



Spokane Area WORKFORCE DEVELOPMENT COUNCIL

WDC MEETING
January 10, 2007
Spokane Skills Center
4141 N Regal

Estimated Time	Tab		
7:30 a.m.		Call to Order/Introduction of Guests	
7:35	1	Review of September 13, 2006, November 8, 2006 & December 14, 2006 Meeting Minutes <i>(vote on approval)</i>	<i>Tom Fritz</i>
7:40	2	One-Stop Retreat - Outcomes	<i>Tom Fritz</i>
8:00	3	WDC Strategic Planning	<i>Tom Fritz/ Mark Mattke</i>
		<ul style="list-style-type: none">• Career & Technical Education / Carl Perkins Plan Advisory Council Role	<i>Don Howell</i>
		<ul style="list-style-type: none">• Demand/Decline List	<i>Mark Mattke</i>
	4	Robert Duron's nomination to the WDC	<i>Rich Hadley</i>
9:00		Other Business	<i>Tom Fritz</i>
9:30 a.m.		Adjourn	<i>Tom Fritz</i>
Encl.		Minutes Selected Background Materials	

SUBJECT

Minutes from September 13, 2006, November 8, 2006 & December 14, 2006 meetings.

BACKGROUND

See Attached minutes.

DISCUSSION

Changes or corrections.

EXECUTIVE COMMITTEE ACTION

None.

FINANCIAL IMPACT

None.

REQUESTED COUNCIL ACTION

Vote to approve.



Spokane Area WORKFORCE DEVELOPMENT COUNCIL

808 W. Spokane Falls Blvd ♦ Room 606 ♦ City Hall ♦ Spokane, WA 99201-3302
(509) 625-6210 ♦ Fax (509) 625-6929 ♦ E-mail: admin@wdcspokane.com

MINUTES

SPOKANE AREA WORKFORCE DEVELOPMENT COUNCIL MEETING
Wednesday, September 13, 2006, 7:30 a.m.
Spokane Skills Center

MEMBERS PRESENT:

Frankie Arteaga	Christine Burgess	Liz Collier	Donna Dalzell	Craig Dias
Kim Do	Tom Fritz	Don Howell	Bill Kalivas	Craig Lee
Kevin Managhan	Mike Senske	Hugh Severs	Beth Thew	Diana Wilhite

MEMBERS ABSENT:

Ben Cabildo	Jeff Benesch	Steve Dahlstrom	Rich Hadley	Steve Hanson
Steve Jurich	Julie Meyer	Nancy Nelson		

OTHERS PRESENT:

Gail Kogle-GW	Ken Johnson-SCC	Christy Doyle-SCC	Terry Murphy-WS	Dennis Smith-ES
Peg Waldron-ES	Bonnie Wagner-WSU	Anne Millane-ESD101	Angelique Signorelli-ESD101	Bob Isom-ES
Paul Schmidt-ES	Lane Guin-Lane Enterprises	Celeste Estrada-CPS	Nick Hughes--CPS	Bill Marchioro-CPS
Alina Droz-Manpower	Patrick Link-SFCC	George Iranon-CPS	Janet Bloom-ES	Joanne Murcar-CCS/IEL
Amy Johnson-SRCC	Jeff Zahir-ES			

STAFF PRESENT:

Mark Mattke- Workforce Strategy and Planning Director	Danny McDaniel- Assistant Director	Gordon Gutterud- Accountant	Anne Lockwood- Secretary
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CALL TO ORDER/WELCOME:

Tom Fritz called the meeting to order at 7:40 am. Introductions were made and welcome to new WDC member, Kim Do.

AGENDA ITEM #1 – APPROVAL OF THE JUNE 14, 2006, MINUTES:

There was a motion and a second to approve the June 14, 2006 minutes. Approved. None opposed.

SKILL PANEL REPORTS:

Amy Johnson from the Spokane Regional Chamber of Commerce updated the Council on the work of the Advanced Manufacturing Workforce Initiative and Healthcare Skill Panels.

- Brochures have been created for the manufacturing and healthcare sectors which illustrate occupations, training providers, and wages within each sector.
 - Outreach is needed to get these materials in the hands of our customers through the WorkSource system
 - The WDC is interested in placing these materials online for better access, as well as expanding the use of these materials into other clusters
- The Chamber has applied for a USDOL High Growth Job Training Initiative Grant for the Advanced Manufacturing Industry
- The “Dream It, Do It” campaign is scheduled for a soft launch in Washington State and Washington Manufacturing Services has the license. One of the next steps is to localize the occupation-specific information for Spokane businesses
- Funding for each Skill Panel is being sought from the state

WORK READINESS CREDENTIAL (WRC):

- Amy Johnson reported that the Chamber has applied to be one of 5 test sites in Washington for this project’s soft launch.
 - Spokane Community College will be the proctor site
 - Cost per assessment is \$65
- The WRC assesses an individual’s readiness for entry level employment
- 1st phase is to identify businesses already involved, roll out, assess value
- Possible value to youth will also be determined, and use within the K-12 system
 - Junior Achievement is also involved in this project

RUNNING START FOR THE TRADES:

- Kevin Managhan spoke on the Running Start for the Trades initiative which was authorized by the Legislature last session
- Spokane successfully developed this program and it is now being modeled for replication across the state.
- Goals are to increase awareness in secondary schools of apprenticeship opportunities, and increase the numbers of students entering apprenticeships, including via direct entry after graduation. The average age for apprentices in Washington at this time is 26.
- Statistics indicate that only 4 out of 100 baccalaureate degree earners make more than a journeyman tradesperson.
- It was suggested that if there was an opportunity that this model be submitted for Best Practices.

LABOR MARKET ANALYSIS:

Jeff Zahir, our Regional Labor Economist, presented information regarding the unemployment rate and trends in the labor market.

- Spokane’s UI rate is expected to drop to 4.2% next month as teachers return to school
- Overall Spokane has experienced a 2% wage increase – with 1% in low wage jobs, and 14% in the top 1% of jobs

TAB 1

- **Construction** is starting to see a dip in its growth rate, but is still stronger than the rest of the state
 - Public works projects are helping to sustain this industry
 - The impact of Kendall Yards will also serve to keep this industry booming. An anticipated \$300M will be spent in the next 18 months, with a very large number of family wage jobs
- **Manufacturing** grew 4.5% and outpaced the national average
 - The critical importance of manufacturing as a external economic driver that impacts our economic growth was emphasized
- **Healthcare** is experiencing structural changes in its labor force – back office, billing/transcriptionist positions are moving into the business and professional services sector, as are technician aide positions, e.g., radiologists
 - Non-hospital healthcare is also growing
- **Retail** is not growing as fast as rest of economy
 - Therefore this sector did not create as many opportunities for youth as is typical
 - However, business/professional services, e.g., staffing agencies, saw younger customers going to work for them
- **Demand/Decline List** – this is the locally controlled comprehensive list of occupations in our regional economy.
 - Whether an occupation is judged as growing or in decline determines if WIA dollars can be spent on program participants' training.
 - The WDC has ownership of this list and needs to keep it up to date with local employment trends. The list can be changed throughout the year.
 - Jeff would like the WDC to examine and formally approve the Demand/Decline list for this program year.
 - Jeff will to send out the demand/decline list with specifics as to how the list is generated, as well as sending short term and long term projections to assist in decision making.

AGENDA ITEM #2 – WDC BY-LAWS CHANGE:

On a motion and a second to approve the Executive Committee's recommendation to modify Article III, Section 2. Terms.

- Members shall be appointed for terms of up to three years, which shall be assigned on a staggered basis. The terms of all private business members may be renewed one (1) time for a total of up to 6 years of continuous services. Vacancies in un-expired terms shall be filled for the remainder of that term.

YOUTH COUNCIL UPDATE:

- Chair Donna Dalzell requested that more business members from the WDC join the Youth Council.
- The Annual Career Fair is scheduled for October 18th at Spokane Community College in the Lair. Anne Millane requested a maximum of \$5,432.70 to provide food for Career Fair participants.
 - There was a motion and a second to allow a maximum of \$5,432.72 to support the Career Fair event. Approved. None opposed.

PR TEAM UPDATE:

Co-Chairs Liz Collier and Hugh Severs reported that the Team has:

- 1) Chosen the new WDC logo,
- 2) Lane Enterprises is developing the new WDC and Youth Council websites, as well as a newsletter.
- 3) The Clark Company has been chosen to help with a media package that will develop more awareness of the WDC.
- 4) Mark spoke on the interest that we are receiving at this time from the media, e.g., the recent Journal of Business article, KHQ's request for a story on the WDC assisting local businesses, and an invitation to appear on a locally-produced CNN Headline News piece.
- 5) Angelique Signorelli was recognized for her extensive help in accomplishing all that has been done so far.

ONE-STOP INFRASTRUCTURE UPDATE:

We have gotten our portion of the One-Stop Infrastructure grant funds (\$100,000). Mark will be soliciting requests from the subrecipients, which will be due September 15, 2006.

AGENDA ITEM #3 – APPROVE DENNIS HOLT TO REPLACE RICK COLON ON THE WDC:

On a motion and a second to recommend to the Mayor and County Commissioner that Dennis Holt be placed on the WDC. Approved. None opposed.

OTHER BUSINESS:

- 1) On September 13th at Gonzaga University, Governor Gregoire will have a Washington Leans hearing from 6 to 9 pm.
- 2) Joanne Murcar spoke on the Construction Skills Panel hosted by SCC. The panel finished its 2nd year and is looking for future funds to help sustain its work.
- 3) There will be a Construction Career Day at the Fairgrounds on October 5th and 6th sponsored by WSDOT. Students will have the opportunity to operate construction equipment and gain a better understanding of the construction trades.
- 4) Tom Fritz will update the WDC on the Economic Development/Regional Chamber merger as specifics become clear.
- 5) Bill Kalivas announced the Launch Pad event on October 5th, at 4:00 pm in the New Spokane Convention Center.
- 6) Beth Thew Announced that Pizza, Pop, and Power Tools made enough money to pay for the conference, so the \$3,000 requested by Kevin Managhan to help fund the conference was not needed. Thank you to all that supported the conference.
- 7) The concept of HR Connect was discussed. This exists in San Diego where a network of HR professionals meets once per month to share information, retention strategies, current issues they are experiencing, etc. The WDC could look at replicating this function, perhaps using the Business Solutions Team as a facilitator. Staff will contact SHRM and NHRMA to see if such a group already meets in our area.

ADJOURN:

The meeting was adjourned at 9:35 am.

NEXT MEETING:

The next WDC Meeting will be November 8, 2006, The Skills Center, 4141 N Regal.



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MINUTES

SPOKANE AREA WORKFORCE DEVELOPMENT COUNCIL MEETING
Wednesday, November 8, 2006, 7:30 a.m.
Spokane Skills Center

MEMBERS PRESENT:

Liz Collier	Steve Dahlstrom	Rich Hadley	Steve Hanson	Dennis Holt
Don Howell	Tom Fritz	Craig Lee	Nancy Nelson	Beth Thew
Mike Senske				

MEMBERS ABSENT:

Frankie Arteaga	Jeff Benesch	Christine Burgess	Ben Cabildo	Donna Dalzell
Craig Dias	Kim Do	Steve Jurich	Bill Kalivas	Kevin Managhan
Julie Meyer	Hugh Severs	Diana Wilhite		

OTHERS PRESENT:

Nick Hughes-CPS	Celeste Estrada-CPS	George Iranon-CPS	Mike Mires-SCC	Dawn Karber-GW
Christy Doyle-SCC	Darrell Mihara-SFCC	Angelique Signorelli-ESD101	Anne Millane-ESD101	

STAFF PRESENT:

Mark Mattke- Workforce Strategy and Planning Director	Danny McDaniel- Assistant Director	Gordon Gutterud- Accountant	Anne Lockwood- Secretary	Lori Meakin- Workforce Development Program Specialist
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CALL TO ORDER/WELCOME:

Tom Fritz called the meeting to order at 7:44 am. Introductions were made and new member Dennis Holt was welcomed.

AGENDA ITEM #1 – APPROVAL OF THE SEPTEMBER 13, 2006, MINUTES:

A quorum was not present approve the minutes.

DEMAND/DECLINE LIST:

Jeff Zahir, Regional Labor Market Economist, spoke on the need to have the WDC approve the Demand/Decline list every year. This tool is used by program staff to determine whether occupational training can be funded through WIA. It enables the WDC to utilize its knowledge of the local labor market and influence where WIA funds are invested in order to support economic development.

It was suggested to place this information on our website.

Other sources for labor market information also exist, including a company called Global Insights that performs occupation projections, and the www.workforceexplorer.com website maintained by the state. The WDC may also opt to create a study for jobs in-demand locally.

REVIEW OF 2005-2006 ACTION PLAN – INITIATIVES/OUTCOMES:

BUSINESS CLUSTERS:

Mark reported on the use of clusters by the WDC, including targeting 75% of training funds to the 5 clusters focused upon in our strategic plan. This strategy is aligned with skill panels, the Chamber and EDC, and the Community Colleges' plans.

PR TEAM – WEBSITE DEVELOPMENT:

Liz Collier thanked everyone involved with creation of the new website. The progress so far is:

- Lane Enterprises is working on the website.
- New logo has been developed.
- A counter to track usage has been created.
- Website will go live as soon as possible.
- Still need information from Jeff Zahir regarding links for local labor market information.
- Salary and other relevant information available on the website would be valuable for businesses and job seekers.
- Ed Clark has been hired to coordinate our media strategy

ONE-STOP STRATEGIC PLANNING:

Mark spoke about the JDB survey and the ground work that has been done in the area of One-Stop Strategic Planning. There will be a retreat December 14, 2006, where strategies for development of the one-stop system will be developed for the next couple of years.

Sharon Parry, a nationally recognized One-Stop expert will facilitate the retreat and help develop the plan.

YOUTH COUNCIL REPORT:

Don Howell spoke on some key points the Youth Council is working on:

- Career Fair was held October 18, 2006 at the SCC Lair. President Steve Hanson donated the facility for this event. 407 participants at the event with 355 meals served. The remaining 39 meals were delivered to Crosswalk for the homeless children. The employers were impressed by the quality of the youth with whom they spoke and the questions posed by them.
- There was a Construction Career Day held at the fairgrounds on October 5 and 6, with about 600 participants attending.

TAB 1

- Don mentioned the need to conduct a Youth Strategic Planning process again for the next two years, and having key industry and businesses involvement in its development.
- Logical sequence would be for the WDC Strategic Plan to set direction for the Youth Council, including targets to address, then have the Youth Council Strategic Planning occur.
- At this time the Youth Council is essentially governing themselves, whereas it should function the same as the WDC, with the addition of youth involvement.

WDC STRATEGIC PLANNING PROCESS:

Mark spoke on the compressed timeline to finish this project and the need to develop the One-Stop strategic plan tied into the WDC strategic and operations planning process. The January and February WDC meetings will need to focus upon this process in order to have the draft plans ready by the end of March.

SELF-SUFFICIENCY STANDARDS:

Mark spoke on the authority given to the WDC through the Federal Regulations to set self-sufficiency and eligibility guidelines for WIA program participants. Setting these at a higher level will enable the WDC to serve more of the under-employed in our region and deliver services that affect an increase in wages.

There was no quorum, so the WDC was unable to vote on setting the self-sufficiency standards for Spokane. It was referred to the Executive Committee for a decision.

WORK READINESS CREDENTIAL UPDATE:

The Work Readiness Credential will be piloted by the Chamber in the coming months. There will be more information as this progresses.

OTHER BUSINESS:

- 1) There was a request for more business people to volunteer to be on the Youth Council. There is a requirement that a certain number of members on the Youth Council be WDC members.
- 2) A big thanks to Anne Millane and all who helped with the Career Fair. It was an enormous amount of work. These are valuable events that deserve our support.
- 3) On November 17, 2006, the Governor is to launch *Washington Learns*. The current administration is attempting to make this seamless throughout all educational institutions. The Summit rolling it out will be held on Monday, November 13th, in Seattle.

ADJOURN:

The meeting was adjourned at 9:24 am.



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MINUTES

SPOKANE AREA WORKFORCE DEVELOPMENT COUNCIL
ONE-STOP STRATEGIC PLANNING RETREAT
Thursday, December 14, 2006, 7:30 a.m.
Red Lion River Inn

MEMBERS PRESENT:

Frankie Arteaga	Ben Cabildo	Liz Collier	Steve Dahlstrom	Craig Dias
Rich Hadley	Steve Hanson	Don Holt	Don Howell	Tom Fritz
Steve Jurich	Bill Kalivas	Craig Lee	Kevin Managhan	Julie Meyer
Nancy Nelson	Beth Thew	Diana Wilhite	Hugh Severs	

MEMBERS ABSENT:

Jeff Benesch	Christine Burgess	Donna Dalzell	Kim Do	Mike Senske
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OTHERS PRESENT:

Sharon Parry-Real Work Force Solutions	Jeff Zahir-ES
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STAFF PRESENT:

Mark Mattke- Workforce Strategy and Planning Director	Danny McDaniel- Assistant Director	Gordon Gutterud- Accountant	Lori Meakin- Workforce Development Program Specialist	Anne Lockwood- Secretary
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CALL TO ORDER/WELCOME:

Tom Fritz called the meeting to order at about 8:00 am. Introductions were made.

AGENDA ITEM #1 – REVIEW OF BOARD’S ONE-STOP ACTIVITIES:

Co-Chairs of the One-Stop Team Diana Wilhite and Julie Meyer updated the Council on the work of the One-Stop Team, which was prompted by the need to move the location of the One-Stop as Employment Security’s lease was expiring. This team was tasked with examining strategies for moving the One-Stop to a new location and developing criteria to guide the decision-making process.

TAB 1

Many issues were raised and discussed by this group:

- a) Site location between Hamilton & Sullivan on the I-90 corridor
- b) Identity of Leaseholder
- c) Location of One-Stop Center
- d) Which partners will be present in the Center
- e) Actual services provided
- f) Possible Kiosks or a virtual component
- g) Impacts of reductions in WIA funding

Recommendations were to:

- 1) Move to one center first with possible expansion in the future,
- 2) Have partners share costs, and
- 3) Deliver a mix of services to both business and job seeker customers.

Mark then discussed his goals for the day and requested the Council to establish a vision and chart the course that staff will take in re-designing the One-Stop system. He then supplied information to be used in the decision making process:

- Review of vision, mission, goals, and strategic planning guidelines for 2007-2009
- Demographics of our business and job seeker customers – where they live and work
- Customer counts and trends in our center and affiliate sites
- Funding awards and trends for the adult, dislocated worker, and youth programs

DISCUSSION OF SPOKANE AREA'S DEMOGRAPHICS:

Sharon Parry led the Council discussion and examined both national and local demographics:

- Ages and numbers of workers in Spokane, income levels, educational attainment levels, and job openings across all industries

The Council agreed that the WDC needs to hold itself accountable for filling the employment gaps in our economy

- To accomplish this we need to determine what the vacancies are, the type of positions that are open in our area, and the skill needs required to fill them
- Sharon shared data from a web-based tool that utilizes "spider" technology to gather job listings and demonstrated that our State system, SKIES, only has approximately 10% of the jobs that are currently listed in the region.
- This would indicate that our system needs to do a better job of gathering "workforce intelligence" and communicating it to all partners so that it is utilized and results in positive outcomes for our customers
- The need to change focus from unemployed to under-employed is important at this time for our economy – serving incumbent workers and helping them move up in career pathways

TAB 1

The Council considered award and expenditure levels for the three WIA programs and service providers, and the distribution of funds between clients and overhead.

- The WDC is concerned with spending levels within our service delivery system.

BRAINSTORMING FOR WORKFORCE VISION AND OVERARCHING GOALS:

Sharon counseled the WDC to remember that they are able to shape the workforce system's response to economic drivers, and address workforce issues through WDC initiatives and program services to individuals and businesses.

- The disconnect between the workforce development system and the K-12 education system was pointed out. One solution may be to have the WDC become the endorsing entity of the area Carl Perkins Career and Technical Education (CTE) plans. This would serve to align CTE with the strategic plan of the WDC, a piece of the puzzle that has proved difficult to put in place.
 - The WDC will explore this option further, Don Howell will work with Mark to develop and report out.
- Another way to improve our delivery of youth services – to both in-school and out-of-school – may be to house all providers within the One-Stop
- The Council also wants to make better use of technology to deliver services to our customers – training, recruiting, job search, career information
- Another area that would benefit from increased accountability and better connectivity are Skill Panels.
 - Several Council members reported that their participation in past Skill Panels was not effectively linked to efforts in the community to fill the gaps that were identified.
 - Having the WDC act as the broker for these functions and improving the WDC's connection with the new Chamber of Commerce/Economic Development Council will enable better penetration of the business community and communication of needs and gaps to partner organizations that can take direct action.
- Overall, more effective business services are needed to ensure that the services we have available are known and utilized by the businesses in our region, and that we are able to gather and use information to support economic development.

REFINING OF WORKFORCE VISION AND OVERARCHING GOALS:

After some discussion the following motions were made:

1. On a motion and a second to go into our next RFP, to co-locate all funded Adult and Dislocated Worker services in the One-stop Center and adopt a single point of delivery. Approved. None opposed.
2. On a motion and a second to co-locate all funded youth services in the One-Stop Center. Approved. None opposed.
3. On a motion and a second to move to give staff authority to create and fund a Business Services Unit. Approved. None opposed.

TAB 1

4. On a motion and a second to create benchmarks for contractor spending of 40% on client services and 60% on overhead. Approved. None opposed.
5. On a motion and a second that our strategic vision is to move the One Stop out of Arthur within 3 years – not a binding decision with regard to the timeline, but rather a target to work toward and stipulations can be added at a later date – and create a site selection committee. The Director will explore options and make recommendations to the WDC. Approved. None opposed.

WRAP UP – DISCUSSION OF NEXT STEPS/ACTION ITEMS:

models

Members commented that it would be useful to have site selection team include an architectural consultant who could provide expertise and assist with needs analysis, design phase and siting decisions. Sharon also mentioned that she can provide a list of good One-Stops to use as models. Mark will pull these together and inform the WDC.

ADJOURN:

The meeting was adjourned at 2:45 p.m.

NEXT MEETING:

The next WDC Meeting will be January 10, 2007, The Skills Center, 4141 N Regal.



Spokane Area WORKFORCE DEVELOPMENT COUNCIL

SPOKANE WORKFORCE DEVELOPMENT COUNCIL PRIMARY CHANGES TO WORKFORCE DELIVERY PROGRAM YEAR 2007

Over the past year, the Spokane Area Workforce Development Council (WDC) has undertaken a number of initiatives to improve our services to the community. Funding has been directed to serve targeted clusters and support economic development goals, increased coordination of services to the business customer through an integrated team has been put into practice, the use of common real-time performance indicators to gauge and improve the effectiveness of our operations has begun, and Skill Panels have continued to meet and dialogue in order to strengthen the linkage between business, education, and our public workforce investment system. The One-Stop Team comprised of representatives from across our system worked together to analyze and evaluate our current service delivery system, identify issues and challenges, and make recommendations for further development.

Now, using the information gleaned from these activities over the past months, we have made the following key decisions regarding our service delivery model beginning with Program Year 2007.

- 1. The One-Stop will serve as the single point of contact for workforce development activities for the Spokane area.**
The One Stop will be marketed as “the” place for businesses and job seekers to go for employment and training information and services. This change will enable job seekers to better connect with a variety of service providers, and, at the same time, will allow businesses to access a greater pool of job candidates.
- 2. WIA-funded services must be provided at the One-Stop location.**
Services at individual partner locations will no longer be funded by Workforce Investment Act (WIA) funds. This change will allow the WDC to increase the amount of dollars that are invested in client services such as training activities and supportive services.
- 3. The One-Stop will incorporate a Youth Zone to promote workforce development activities to individuals aged 14-21.**
This change will enable the emerging workforce to access services in an environment that is specifically designed to meet their unique needs and tastes.

4. **The WDC will provide funding for a Business Services Unit.**
This unit's primary purpose will be to meet with existing and new business customers to determine their current and emerging workforce needs. This change will allow the workforce delivery system to become more demand-driven resulting in better outcomes for both employers and job seekers.
5. **WDC-funded service providers must spend a minimum of 40% of WIA funds on client services.**
This change will allow more WIA funds to be invested in much-needed client activities including training (on-the-job, incumbent, customized, etc.), internships, work experience, wages, supportive services, and other client-related activities.
6. **The WDC will consider in-kind contributions from non-WIA funding sources when making programmatic funding decisions.**
When determining overall funding investments, the WDC will recognize how potential service providers are successfully using alternative funding sources to complement WIA activities. This change will enable the WDC to better invest our limited dollars in the community.

SUBJECT

WDC Membership

BACKGROUND

See Attached Application and Resume.

DISCUSSION

Vote to bring Robert Duron's nomination to the Mayor and County Commissioner for approval to be on the WDC.

EXECUTIVE COMMITTEE ACTION

None.

FINANCIAL IMPACT

None.

REQUESTED COUNCIL ACTION

Vote to approve.

**Workforce Development Council
Spokane Employment & Training Consortium
Application for Nomination**

NAME: Robert Duron

BUSINESS: Coffee Systems, Inc.

CONTACT PHONE NUMBER: (509)927-2727

1. Why are you interested in serving on a Council that oversees programs focusing on assisting economically disadvantaged youth and adults, and dislocated workers?

I would like to see that our community and the people in our community are thriving and healthy. I also get personal satisfaction when seeing other people succeed, especially if the individual has had to overcome the challenges of a disadvantaged background.

Having grown up as an economically disadvantaged youth, I have experienced first hand the actual challenges and perceived challenges these individuals face. I personally made the decision to not be "a victim of the system" and pursued options to improve my future chances of success. As I worked my way through college and was exposed to programs and proper mentoring, I was amazed to find out about programs that were available to assist with my dreams and goals. Without personal drive or direction provided by leaders and others successful people, many of today's youth never get the opportunity or exposure to programs that can help guide them in the right direction. Instead, many get frustrated and become "victims of the systems" and chose to take the easy road.

Frequent communication, mentoring, and exposure to successful individuals who can speak from experience is sometimes the "push" required to get some people fired up. I have found in talking with many disadvantaged youth that they are not aware of programs available. I feel it is important to start educating earlier and often, this helps keep youth focused and not feeling their dreams may not be attainable because of financial limitations or lack of direction.

2. What do you feel are the specific roles of Government, Education, and the Private Sector in workforce development?

Government:

Identify proactive organizations such as the WDC that are proactively working to improve their area's workforce and provide necessary funding and support.

Education:

Provide guidance and frequent communication with respects to programs and opportunities available. School guidance counselors should help students identify potential career or trade interests and assist students with enrolling in classes or programs that may help ensure their success.

I believe that it should be Education's goal to not only ensure that every student receives their diploma, but also to assist students with career planning or post graduation education. I also believe that guidance counselors should be required to take a proactive role in working with students who perhaps do not show the aptitude or desire to pursue post high school education or come from economically disadvantaged backgrounds.

Private Sector:

The Private Sector is "our community". Everyone who is capable of providing assistance whether through their time or financially should look for ways to help contribute to enhancing our community's way of life.

3. Have you had any direct experience with Workforce Development programs? If so, explain.

NO. However, I have four years experience in Human Resources developing and implementing training programs for a nation drug store company. I was responsible for conducting needs analysis and actual development of training programs for over 2500 retail locations. In addition, I was also responsible for training new supervisors in all aspects of supervision, hiring, sales, and customer service. This experience has helped me to understand how people learn and subsequently how best to teach and train employees new skills.

4. What experiences, contact, or affiliations do you have that you think will assist the Workforce Investment Board in accomplishing its mission? (What Boards / Committees have you been involved with in the past in any capacity? What did you get out of it?)

Per my previous answer, I have spent most of my professional career in upper management positions overseeing sales, marketing, and training programs. My past 6 years as the owner of a small business has exposed me to many resources and companies that may be able to provide insight and assistance with Workforce Development programs (i.e.— Humanix, Personnel Unlimited, And Associated Industries). If I am selected to serve on the WDC I hope to able to approach these businesses with a request for assistance or input.

I also feel that my background in sales and marketing could be key in assisting the WDC with "selling" its missions and goals. I enjoy the opportunity to try to sell others on my ideas or my team's ideas.

TAB 4

Another key strength I bring is being “visionary” and an “out of the box” thinker. This key strength has helped me to develop strategic and effective sales techniques that have proven to be successful for “getting the win”.

Perhaps one of the greatest assets I would bring to the WDC is credibility. As I stated in question number #1, I come from an economically disadvantaged background, my experiences and success might be the right “fuel for the fire” to help motivate.

5. With limited Federal funding available, what would you suggest as possible solutions to serve individuals in desperate need of job training services?

I believe some form of On the Job Training (OJT) that would allow the employee to receive compensation and the employer to receive some form of useful work is still a good option. A training rate can be established and once job skill effectiveness is achieved by the employee, a new pay rate could be implemented.

I also believe a corporation willing to provide job training services should be a candidate for tax breaks.

6. In your opinion, which approach is more successful in addressing the problems facing our workforce: preventive or rehabilitative? Why?

Preventative. I believe in the old adage, “Give a man a fish and he will eat for a day. Teach a man to fish and he will eat for a lifetime”. By taking a preventive position we in turn reduce the need for funding and or government services to rehabilitate and instead use the funding for proactive programs.

7. Will you be available to devote the time necessary to the Workforce Investment Board to be an effective member? (Minimum: Quarterly meetings, proposal reading, proposal presentation / decision-making meetings (day long or half days).)

Yes. I would prefer to have as much advance notice as possible, however, I do my best to be available as need to accomplish the committee’s goals.

8. Do you have any other comments about your candidacy for membership on the Workforce Development Council, including revelations of possible situations of conflict of interest?

Without sounding philosophical, I would be privileged to have the opportunity to participate as a leader in the efforts to improve the quality of life for the citizens of our wonder community. My wife and kids moved here in spring of 1997, I was scheduled for a two year stint and was to be transferred to the next market. After falling in love with the area, nearly 10 years later we are still very happy to call Spokane “home”. This is a wonderful community and a great place to raise a family.

TAB 4

With 17.2% of Spokane County's population below poverty level it is imperative that we develop and implement programs to raise the overall county's quality of life. Although I believe studies have shown there is no direct correlation between socio-economic rates and crime I cannot help but think that if our community were thriving we would all have a safer more enjoyable place to live.

P. ROBERT DURON 1111 S. Greenridge Dr. • Liberty Lake, WA 99019 • (509)951-5282

SUMMARY OF QUALIFICATIONS

- Proven ability to successfully market and operate a small business
- Exceptional entrepreneurial and sales/marketing skills
- Proven ability to work autonomously to meet and exceed personal and company goals and objectives
- 19 years management/supervisory experience
- Exceptional negotiation skills
- Proven leadership skills and ability to develop and motivate individuals to stretch their capabilities
- Diverse experience in Human Resources and Employee Relations
- Superior ability to plan and organize projects to ensure efficiency and profitability

RELEVANT SKILLS AND EXPERIENCE

Management

- Multi-state and regional management experience
- Manage budgets, sales quotas, compensation, marketing, expenses, and personnel administration of branch/district
- Manage gross margins, operating cash flow, and operating expenses for a small business
- Contract administration for Indirect Agents and Small & Large Business accounts
- Thorough knowledge and application of performance planning and development appraisals
- Proven ability to build winning teams and foster teamwork
- Extensive project and program management

Sales and Service

- Exceptional ability to develop creative marketing and advertising solutions
- Exceptional ability to meet and exceed sales goals
- Proven ability to compete and win in a highly competitive environment
- Proven ability to manage and motivate a commissioned sales staff
- Experience identifying, interviewing, and recruiting partner distribution
- Exceptional ability to build and manage partner relationships
- Extensive experience in resolution of escalated customer service issues

Written, Verbal, and Communication Skills

- Conduct training needs analysis, research, write, and present training programs and proposals
- Develop, design, and facilitate associate, management, and corporate level training programs
- AirTouch Media trained and experienced
- AirTouch adjunct faculty member – Quality Facilitator

EMPLOYMENT HISTORY

12/00 - Present:	CEO/President/Owner	– Coffee Systems, Inc.	Spokane, WA
03/97 - 12/00	District Sales and Service Manager	- AirTouch/Verizon Wireless	Spokane, WA
11/95 - 03/97:	Retail Account Executive	- U S WEST Cellular/AirTouch Cellular	Portland, OR
10/94 - 11/95	Retail Sales Manager	- GTE Mobilnet/U S WEST Cellular	Hillsboro, OR
11/90 - 10/94:	Training Specialist	- PayLess Drug Stores, Inc.	Wilsonville, OR
07/89 - 11/90	Floor/Assistant Manager	- PayLess Drug Stores, Inc.	Hillsboro, OR

EDUCATION

1988 Portland State University - B.S. Psychology (Concentration in Industrial/Organizational Psychology)

1983-1987 Oregon State University - Completed 120 credit hours undergraduate course work in Business and Psychology

CAREER RELATED EXPERIENCE

CEO/President/Owner – Coffee Systems, Inc.

Dec. 2000 – Present

Responsibilities include leading and managing all small business operations: P&L, Budgeting and Planning, Sales, Marketing, Customer Service, and Employee Relations & Human Resources.

Accomplishments: Doubled annual revenues from \$500k to \$1M in 5 years. Awarded 2005 AGORA Small Business Excellence Award. Developed and lead a service, sales, and quality focused initiative to create a dominant and competitive corporation. Enhanced company image by updating marketing, company logo, sales collateral, website, and use of company logoed apparel. Increased sales revenues by expanding product lines and marketing products to existing and new customer base.

Branch Manager/District Manager – Verizon Wireless (Airtouch Cellular)

Mar. 1997 – Dec. 2000

Responsibilities included planning and implementing selling strategies that maximized market growth and assured penetration via direct, indirect, and reseller channels. Managed channel activities to meet and exceed company Cash Cost Per Unit, Average Revenue Per Unit, Churn, and Net Add goals. Monitored competitive activity and responded proactively to maintain market share and productivity. Presented and negotiated large business and indirect channel contracts. Coordinated training and career planning to develop, mentor, coach and promote personnel. Planned and implemented teambuilding activities and functions. Coordinated Public Relations and Special Events to assure overall image and market presence objectives. Managed Authorized Service Center activities and functions. Worked closely with Network Ops and Engineering staff to identify and develop network capacity management and network build out.

Accomplishments: Doubled market customer base in under 3 years, Market achieved Leader's Club Status for 8 consecutive quarters, market voted Top Cellular Provider for 1998 and 1999 by Inland NW Family Magazine, Grew indirect distribution over 100% in 1.5 years (from 40 to over 90 points of distribution), Churn rate dropped from 2.68 to 2.18 overall for market.

Retail Account Executive - U S WEST Cellular (Airtouch Cellular)

Nov. 1995 - Mar. 1997

Responsibilities encompassed recruiting and developing new and existing third party cellular dealers to penetrate the cellular market and acquire cellular subscribers. Tracking results, business planning and forecasting with dealer principals to develop marketing and advertising opportunities to stimulate cellular sales through retail outlets and direct sales activity. Reviewed and audited various areas of dealer business including: MDF/CO-OP budget, advertising claims, commission discrepancies, and contractual obligations. Worked with retail merchandising representative to ensure stores were effectively and creatively merchandised and sales staff was thoroughly trained.

Accomplishments: 1995 President's Club 179%, 1996 155% performance. Grew and managed top producing indirect partner group for the Pacific Northwest.

Retail Sales Manager - US WEST Cellular/GTE Mobilnet (Airtouch Cellular) Sept. 1994 - Nov. 1995

Managed all operations and sales activities of company-owned retail stores. Responsibilities included forecasting, setting and developing commissions and quotas, managing Budgets & Results, increasing subscriber growth, enhanced service revenue, accessory and equipment revenue, purchasing equipment and accessories, inventory control, marketing, employee development, coaching and training, asset protection, and dealing with escalated customer service issues. Assumed lead role in developing the Portland US WEST Cellular retail store model through GTE Mobilnet/US WEST Cellular transition.

TAB 4

Accomplishments: Circle of Excellence Award 1994, Managed top producing retail store 1995, Project lead for development of retail store model through GTE/US WEST market transition.

Training Specialist - PayLess Drug Stores, Inc.

Nov. 1990 - Sept. 1994

Responsibilities included developing, implementing, facilitating, measuring, and coordinating corporate wide training programs and projects. Managed and directed training activities for 65 cashier trainers in 40 regional sites throughout 12 western states. Conducted needs analysis and developed training programs for all areas of retail store operations including, Human Resources, Coaching, Management Techniques, Asset Protection, P&L, and Maximizing Gross Profit. Provided Operations and Human Resource training to new and existing store management. Served as Point of Sale (POS) subject matter expert for all POS related projects. Managed chainwide employee recognition program.

ADDITIONAL SKILLS AND ABILITIES

Computer Skills: Word, Excel, PowerPoint, Outlook

Certified trainer of McGraw-Hill Supervision Series, The Quality Advantage Course - Adjunct Faculty (Airtouch Cellular)

Seminar: Franklin Time Management, Secrets of Power Negotiating, Project Management, Total Quality Management

Language: Fluent English/Spanish, 2 years college level French



Spokane Area WORKFORCE DEVELOPMENT COUNCIL

MEETING EVALUATION

January 10, 2007

Skills Center

4141 N Regal

Please help us assess our Council's effectiveness during this meeting by responding to the following questions.

1. Agenda items discussed were (circle one)

Important *Not important*
5 4 3 2 1

2. How would you have changed today's agenda to make the best use of the Council's time?

3. I received the right information early enough to prepare for the meeting.

Yes No

4 How would you change the information packet prepared for the Council meeting?

5. Did the chair manage the meeting time and discussion well? (Circle one)

Focused Unfocused
5 4 3 2 1

6. Any highlights? Suggestion for future meetings?

(Optional)

Name: _____

Call me: _____