

IDAHO WORKFORCE DEVELOPMENT COUNCIL

January 30, 2006 Meeting Minutes

Call to Order and Introductions

Chair Karen McGee called the meeting to order. She expressed her pleasure at being able to meet with the other councils that are under the Idaho Commerce and Labor umbrella. She also noted that the council's agenda for the day included hearing from Richard Trigg, ETA Region 6 Administrator, and futurist and facilitator Ed Barlow who will lead the council through a strategic planning discussion.

Chair McGee asked each council person to introduce him/herself. She welcomed newly appointed members Dr. Jim Schmidt, Director of the Dehryl A. Dennis Professional-Technical Education Center in Boise, who attended the Nov. 22 telephone conference meeting, and Dwight Johnson, Executive Director, State Board of Education. Betty Kerr, Vice President of Kerr Oil Co. in Coeur d'Alene, participated in the Nov. 22 and Dec. 13 telephone conference meetings. She was unable to attend the council meeting but planned to participate in the Idaho Economic Symposium Jan. 30. Chair McGee said the Governor was in the process of making additional council appointments with an emphasis on persons who would be good representatives of their geographical region as well as for workforce development issues.

Consent Agenda (Minutes of December 13, 2005 and Transmittal #1)

Chair McGee asked if there were any corrections to the Minutes of the December 13, 2005 council meeting. Hearing none, Dwight Johnson moved approval of the consent agenda which included the WIRED application; seconded by Millie Flandro and passed unanimously.

The Chair called upon Cheryl Brush to provide an update on a proposal recently submitted by Commerce and Labor and a rundown on national and state legislative developments. The "WIRED" proposal was a cooperative effort of various agencies and the professional-technical schools and contained projects to encourage high technology and other economic development throughout the state. All states are applying and those selected will be known by mid-February. Cheryl reported that nationally the Temporary Assistance for Needy Families (TANF) program has been extended but with changes to performance levels that might cause problems in many states. She expects that any WIA reauthorization will not occur until late in the session and the Carl Perkins and Higher Education Act are both set for conference. Governor Kempthorne has endorsed the creation and funding of a statewide community college system and the graduation rule changes proposed by the State Board of Education (which the council reviewed and endorsed at its last meeting). Commerce and Labor is asking the Idaho Legislature for increased funding for the Rural Idaho Initiative, Tech Connect, International Trade, Small Business Innovative Research Grants and Idaho Film Bureau activities. Karl Kurtz commented on the TANF changes by saying these still have to be defined by federal regulations and that will determine the impact on the state. He said Idaho should expect about \$1 million additional funds for child care services.

White House Conference on Aging (Transmittal #2)

Idaho Commission on Aging Administrator Lois Bauer reported on the Conference that was held last December in Washington, D.C. She explained this is a once-in-ten-years event and draws thousands of delegates to consider the full range of issues concerning the senior population and the aging of Americans. She thinks Idaho's 12 person delegation had a real impact as did the Governor. Governor Kempthorne was the only elected state official invited to address the Conference and his speech received the only standing ovation given a principal speaker. Idaho's resolution for the recognition of "Frontier States" in federal aging program design and regulation (essentially asking for more flexibility) was adopted by the Conference. Idaho also pushed for the inclusion of a workforce development component in many federal/state programs affecting the senior citizen, including emergency planning, transportation and health care. The Chair asked for a motion to endorse the "Frontier" Section recommendation; moved by Dene Thomas; seconded by Jim Soyk, followed by a unanimous vote to accept.

The Changing Role of the Council (Transmittal #3)

The Chair recognized Cheryl Brush, Commerce and Labor, to present the next section on changes to the council member's handbook as a result of the Governor's statewide redesignation. Additions and deletions to the handbook were reviewed individually. Ms. Brush provided council members with an overview of the workforce development system, noting that there is approximately \$2.75 billion in state and federal dollars that fund programs in the state's workforce development system, of which only three to five percent of that amount is related to programs primarily discussed by the council. The discussion addressed the possibility of duplication among the various agencies in the system but that agencies work together to prevent this from occurring.

Council Organization (Transmittal #4)

Ms. Brush presented the information in Transmittal #4 requesting the formation of a committee to review its goals and develop a structure for conducting council business. The Chair asked members to reflect on the capacity in which they would like to serve.

Local Input into the Workforce System (Transmittal #5)

Chair McGee then led a discussion to help provide direction in acquiring an active local voice on the council. Several ideas focused on the means of obtaining regional or local input throughout the state through means such as business skill panels, which might include local Chambers of Commerce representatives. Another suggestion called for meeting in conjunction with other advisory councils to address overlapping jurisdictions, possibly even establishing a Chairman's Council, with the chairman of each advisory council comprising its membership. Chair McGee, along with other council members, was supportive of this idea and requested that members think about any other ideas that might help to provide local input to the system.

Message from U.S. Department of Labor

Chair McGee introduced Richard Trigg, USDOL Region 6 Administrator, Employment and Training Administration, who acknowledged that many at the federal level were impressed with the state of Idaho's performance in comparison to other states with more significant resources. Mr. Trigg stated that USDOL's budget had no earmarks, noting that its current funding was less than the previous year's; however, USDOL was encouraging programs to leverage any available resources. The migrant and seasonal farmworker program would be reinstated (it was removed by the Administration) and Job Corps would be moved directly to the Secretary's office. USDOL is reviewing 97 proposals for the Workforce Innovation in Regional Economic Development (WIRED) initiative and preparing for request for proposals for three high-growth training initiative grants at \$10 million each. Special emphasis is being placed on program accountability, common measures training for the upcoming program year, and continuing with USDOL's Youth Vision and its focus on serving the neediest youth and incorporating migrant and seasonal farmworker youth. Mr. Trigg extended a special invitation to council members to attend the Workforce Innovations conference to be held this year in Boise from July 11-13.

Policy Governance & Strategic Leadership for Idaho's State Workforce Board

Chair McGee introduced Ed Barlow, President, Creating the Future, Inc., who spoke to the group at lunch. He cited his experience in the educational system as an administrator and as a consultant in the area of workforce development, helping areas throughout the nation to build a demand-driven system and their capacity to do so. He stressed that throughout the country, including Idaho, maintaining local input is a concern.

Mr. Barlow felt that Idaho's economy was cyclical rather than transitional and needed to change to align with workforce demands, initiated by changing the educational supply chain. It is important to recognize that raising standards, currently being debated, without raising pay scales to attract qualified individuals from the field of work to education, may likely impede efforts to meet those demands. These include incumbent worker training, which is as important as new worker training, and establishing system measures to determine performance levels. It also allows for better response to demand requests and reduces cycle time, keeping the transition continual.

Planning strategically and regularly will help develop a state's plans into an organic system that allows for continual gap analysis and need assessment, making for a more rapid response to demand-driven needs. States should be leery of companies that move because of costs. Emphasis should be placed on those that are looking ahead, those that know what the international marketplace needs and requires, and are making efforts to meet those needs. The workforce system needs to be the gateway to a means of providing training and re-training to those who need it, looking at it in terms of an integrated supply chain. As an individual enters the workforce system, they usually start with a "Mcjob," but then move to more financially rewarding jobs, obtaining training as they transition from job to job. As a new generation enters, those first jobs are likely to be there for them as well, with an expectation that they will also move on from there.

To assess the impact of a system's efforts, development of a means of measuring outcomes should be part of the overall system. While many programs within a workforce development system have statutory and regulatory reporting requirements, most, if not all, are quantitative in nature. For value-added reporting, care should be taken to include qualitative data in those reports to enhance the vision of a workforce system. This data adds details to a report that quantitative data by itself may not reflect.

In addressing policy governance, Mr. Barlow suggested that the council think beyond current experiences and plan beyond their tenures by establishing what he called an "ends and means" policy. The first part of the policy addresses a desired outcome, while the second looks at the approach in achieving the outcome. The roles and responsibilities of the council should be divided evenly across three areas—environmental scanning, board development, and monitoring and evaluating. Any committees established to address areas of need should be short-term standing committees that may be disassembled once they complete their tasks.

Mr. Barlow referenced the state of Kentucky's Workforce Investment Board Strategic Plan, which cited 1) awareness, 2) alignment, 3) access and 4) accountability as its goals and objectives in the state. These issues, he said, became a cause for the state, initiating a statewide drive for achievement of these goals. Idaho's Council, he said, in the context of determining where the council needs to be, should examine what it needs to get there through the utilization of its roles and responsibilities.

He ended his presentation by asking members how they would use what they learned and what they would do to let others know about the needs of business in the state, strongly emphasizing discussions with lawmakers.

Workforce Development Council Goals

Chair McGee asked Millie Flandro to chair a committee to look at existing goals and objectives to determine what is essential to the council's function. She appointed Con Paulos, Lois Bauer and Jim Schmidt to serve on the committee. They will look at the means of maintaining local contact/input and eliminate any administrative layers that will impede local input from reaching the council.

Education Discussion

Discussion that followed Mr. Barlow's piece on education resumed, with members expressing concerns about content of several courses, and some members calling for removal of social science courses such as psychology to be replaced by customer service. With education as a major partner in the system, it was vital to have them as part of the discussion. A member cited an earlier debate on career pathways beginning in 6th grade, noting that the discussion was a very heated one. Other members felt strongly about the importance of math not only to a student's education, but also to their individual workforce development. Focus is currently on changes in the high schools, but it may need to start at the middle school level to make sure that the state is on the right path. Questions then arose about several data issues, which the Chair directed be addressed to Cheryl Brush or Alice Taylor.

Next Meeting Date

Chair McGee suggested future meeting dates the week of March 20-24, June 5-9 and Nov. 6-9. She added that staff would come up with dates and locations and indicated that one to two meetings should be held outside of Boise.

Adjournment

There being no further business, the meeting adjourned at 3:45 p.m.

Attendance:

Workforce Development Council
January 30, 2006

Council Members:

Steve Ahrens (absent)
Lois Bauer
Joe Burgoyne
Millie Flandro
Jennifer Giro (absent)
Cindy Hedge
Marilyn Howard
Dwight Johnson
Betty Kerr (absent)
Karl Kurtz
Roger Madsen
Karen McGee
Patrick Minegar
Kirby Ortiz
Con Paulos
Jim Schmidt
Jim Soyk
Dene Thomas
Dave Whaley

Guests:

Jim Adams
Melinda Adams
Sue Arnold
Rico Barrera
Craig Bledsoe
Cheryl Brush
Leandra Burns
Terry Butikofer
John Cantrell
Sue Cook
Julianne Crosby
Nancy Cummings
Gail Cushman
Dana Durfee
Robin Dyck
Jo Ann Edmiston
Cheryl Engel
Sam Greer
Thomas Hadlow

Bob Harris
Carleen Herring
Larry Hertling
Jeanie Irvine
Sarah Jackson
Dave Klick
Dale Langford
Rob Lohrmeyer
Chris Orders
Carmela Ramirez
Kristyn Roan
Angela Roan
Lisa Roberts
Landis Rossi
Kellye Sharp
Kathleen Simko
Ann Stephens
Alice Taylor
Tony Tenne
Randy Tilley
Richard Trigg
Bob Uhlenkott
Roy Valdez
Kay Vaughan
Wade Virgin
Judy Welker