

WELCOME TO OUR NEWSLETTER

KRA@Work

we're so glad you're here!



KRA Senior Leader Spotlight!

A Message from Rosal Chavira, Operations Manager

As a Latina/x in workforce development, assisting jobseekers to succeed, is of paramount importance in fostering individual growth, economic prosperity, and societal advancement. By providing tailored career coaching, vocational skills training, and paid internships, I've empowered individuals from under-resourced and historically marginalized communities with the opportunities to align their strengths and aspirations with emerging careers.

This not only enhances jobseekers' employability but also cultivates a skilled workforce that is driven by innovation. Moreover, successful workforce-development initiatives---such as those funded by the Department of Labor's WIOA and the Department of Health & Human Services' TANF and implemented by KRA for our clients---promote social inclusivity by reducing unemployment disparities and breaking down barriers faced by marginalized communities.

In essence, KRA's mission to assist jobseekers with customized workforce services, transcends individual job placements; KRA nurtures human potential, fuels economic vitality, and strengthens the foundation of a progressive and equitable future.

Additionally, addressing systemic barriers is essential. Discriminatory hiring practices and lack of diversity in leadership roles have perpetuated inequality. KRA actively combats such biases, by promoting inclusive environments that value diverse perspectives and experiences.

In summary, I believe the future of workforce development for marginalized and underrepresented communities hinges on proactive measures that address skill gaps, dismantle biases, and leverage emerging work trends. By providing tailored support, deconstructing systemic barriers, and embracing new work paradigms, workforce professionals can empower these communities to bridge the gap, fostering economic equity and a more inclusive future.

With Gratitude,
Rosal Chavira

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Workforce Wednesday

OUR HIDDEN WORKFORCE: IS ARTIFICIAL INTELLIGENCE (AI) ALIENATING OR ENGAGING JOBSEEKERS?

Artificial intelligence (AI) has become an integral part of the hiring process for many companies; research shows how it may be further alienating a significant portion of jobseekers. There is a "hidden" workforce in the United States of 27 million people, who are eager and capable of filling job vacancies, but are often overlooked due to current hiring practices.

This hidden workforce comprises individuals with diverse backgrounds and circumstances, including part-time workers, caregivers, people with disabilities, veterans, and those with employment gaps or without a college degree. The use of AI-screening systems by companies means that these individuals are often excluded from consideration based on specific parameters or keywords. For example, veterans face challenges in describing their skills in a way that aligns with employers' requirements.

To address this issue, it is critical that businesses reevaluate current recruitment and employment practices. Instead of focusing solely on credentials, a skills-focused hiring process could remove barriers for jobseekers and provide employers with a more diverse pool of qualified candidates. As workforce development professionals, it is our responsibility to actively break down barriers to employment for both our Career- and Business-Services customers.

In conclusion, the use of AI in hiring practices has inadvertently created a divide between jobseekers and employment opportunities. Recognizing the value and potential of the hidden workforce and implementing more inclusive hiring practices can lead to greater skill diversity and engagement within organizations.

Read More: [Hidden Workers Untapped Talent](#)



The KRA Way

5-STAR EXPERIENCE. REAL LIFE IMPACT.



Principles

TRAILBLAZING IS IN OUR DNA



People

INCLUSIVE SINCE INCEPTION



Programs

INNOVATIVE WORKFORCE PROGRAMS
AT THE SPEED OF BUSINESS



Partnerships

RELATIONSHIPS THAT DELIVER RESULTS



Performance

YOUR SUCCESS IS OUR SUCCESS!

[LEARN MORE](#)



KRA Celebrates Workforce Development Month with a Continuous Learning Opportunity!

At KRA Corporation, we firmly believe in the importance of exceptional employees to deliver exceptional customer service. We prioritize training, development, and empowerment, enabling our staff to reach their fullest potential in providing high-quality services to the communities we serve.

In addition to our monthly Live Learning Events, all employees have 24/7 access to virtual training opportunities to enhance their skills through our Online Learning Center platform.

To nurture future KRA leaders, we have a comprehensive yearlong professional development program, **Leadership Edge**, offered through our internal University, equipping individuals with the competencies needed for management-level success, fostering their growth, and preparing them for leadership roles.

KRA is committed to supporting the continuous growth, development, and education of our employees. We offer various benefits such as tuition reimbursement, professional memberships, industry certifications, and starting this fall, student-loan repayment assistance! We believe in investing in our employees' personal and professional growth.

During this year's **Workforce Development Month** celebration, we provided an exciting continuous learning opportunity to our team. Each staff member had the option to choose an annual subscription for either LinkedIn Learning, Audible, or MasterClass.

The final distribution of choices was 16% for LinkedIn Learning, 30% for Audible, and 54% for MasterClass.

We are thrilled to see our employees taking advantage of these additional learning opportunities to expand their knowledge and expertise. We are confident that their continued growth and development as Workforce Development Professionals will make a positive impact on our organization and the communities we serve. At KRA, we take pride in preparing industry leaders for the

Future of Workforce.

Latest News

KRA CELEBRATES HISPANIC HERITAGE MONTH!

"Sixteen percent of the KRA family identify as Hispanic American, and we thank those who, given several topics, volunteered to share something about their heritage with us. One area in particular seemed to resonate with everyone, "Do you have a favorite dish that is a significant aspect of your Hispanic heritage?..."

Read More: [KRA Celebrates National Hispanic Heritage Month!](#)

"In October 2022, we launched THE HUB, the official podcast of KRA Corporation, as a platform dedicated to providing valuable insights and knowledge to our listeners. We believe that sharing diverse workforce-services perspectives and experiences is essential for our audience to learn about industry trends, and to explore various professional journeys.

Hosting the podcasts is the talented Doug Foresta, with frequent appearances by Jonathan Overall, KRA Senior Director, Workforce Operations, as co-host..."

Read More: [KRA's The HUB Podcast Series Still Going Strong!](#)

"KRA congratulates SETA on an outstanding job of presenting a dynamic program of workshops that address topics relevant to various workforce-partner programs and agencies. We trust you will take full advantage of the expertise of the presenters, capitalizing on the opportunity to share your successes and troubleshoot your challenges with colleagues from across the Southeast Region."

Read More: [KRA Supports SETA 2023 Fall Conference](#)

Check out this month's [Latest News](#) Articles in our [Newsroom!](#)



KRA'S LATEST NEWS

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Connect with us! FOLLOW US ON LINKEDIN

Join us on LinkedIn today and stay connected! We invite you to check out our community events, and visit our Jobs and Life page for a glance at KRA's workforce culture.

[#KRAatWork](#) [#KRAlife](#)
[#workforcedevelopment](#) [#reallifeimpact](#)

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Tune into our podcast! KRA'S THE HUB

Episode 17 of The Hub features a conversation with [Jim McShane MPA](#), Chief Executive Officer of CareerSource Capital Region, discussing The Workforce Alliance, Inc - a collaboration of workforce boards across Florida, Georgia, and Alabama. Jim explains how the alliance allows for coordination across state lines to share best practices, partner with businesses regionally, and leverage training providers approved in neighboring states. Listen to this episode to discover the importance of partnerships between workforce boards and economic development, to provide talent that attracts businesses!

[KRA'S THE HUB ON SPOTIFY](#)