

2008 Annual Retreat

Ownership

Involvement

Investment

**The Davenport Hotel
December 10, 2008**



**Spokane Area
WORKFORCE DEVELOPMENT COUNCIL**

Goals for today's retreat



- Celebrate our accomplishments
- Dialogue with national leaders in workforce development
- Prioritize needs for our area
- Create framework to conduct Strategic Planning

Our Mission: Lead a dynamic, demand-driven workforce system

- **Leverage the resources of the public workforce investment system**
- **Enhance economic development**
- **Assist our businesses and workforce with obtaining the skills they need to succeed in the 21st century global economy**

Key Values:

- *Customer focused – Business and Job Seekers*
- *Integrated infrastructure that delivers services to customers*
 - *Sound allocation of scarce resources*
- ◆ **High ROI/ High Accountability**
- ◆ **Market driven**
- ◆ **Target key business clusters**
- ◆ **Regional in scope**



Accomplishments

- In the past year we served over 1500 individuals with direct program services connecting them to career pathways, and over 39,000 individuals through our local One-Stop system and network of providers
- ***Governor's Best Practice Award for Workforce Development*** for the Pizza, Pop & Power Tools event
- *Chase Youth Commission's **Jim Chase "Asset Builder" Adult Award*** for the Next Generation Zone youth services center at WorkSource Spokane
- *International Association of Workforce Professionals **Best One-Stop in the Nation** Award* for the WorkSource Spokane Center
- *Regional Cluster Academy*
- *Allied Health Careers Academy*





People Inspiring Transformation (PIT) Crew

*A Workforce System Change
Management and Leadership
Development Initiative*



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Peer to Peer Learning and Coaching

- 15 Teams across the USA
- Spokane Team matched with Gulf Coast Workforce Investment Board
- Build system capacity
- Learn from each other
- Replicate effective change management & leadership development strategies/ models

Transformational Areas of Interest

- Workforce System Structure & Governance
- Diversification of Workforce Funding
- Understanding the Economy & Talent Pool
- New Service Delivery Strategies for One-Stop Centers

Ongoing Engagement & Technical Assistance

- Conference calls w/ other Transformation Teams
- Webinars and other learning opportunities
- Collaborative workspace for information & resource sharing – BLOG
- DOL Technical Assistance
- Two site visits by each team

High Skills, High Wages 2008-2018:

Washington's Strategic Plan for Workforce Development

Our state's goals:

YOUTH: Ensure all youth receive the education, training, and support they need for success in postsecondary education and/or work.

ADULTS: Provide Washington adults (including those with barriers to education and employment) with access to lifelong education, training and employment services.

INDUSTRY: Meet the workforce needs of industry by preparing students, current workers, and dislocated workers with the skills employers need.



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Strategic Opportunities

1. Increase high school graduation rates and ensure youth are prepared for further education and/or work.
2. Expand the availability of career pathways that span secondary and postsecondary education and training.
3. Increase postsecondary education and training capacity to close the gap between the need of employers for skilled workers and the supply of Washington residents prepared to meet that need.
4. Increase financial aid and support services for workforce education students to provide greater access to training and boost retention and completion.

Strategic Opportunities

5. Increase adult basic skills and English language instruction that is integrated with occupational skills training to assist illiterate populations, immigrants, low-income workers, and unemployed individuals to improve their employment opportunities.
6. Improve coordination between workforce and economic development in key economic clusters through initiatives such as Industry Skill Panels and Centers of Excellence.
7. Meet employee education and training needs through customized training, workplace based learning, flexible methods of education delivery, and new ways of funding employee training.
8. Identify barriers for improving and expanding employment, education, and training services and remove those barriers.

Cluster Approach

Five vital clusters within our regional economy that contribute to economic growth and development and offer high ROI:

- ***Manufacturing - including advanced manufacturing and aerospace***
- ***Healthcare***
- ***Construction Industry Trades***
- ***Wholesale Trade/ Transportation & Logistics***
- ***Business & Professional Services***



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Demographic Imperatives

- Higher than average poverty rate among Spokane County residents
-- 14.5% --
- 46.5% of single mothers with children are below poverty level
- 10,000 unemployed workers in our labor market
- Median household income in Spokane, when adjusted for inflation, has been flat over the past decade, and lags behind the State median by over \$10,000 per year
- High school drop out rate >25%
- Aging workforce (baby boomers) will retire, taking knowledge and leaving skills gaps



Populations to Consider

- Veterans
- Individuals with Disabilities
- Youth Drop Outs
- Individuals in Poverty
- Mature Workers
- TANF Recipients
- Incumbent Workers



Systemic Solutions

From the 2007-2009 Strategic Plan

- To ensure that Spokane can successfully compete in today's global marketplace, it must develop and implement an integrated workforce strategy that takes into account Spokane's needs as a whole, without regard to individual programs or funding sources.
 - Implement a comprehensive outreach plan to businesses and job seekers to increase brand awareness and knowledge of the system
 - Mandate that all WIA-funded services be provided at the One-Stop
 - Encourage all employment and training related programs not funded by WIA to have a presence at the One-Stop

Systemic Solutions

- Investigate new or additional One-Stop locations for future growth opportunities
- Designate an area within the One-Stop for Youth services and activities
- Develop the specific services to be provided within the Youth Zone
- Create an RFP for a Business Services Unit that outlines the specific employer-related services to be provided through the One Stop
- Mandate a 40% minimum for client-related services for WIA-funded programs
- Consider alternative funding sources when making strategic investments in workforce programs

The Future Economy

“Long term, however, the growth rates [in jobs] still seem reasonable if we assume no dramatic changes in ***oil prices, interest rates and other factors*** that have a tendency to shake up the economy.”

SAWDC Strategic Plan 2007-2009



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Competitive Edge

- In order for Spokane to retain and sharpen its competitive edge we must have a skilled workforce that is capable of meeting the diverse needs of our business community
- As we are better able to provide the skills necessary for business prosperity, our regional environment will become increasingly able to support business expansion and further cultivate growth among our industries



Priorities for Spokane Region

- Where do we focus our efforts and investments?

Priorities for Spokane Region

1. Employer-focused
2. Education Committee-focus on drop outs/Ratio of drop outs to grads
3. Run as a business
4. Raising wage/income of area
5. PR committee
6. Services not programs
7. Getting job, keeping job, getting better job
8. One-Stop has a wide range of employees that meet current and future workforce needs of business.
9. Results – the difference we will make
10. Transition of under employed/educated to skilled workforce.



Planning Deadlines

- Draft Strategic Plan Due: March 15, 2009
- Final Plan Due: April 30, 2009
- Board Meetings Scheduled for:
 - January 14 and March 11



Committees

- Program Oversight and Service Delivery
- Policy
- Youth Council

Steps to Complete the Plan

- Ownership of Process
 - Roles for:
 - Staff
 - Committees
 - Board