

IDAHO WORKFORCE DEVELOPMENT COUNCIL
March 10, 2011 – Executive Committee Meeting Minutes

Welcome and Introductions

Council Chair Con Paulos called the meeting to order at 1 p.m. He welcomed everyone and thanked those for taking time out of their busy schedules to attend the meeting.

The following members were present:

- Con Paulos, Chair
- Dave Whaley, Labor Representative
- Roy Valdez for Roger Madsen, Director Idaho Department of Labor
- Betty Kerr, Region I
- Tony Fernandez, Region II (phone)
- Linda Clark, Region III
- Jerry Beck, Region IV
- Jan Nielsen, Region VI

Chair Paulos recognized other Workforce Development Council members who were invited to attend and thanked them for coming: Mike Rush, State Board of Education Executive Director and Don Dietrich, Idaho Department of Commerce Director.

Chair Paulos reported that he met with Governor Otter earlier in the day. In view of the multitude of workforce issues confronting the economy, Chair Paulos asked the Governor where the council should focus their time and attention. Governor Otter urged the council to emphasize technological solutions and innovations in advancing Idaho's workforce and educational interests. Chair Paulos also discussed the council's desire to meet regularly with the Governor and the State Board of Education to present progress reports and make recommendations for improvements. The Governor welcomed the offer to meet with the council and pledged his availability. .

Transmittal # 1 Draft 2011 Vision, Mission and Goals Statement

Chair Paulos invited Dwight Johnson, Idaho Department of Labor to lead the strategic planning discussion. Mr. Johnson stated that the objective is for the committee to draft a mission, vision, and goals statement to present to the full council meeting on March 24, 2011.

Mr. Johnson reminded the committee that at the last meeting on November 18, 2010 the Workforce Development Council directed the Executive Committee to draft a strategic plan for council review and approval. He noted that the council has not done a major restructuring of its vision, mission and goals statement for some time and with the dramatic change in Idaho's economy this effort is very timely. In addition, the U.S. Department of Labor is requiring that state plans for the Employment Service and Workforce Investment Act be updated and submitted by April 15, 2011. Mr. Johnson underscored the importance of understanding the council's strategic priorities in preparing these state plans.

Mr. Johnson reported that representatives from various workforce agencies met on February 11th with staff from the Governor's office to review the existing strategic plan, to brain storm current issues facing the workforce system that the strategic plan should address, and to identify current/planned educational and workforce initiatives as solutions.

Based on these discussions staff drafted a vision, mission and goals statement to serve as a basis for Executive Committee discussion. s

Mr. Johnson reviewed the current workforce system issues identified by staff. The Executive Committee members discussed the identified issues as well as the following:

- Need for plan flexibility to address variation in the different regions of Idaho
- Increase of low income families
- Lack of cultural and financial resources for college readiness
- Lack of awareness for training and apprenticeship programs
- Lack of awareness and misunderstanding about the dual credit program
- Need for increased business and industry involvement in education/schools
- Unemployment insurance policies and re-training availability
- Veterans programs
- Professional networking support groups
- Business Solutions initiative
- Need for basic soft skills and basic computer skills
- Need for a coordinated longitudinal data system that cross-matches educational and workforce data

To assist in the strategic planning process, Melinda Adams presented the updated survey of Idaho's workforce development system. The survey, which inventories Idaho's twenty-four workforce programs, provides a pictorial view of the overall system. It is intended as a tool to identify gaps in service, areas of need and opportunities for coordination. The survey identifies each workforce partner, participant services provided, performance measures and outcomes, services available to employers and basic funding allocations.

Mr. Johnson led the review of the draft Vision, Mission and Goals of the council. Following extensive discussion, the Executive Committee approved the following drafts to submit to the full Workforce Development Council at March 24, 2011 meeting:

Vision statement:

- Idaho will sustain a workforce development system that will produce a skilled workforce that allows business to thrive and provides economic opportunity to Idaho workers and their families.

Mission statement:

- The Workforce Development Council, understanding the unique needs of business, workers, and students, will make policy recommendations to the Governor and the Board of Education and will facilitate coordination of an integrated Idaho workforce development system.

Goals (including measurements and strategies):

1. Create jobs that sustain Idaho workers and grow the economy.
2. Facilitate development of an Idaho workforce that is highly skilled, committed to continuous learning and aware of opportunities available in the market-place.
3. Support a comprehensive education and workforce delivery system.
4. Improve awareness of the workforce system among employers, workers, partners and policy makers and expand its use and effectiveness.

Priority Issues for Council Action

In view of the unprecedented levels of unemployed workers in Idaho (72,000), Chair Paulos and the committee felt it particularly important to demonstrate the council's concern. To this end, the Committee will recommend that the council adopt the following priority issues for council action:

- Support the Governor's Hire One tax incentive legislation.
- Examine the feasibility of launching a "Soft Skills "or "Are You Ready to Work" campaign to promote basic workplace readiness and employability.
- Implement a longitudinal data system that integrates education and workforce data to track progress towards goals.

Establish Agenda for March 24, 2011

The Executive Committee requested the following reports be provided at the next council meeting March 24, 2011:

- A summary of workforce acronyms
- Library Grant update
- Unemployment Insurance benefits, policies and retraining assistance
- Marketing campaign update
- Legislative/economic update
- Workforce Development Training Fund report
- Health Care Workforce Planning Grant overview
- Green Grant update
- TAA Community College Career Training Grant

Consent Agenda Items:

Transmittal #1 – Eligible Training Provider List

Cheryl Brush explained that the Workforce Investment Act requires that boards approve training providers before WIA funds can be used to pay for occupational training. The Eligible Training Provider List is reviewed routinely by the Department of Labor staff to make sure that the training providers meet the criteria for participants enrolled in the WIA program and also that the providers are in good standing with the State Board of Education. The staff recommends approval of the list for official inclusion on the state's Eligible Training Provider List for WIA.

Transmittal #2 – Use of the Special Administration Fund

Ms. Brush explained that each year, the Department of Labor submits a request to spend money from the Special Administration Fund for a two-year period beginning July 1st for administration of Idaho's employment services, unemployment insurance, Workforce Investment Act and related programs. This request is to approve expenditures of the Special Administrative Fund for Program Years 2011/2012 and Fiscal Years 2012/2013.

It was moved by Dave Whaley and seconded by Gerald Beck that Transmittals #1 and #2 be forwarded to the full council for approval. The council voted unanimously in favor of the motion.

Adjournment:

The meeting adjourned at 5:10 p.m.

Guest Attendance:

Melinda Adams
Cheryl Brush
Leandra Burns
Dwight Johnson
John McAllister
Allison McClintick
Pat Nelson
Jerry Riley
Randy Shroll
Georgia Smith
Bob Uhlenkott