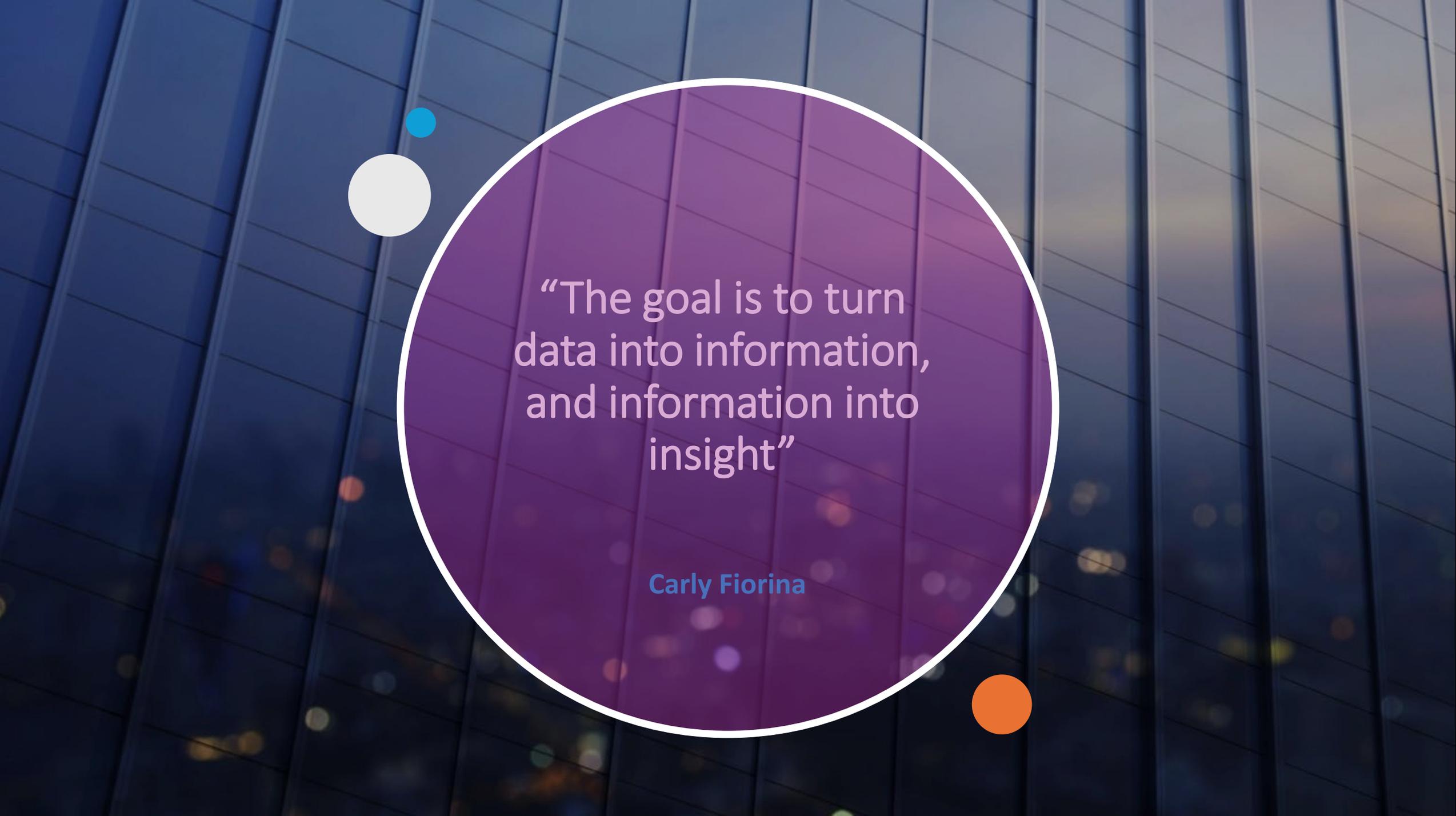
Ensure data is presented clearly and consistently



Presenting Data to Different Audiences



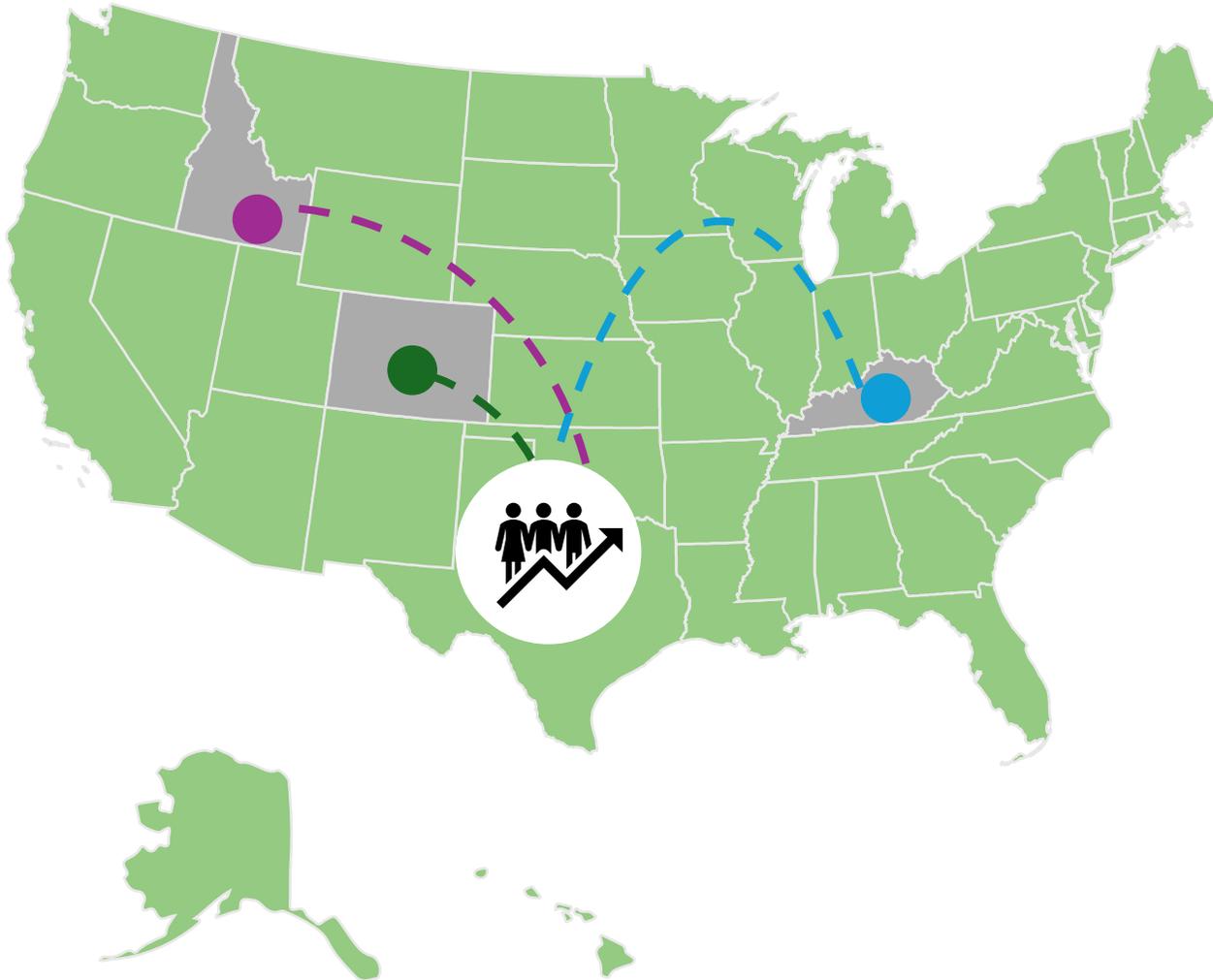
- Presentation should be tailored
- Clear and Concise Communications



“The goal is to turn
data into information,
and information into
insight”

Carly Fiorina

Data from Across the United States



- Examples on how data strengthens partnership results
- Regional Strategies
- Outcomes and Lessons Learned

Identifying Local Workforce Needs



Using Data to Inform

Importance of Granular Analysis

Identification of Industry-Specific Skill Gaps

Analyzing Local Demographic Trends (age, education, etc.)

The Impact of Local Economic Shifts

Collaborative by Design



The Colorado Public Workforce System functions as an interconnected network where local areas, CDLE (E&T, OFW, ONA), and CWDC collaborate closely for mutual success. We align through shared objectives, support each other, and openly discuss challenges and motivations, aiming to strengthen a dynamic, innovative, and cohesive public workforce system for Colorado.

Case Study



Pikes Peak Workforce Development Board

Describe the Success

Highlighting Needs Addressed

Strategies Employed

Partnerships Involved

Outcomes and Lessons Learned

Case Study



Technology Employment in Colorado Partnership

Highlighting Needs Addressed

Strategies Employed

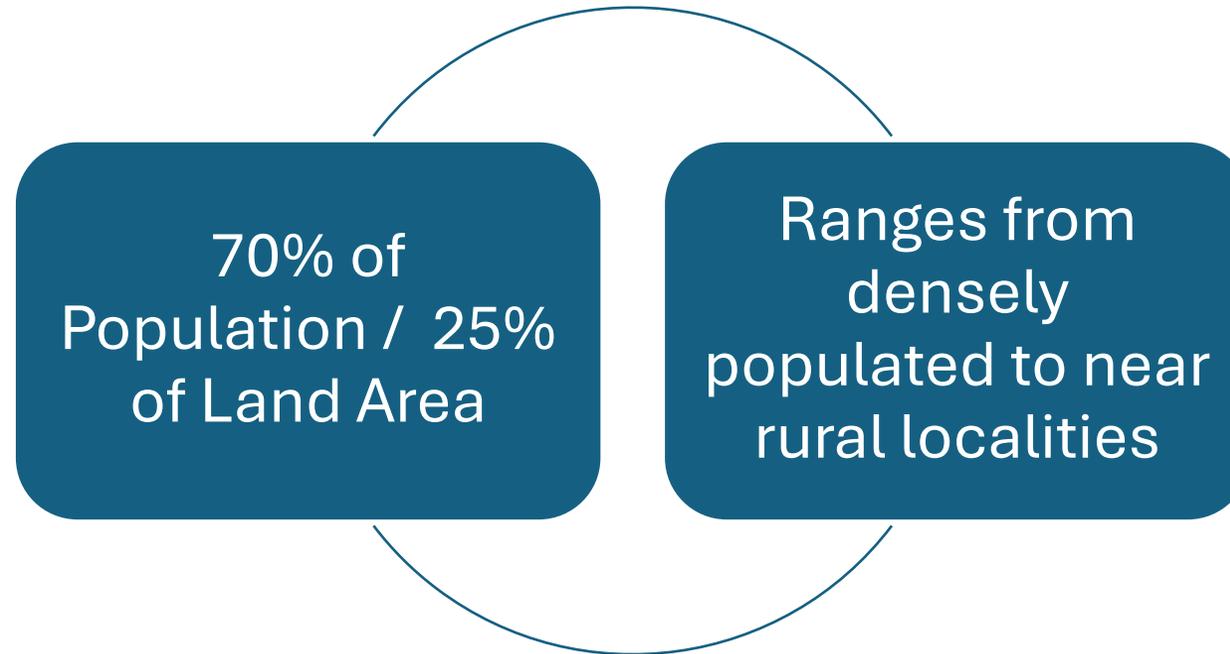
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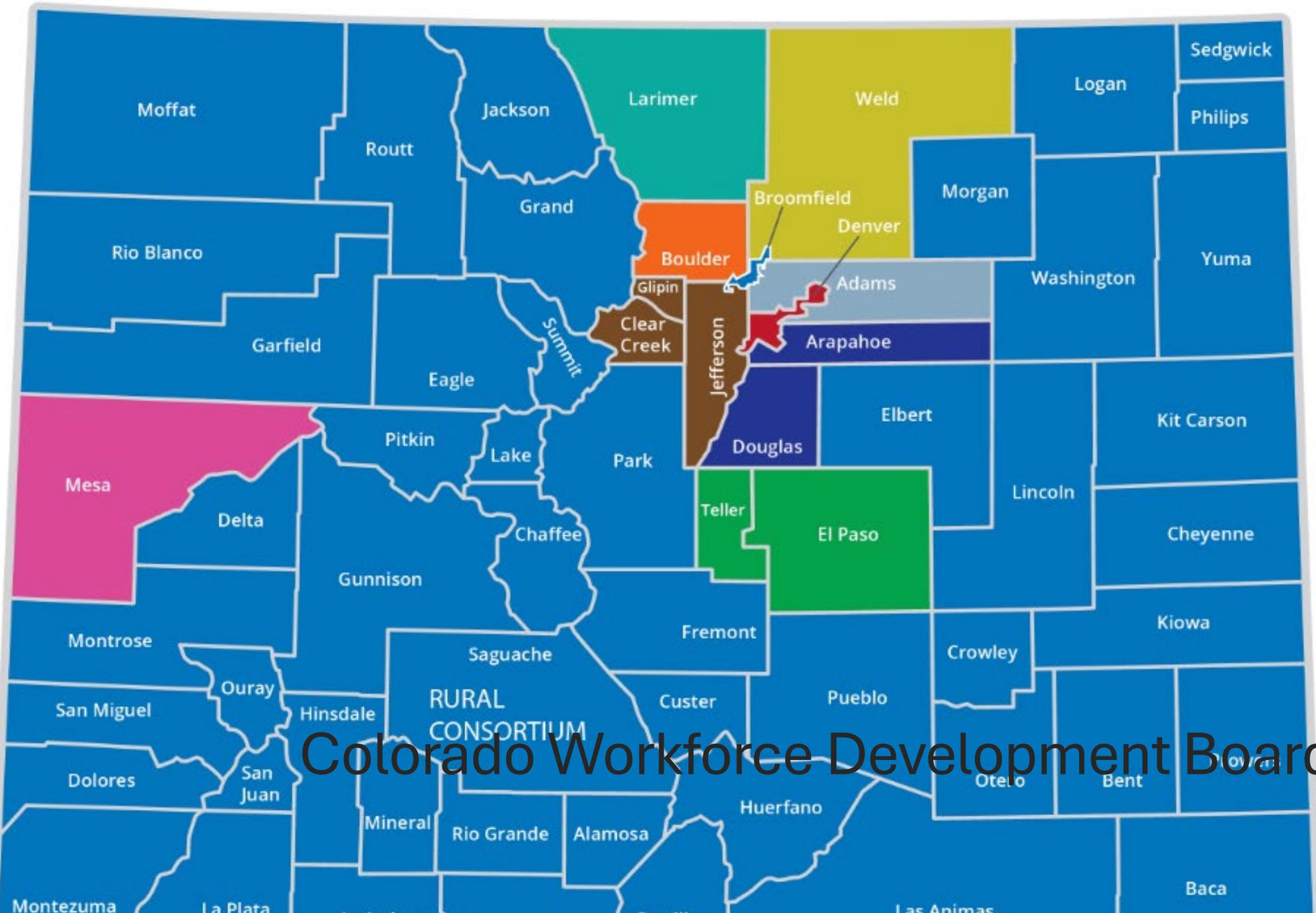
Colorado Urban Workforce Alliance – ROI/EI





● LOCAL AREAS

- Adams
- Arapahoe Douglas
- Boulder
- Denver
- Larimer
- Mesa
- Pikes Peak
- Rural Consortium
- Tri-County
- Weld



Colorado Workforce Development Boards

ROI/EI

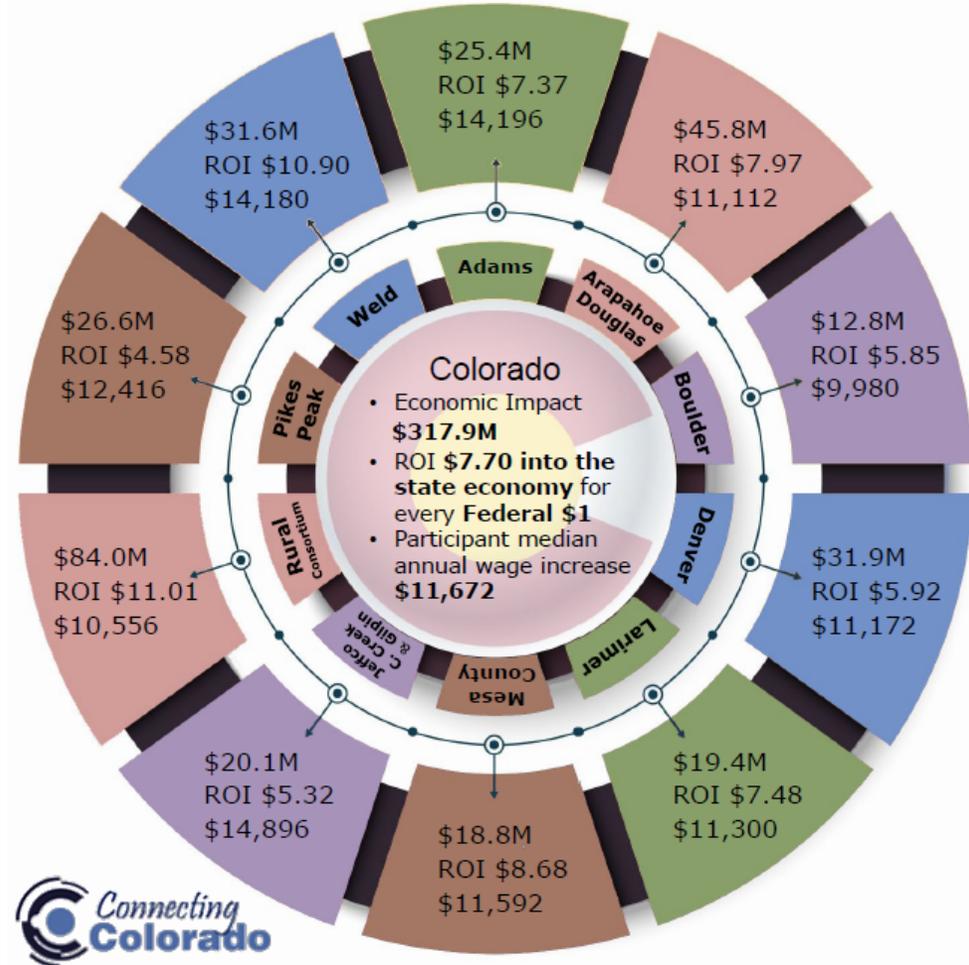
\$318 M Economic Impact

- \$7.70 for every Federal \$1
- Wage increase of nearly \$12,000

What's the collective impact of Colorado's Public Workforce System?

MORE THAN \$317 MILLION IN ECONOMIC STRENGTH!

Program Year 2022 Wagner-Peyser (WIOA Title III)



Veterans are entitled to priority of service



Paid from U.S. Department of Labor Funds representing USDOL American Job Centers

Lessons Learned

Challenges can be overcome



This took years
for partnerships
to solidify



Continuous
review and
annual updates



Listening to
communities

Call to Action

- How can you implement this in your local area?
- How can you ensure you turn insights into action?
- What are you doing that is working now?



Questions and Answers



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