



# Spokane Area WORKFORCE DEVELOPMENT COUNCIL

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## SAWDC MEETING SEPTEMBER 9, 2009 WORKSOURCE CENTER 130 S ARTHUR – SEQUOIA ROOM

Estimated Time	Tab		
7:30 am		Call to Order/Introduction of Guests	<i>Robert Duron</i>
		Recognition of Success Summer Youth Program	<i>John Serben/Dawn Karber</i>
7:45	1	Review of June 10, 2009 Meeting Minutes <b>Action Item</b>	<i>Robert Duron</i>
		Standing Committee Reports:	
		• Executive Committee	<i>Robert Duron</i>
		○ Member Input	
	2	• Policy Committee	<i>Alethea McCann</i>
		○ WIA Reauthorization <b>Action Item</b>	
8:25	3	• Membership Committee	<i>Rich Hadley</i>
		○ Open WDC Positions <b>Action Item</b>	
		• Youth Council	<i>John Serben</i>
		○ Summer Youth Employment Program Committee	
		○ One Stop Committee	
		• Services & Oversight Committee	<i>Joe Tortorelli</i>
		○ WorkSource Business Processes	
8:45	4	Budget for PY09	<i>Mark Mattke</i>
	5	Economic Data	<i>Mark Mattke</i>
	6	RFQ for Contract Training Update	<i>Mark Mattke</i>
9:25		Other Business	<i>Robert Duron</i>
9:30 a.m.		Adjourn	
Encl.		Minutes Selected Background Materials	

# TAB 1

**SUBJECT**

Review of June 10, 2009 Meeting Minutes.

**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

### MINUTES

SPOKANE AREA WORKFORCE DEVELOPMENT COUNCIL  
Wednesday, June 10, 2009, 7:36 a.m. – 9:35 am  
Spokane Skills Center  
*Anne Lockwood – Note Taker*  
*Mark Mattke - Editor*

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#### **MEMBERS PRESENT:**

Frankie Arteaga	Peter Casimir	Polly Crowley	Ron Dalla	Donna Dalzell
Craig Dias	Robert Duron	Rich Hadley	Alethea McCann	Julie Meyer
Michael Schelstrate	John Serben	Hugh Severs	Dixie Simmons	Beth Thew
Joe Tortorelli	Lisa White			

#### **MEMBERS ABSENT:**

Jeff Benesch	Ben Cabildo	Steve Dahlstrom	Steve Jurich	Kevin Managhan
Paul Milliken	Nancy Nelson	Brian Read	Mike Senske	Diana Wilhite

#### **OTHERS PRESENT:**

Susan Christenson-Central Valley School District	Dennis Conger-Spokane Skills Center	Christy Doyle-Spokane Community College	Scott Friedman-Nine Mile School District	Cami Hanson-Career Path Services
Christi Harter-Spokane Public Schools-CTE	George Iranon-Career Path Services	George Kinney-Washington District #13 Little League	Patrick Knowles-West Valley School District	Talana Mielke-Riverside School District
Trina Miller-Community Colleges of Spokane	Matt Miller-Mead School District	Mike Nepean-Spokane Public Schools	Heidi Peterson-WorkSource/Next Generation Zone	

#### **STAFF PRESENT:**

Mark Mattke-Workforce Strategy & Planning Director	Peg Waldron-Assistant Director Workforce Operations	Gordon Gutterud – Accountant	Dawn Karber-Youth Program & Development Manager	Lori Meakin-Workforce Development Program Specialist	Anne Lockwood-Secretary
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# TAB 1

## **ITEM #1 – REVIEW OF MAY 13, 2009, MEETING MINUTES:**

### **ACTION:**

*Correction to the May 13, 2009, SAWDC Meeting Minutes. Michael Schelstrate was in attendance at the meeting.*

***Motion and second to approve as corrected, the May 13, 2009, Meeting Minutes. Approved unanimously.***

## **STANDING COMMITTEE REPORTS:**

### **EXECUTIVE COMMITTEE:**

1. When the ARRA funds were awarded to the SAWDC the Executive Committee voted to reserve a portion of the funds for allowable contract training. An RFQ process for awarding these funds was designed and approved and the Council will be updated at the next meeting on the use of these dollars to create additional training capacity in our area.
2. Several SAWDC members have resigned and/or retired and the Membership Committee is seeking nominations.

### **POLICY COMMITTEE:**

The Policy Committee is working on issues regarding Reauthorization of the Workforce Investment Act and improving the funding environment for workforce programs. The goal is to develop a policy paper and discuss with our elected officials. The Policy Committee will convene in about one month to continue this work.

## **ITEM #2 – MEMBERSHIP COMMITTEE:**

1. Rich contacted SAWDC Members whose terms are expiring July 1, 2009. All members agreed they would continue on the SAWDC.

***Motion and second to nominate for reappointment to the SAWDC: Pete Casimir, Ron Dalla, Craig Dias, Julie Meyer, Brian Read, Michael Schelstrate, Dixie Simmons, and Diana Wilhite. Approved unanimously.***

2. The Membership Committee will work on filling the following vacant positions:
  - business with substantial employment opportunities
  - small business employing 4 to 50 employees.

### **OFFICERS FOR PY2009 –**

Robert Duron and Brian Read were nominated as Chair and Vice-Chair. An official ballot was taken, per the SAWDC By-Laws, for the vote of SAWDC Officers.

***Motion and second to nominate Robert Duron as Chair and Brian Read as Vice-Chair of the SAWDC for PY09. Approved unanimously.***

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## **SERVICES AND OVERSIGHT COMMITTEE:**

The Services and Oversight Committee is examining how the WorkSource Center staff conduct business services, including the referral processes, what type of follow-up is done with businesses, and what services are offered and how we measure our success.

More members are invited to join the Services and Oversight Committee. Please contact Joe Tortorelli at [jtortorelli@econdnw.com](mailto:jtortorelli@econdnw.com) or 926-9356, for further information.

## **YOUTH COUNCIL:**

1. Congratulations to John Serben for his second term as Youth Council Chair, and Nancy Nelson for accepting the Youth Council Vice-Chair position.
2. The Youth Council is divided into several subcommittees:
  - a. The SYEP Subcommittee oversees the Summer Youth Employment program. The SYEP program has processed over 200 applicants and joined with over 150 businesses to provide work experiences for youth. The expectation is being met for a successful SYEP program thus far.
  - b. The Youth One-Stop Center Subcommittee is looking at available office space for the new youth One-Stop Center. The subcommittee intends to have a better understanding of the market and the issues involved with moving to a new space by September.
3. Congratulations to Dawn for putting the SAWDC on the map with the CNN Money news article, and to John for representing SAWDC to the media.

## **ITEM #3 – BUDGET FOR PY2009:**

1. The federal government calculates WIA funding distribution using the previous year's economy. Spokane's economy was good last year, so the SAWDC will receive fewer WIA funds for the 2009-2010 (PY09) year. The influx of the ARRA funds has helped to keep Spokane from reducing services to our citizens.

The outlook for increased WIA funding is bleak at this time but the Governor may pull in funds not spent in other WDAs for distribution to areas that need the extra WIA funding.

2. In Washington state, WIA funding is distributed by the USDOL according to a formula to all 12 areas after the Employment Security Department takes 5% for administration and the Governor takes 10% (for the 10% Discretionary Fund) off the top.

The Employment Security Department (ESD) has been investing a portion (~\$2.8M/year) of the 10% funds and the 5% administration funds into the statewide MIS – called SKIES. In this year's discussion over use of 10% funds, ESD requested that some of the dollars be used to fund an update of the SKIES system and migrate the platform from Oracle to .NET while other stakeholders, including the WDCs, wanted to prioritize direct investments to

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customers this year during the recession. The Governor elected to use \$2M of 10% funds in support of this request.

*Recommendation:*

*In the fall, the Policy Committee will investigate what the six mandatory activities that must be funded by 10% dollars and determine how many of the six mandatory activities are WIA funded or Stimulus funded in this year's budget.*

3. E2SSB 5809 has created an incentive pool to fund training activities across the state. For every dollar the WDCs spend contracting directly with colleges, the State will give the WDCs 75 cents back. If the WDCs work with other schools, e.g., private career colleges, or pay for standard tuition-based instruction, the State will give the WDCs 25 cents back on the dollar. WDCs can then use the incentive dollars to fund other training opportunities.
4. Pursuing 501(c)(3) status for the SAWDC would enable this organization to pursue other resources. There are questions that need to be addressed as to the viability o

**ACTION**

*In the fall, the Policy Committee will develop an understanding of the types of available funding for WDCS and the flexibility the SAWDC has with the funding that exists and then work to create a paper that outlines the findings for the members.*

**ITEM #4 – RFQ FOR CONTRACT TRAINING:**

Under the American Recovery and Reinvestment Act WIA appropriations, WDCs were encouraged to set aside funding to be used to contract for training with institutions of higher education in order to create training capacity that does not currently exist. The Executive Committee agreed that the SAWDC will reserve funds for this activity and authorized staff to develop a process to guide proposal submission and awards.

The draft RFQ for Cohort-Based Training using the ARRA funds was presented to the Executive Committee and an amount of just over \$1M dollars made available for awards. Proposals will fund the costs of facilities, instructors, books, etc., and is not bound to the normal schedule of the training providers. This type of training activity is occurring nationwide and statewide as a result of the ARRA.

The WDC is requesting the formation of a subcommittee to review the RFQ responses quickly. The final RFQ responses will be brought forward to the Executive Committee for a final vote. Hugh Severs and John Serben volunteered for the subcommittee.

**ITEM #5 –PERKINS PLAN AND SKILLS CENTER UPDATE:**

The Federal Carl D. Perkins Grant is an entitlement grant that is based on an apportionment formula and allocated for the purpose of developing Career and Technical Education students in academics and technical skills. Perkins funds may be used for program improvement, innovation, and expansion of Career and Technical

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Education programs, with full participation of individuals who are members of special populations.

Perkins plans shall address required uses regarding the following:

- Strengthen technical and academic skills of students
- Provide students with experience in all aspects of industry
- Develop, improve, and expand the use of technology
- Provide professional development programs for teachers, counselors, and administrators
- Develop and implement evaluations of programs supported with Perkins grant funds
- Expand and modernize quality Career and Technical Education programs
- Link secondary Career and Technical education programs to postsecondary vocational and technical education programs, including tech-prep programs

The SAWDC would like to see a more cohesive report from the entities requesting SAWDC approval to apply for the Carl Perkins Grant. Some suggestions for the report are:

- Data that encompasses several years for historical trends
- Include requests from last year for comparison
- Include last years CTE student outcomes
- Request for the existing year
- Possible accomplishments for the existing year, etc.

***Motion and second to approve the Perkins Plans. Approved. None opposed. Lisa White abstained.***

## **HEALTH SCIENCE ACADEMY**

The Health Science Academy's conceptual design provides an overall idea of the plan for future development. The Spokane Skills Center would like to involve the SAWDC in the process of evaluating new and existing programs which might be housed in a new facility and these may include a dental lab, medical nursing lab, etc.

## **ITEM #6 – DEMAND/DECLINE LIST:**

The Demand/Decline List is used as a guide for staff and customers in the workforce system for making training and career decisions, as well as a tool to guide resource development and deployment in support of the SAWDC Strategic Plan.

The State Labor Market and Economic Analysis division provides a baseline of figures for the Demand/Decline List each year. The SAWDC analyzes last year's Demand/Decline List to help determine where to revise 2009 Demand/Decline List. The Demand/Decline List can be altered at any time during the year if a career goes into demand, decline, or becomes balanced.

## **ACTION**

*SAWDC members need to review the 2009 Demand/Decline List in the next 30 days and submit feedback to staff. Taking into account the current economic downturn, this*

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*year SAWDC members will need take a more global and long term view, looking at careers that might grow as Spokane recovers from the recession.*

## ACTION

*Anne will send out a reminder to e-mail Demand/Decline List with any changes.*

## ACTION

*The Demand/Decline List is a living document and the SAWDC would like to re-examine the Demand/Decline List again in the course of the year to see if it still reflects market conditions.*

## ACTION

*Rich, Mark and Doug are to work on providing information to the SAWDC regarding jobs and industries that have been growing in the last two years although they may be in decline or flat at this time.*

***Motion and second to adopt the Demand/Decline List with the changes as submitted and have a discussion later in the year to make changes to the Demand/Decline List as needed. Use the most liberal interpretation to increase training opportunities in targeted clusters. Approved. None opposed.***

## **ITEM #7 – 2009-2010 WDC MEETING CALENDAR:**

The SAWDC has moved to a six meetings a year schedule. SAWDC meetings will continue to be held at the Spokane Skills Center until a new location has been determined.

Due to vacations and other factors, the summer months have not proven to be an ideal time to hold full Council meetings. As relevant workforce information is made available during July and August, it will be sent to the members. The full Council will meet in September.

Mark is still ascertaining the location and time of the Executive Committee Meetings.

The Youth Council's meeting location will still be at the Skills Center.

***Motion and second to approve the 2009-2010 SAWDC Meeting Calendar. Approved. None opposed.***

## **OTHER BUSINESS:**

- 1) Lisa White, Spokane Public Schools, presented outgoing Chair Julie Meyer with a Pizza, Pop, & Power Tools T-shirt. The support of the SAWDC is very much appreciated for this great event.
- 2) Julie Meyer was presented with plaque for her term as Chair for the SAWDC during PY08. This was Julie's second term as Chair of the Council. Julie also serves on the Board of Directors of the National Association of Workforce Boards (NAWB).

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- 3) Greater Spokane Incorporated would like to be contacted if any of the SAWDC members hears about a company that is moving out of the Spokane area.

## ACTION

*If you hear of a company that is looking at moving to another area, contact Greater Spokane Incorporated at [rhadley@greaterspokane.org](mailto:rhadley@greaterspokane.org) or 459-4102*

The Business Solutions Team meets with Human Resources Departments in a variety of different companies and will ensure that if staff learn of businesses moving out of our area, that information will be passed along immediately.

**NEXT SAWDC MEETING:** The next SAWDC Meeting will be held at the Spokane Skills Center, 4141 N Regal, on September 9, 2009, from 7:30 am – 9:30 am.

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## **SUBJECT**

Policy Committee.

## **BACKGROUND**

Development of SAWDC position on WIA Reauthorization.  
See attached.

## **DISCUSSION**

As needed.

## **EXECUTIVE COMMITTEE ACTION**

None.

## **FINANCIAL IMPACT**

None.

## **REQUESTED COUNCIL ACTION**

Vote to approve recommendation.



## Spokane Area WORKFORCE DEVELOPMENT COUNCIL

### MODERNIZING THE WORKFORCE INVESTMENT ACT TO KEEP OUR NATION SAFE, SECURE AND PRODUCTIVE

#### **I. Introduction.**

The modernization of the Workforce Investment Act (WIA) begins with the reauthorization of current legislation that created a workforce development structure, led by business driven Workforce Investment Boards (WIBs), that ensures a talent pipeline exists that is comprised of properly educated, skilled individuals to meet employer needs in support of competitive local and regional economies.

To accomplish this purpose WIA established a locally controlled one-stop career center delivery system to provide workers access to workforce development services needed to support families in today's economy. Experience has shown it is time to modernize WIA by clarifying the roles and responsibilities of the partners, simplifying processes and requirements and communicate a focus for moving forward in the new economy.

Reauthorization should refine the seamless, one-stop career advancement services for low-skilled adults, at-risk youth, dislocated workers and others needing training, retraining and employment. Modernization also requires affirming and defining the system's dual customers, employers and job seekers.

#### **II. Local Workforce Investment Board (LWIB) Membership and Functions.**

The participation of business, labor and community leaders in the business of leading workforce development programs relies upon some key changes to the structure.

- Eliminate the requirement for all one-stop partners to be represented on the local WIBs. This has proven to be confusing to business members in exercising their strategic role in the governance of the one-stop system in their workforce development areas.
- Provide local elected officials (LEOs) discretion in determining WIB membership in addition to the minimum federal requirements: Business majority, labor, economic development, K-12 and post secondary training institutions.

# TAB 2

Governance must reside at the local level with local elected officials. LWIBs must retain local control of the one-stop delivery system through operator selection and certification, Memoranda of Understanding (MOUs) among partners specifying the roles and responsibilities of each system member, and setting service priorities and operational policies.

## III. Funding

To support the modernization of WIA, Congress must commit to fund it at appropriate levels to triple the investment over the next four years bringing levels from \$3.5 billion to \$10 billion.

Additionally, and just as critical as increased levels of funding, WIA dollars must be more flexible and allow local areas to target investments to activities based upon aligning economic and workforce development priorities determined by the business-led LWIB. Accordingly,

- To fully align strategic plans for education and training services, a commitment at the federal level for a single point of coordination of training efforts across agencies is necessary to create a seamless system through removing siloed funding and reporting at no risk to budget appropriations. New initiatives or other crucial investments in building a skilled workforce should flow through the WIBs to help fuel the region's prosperity.
- Congress should designate a separate funding stream to support the one-stop infrastructure but not at the expense of other WIA funding. Past proposals to divert funds from other partners programs at the state level is not a satisfactory solution. A commitment to solidify the system infrastructure builds a framework on which we can increase the quantity and quality of training to meet employers' needs.
- Local WIBs should be given authority to transfer funds between the Adult, Youth and Dislocated Worker streams without State approval.
- Federal resources for the community college system designed to foster innovation and expand training capacity should be channeled through WIBs to achieve consistency of purpose with local strategies and local funding priorities
- 95% of the Youth, Adult and Dislocated Worker funds should be allocated to local areas. Without this change, 85% of the Dislocated Worker dollars should be allocated to the local Workforce Investment Boards.
- Congress should codify the current WIA accepted definition of administration.
- The formulas for the allotment of funds to the states and the subsequent allocation to local areas should be changed to reflect labor market needs.

# TAB 2

- Local WIBs should be given the flexibility to and discretion over funding to rapidly implement innovations at the business and jobseeker customer level.

## **IV. Appropriate Performance Measures**

Performance measures for the workforce development system should report results consistently across programs and expect accountability for results added. It is suggested that the present “common measures” be abandoned and measures that respond to policy makers need for information replace them. The Integrated Performance Information Blueprint is a suggested starting point for a relevant set of measures.

- Critical customer outcomes include short term employment and long term employment rates, earnings and credential completion rates.
- Suitable employer performance should be defined and easily measured.
- Local and regional areas should be allowed to establish their own measures necessary for real time management of operations.
- Adjustments to performance targets must be allowed based upon economic conditions and participants characteristics.

## **V. Increase the Quantity and Quality of Training**

Occupations that employ large shares of workers with post secondary education and training are growing faster than others. The U.S. system provides valuable skills in high growth fields but should be more effective at encouraging completion and responding to the needs of the labor market. WIA modernization should include more support for the expansion of training capacity as well as case management and services design to keep students in school and ensure program completion.

- Give local WIBs the authority and simplify procurement requirements to contract with post secondary institutions for classes serving multiple individuals in high demand occupations that also expand capacity as is allowed under the American Recovery and Reinvestment Act (ARRA).
- Allow local WIBs to focus on sector initiatives that bring together system partners with business to develop and implement new curricula for training targeted to high demand skill sets or jobs and the jobs of the new economy.
- Emphasize that the one-stop system is not a work first system but that program participants may be placed directly into training services based upon individual assessment and customer choice. Following the sequence of core, intensive and training is not required.

# TAB 2

- Allow local WIBs to serve “working learners” focusing specifically on the need for training and education and pursue a nationally portable credential.
- Allow WIBs to provide Individual Training Accounts (ITAs) for youth enrolled in post secondary education and training.
- Provide match flexibility (0-50%) to local WIBs for On the Job Training (OJT) and customized training with local employers.

## VI. Employer Services

The WIA system should embody a dual customer approach that meets the needs of both job seekers and employers. Modernization must include a clear definition of services to employers and be flexible enough to provide true value-added to the business customer.

- Allow local WIBs to provide training services to incumbent workers to build career ladders, promote upward mobility and assist businesses to remain competitive in the global economy.
- Allow WIBs to fund activities that build collaboration with economic development efforts in local communities and align training with business priorities.
- Allow WIA funds to support human resource activities designed to link job seekers with business customers
- Allow the use of WIA funds to market the one-stop system in a business-like manner to broaden its appeal to the public, job seekers and employers alike.
- Develop business focused measures that demonstrate the effectiveness of the system in reaching out to and addressing the needs of the employer community.
- Strengthen LWIB oversight role of the public labor exchange function operating within the one-stop center system and increase their flexibility to streamline in ways that improve efficiency, maintains accountability and does not undermine the effective targeting of resources to populations in need.

## VII. Emphasis on Youth

The current economic recession cannot divert our thinking from the fact that the number of youth entering the labor market falls far short of the need to replace retiring workers. The nation cannot afford to overlook even one unemployed, unprepared member of the labor force. Young people need the career planning, education and training; financial assistance and long term follow up services that will enable them to live the American Dream and to ensure our country's leadership in the global economy.

## TAB 2

- Eligibility determination processes for youth should include free and reduced lunch as an automatic qualifier for WIA participation
- Amend WIA to include a separate summer jobs program designed to provide vital career planning, work experience and basic learning skills to youth that are entering the labor market.
- Create multiple pathways for youth to prepare for high skill, high wage careers.

**SUBJECT**

Membership Committee.

**BACKGROUND**

Machelle Johnson nomination to serve on SAWDC.  
See attached.

**DISCUSSION**

As needed.

**EXECUTIVE COMMITTEE ACTION**

None.

**FINANCIAL IMPACT**

None.

**REQUESTED COUNCIL ACTION**

Vote to approve nomination and take to local elected officials for appointment.



## Spokane Area WORKFORCE DEVELOPMENT COUNCIL

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### Application for Nomination

NAME: Machelle Johnson

BUSINESS: Pearson Packaging Systems

PHONE NUMBER: (509) 241-4764

EMAIL: mmjohnson@pearsonpkg.com

1. Why are you interested in serving on a Board whose functions are to oversee programs focusing on assisting economically disadvantaged youth and adults, and dislocated workers and perform policy development and strategic planning that contributes to a robust economy?

Pearson Packaging Systems represents the manufacturing sector which is an industry that creates “real job growth.” I have a very good perspective on the needs of business, and the technical skills necessary within the manufacturing sector to maintain a robust economy. I have personally recruited in technology based companies for almost 20 years. We have lost so many manufacturing jobs in this state, and in this area. I want to keep companies like Pearson Packaging Systems from moving out of the area, and into lower labor cost markets. Working as a member of this council will help me keep a “pulse” on the local labor market, to help ensure that we have the skills we will need in the future, so we can keep the jobs in Spokane!

In order for the Spokane economy to be robust, we need disadvantaged youth, adults and dislocated workers employed. Overseeing programs that delivers a competitive workforce to the business community will help employers maintain a competitive advantage. Manufacturing jobs pay well and have good benefits, I think it is important to have this sector represented on your council, and I believe I would be a good representative.

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

Government:

The government is responsible for funding workforce development, developing the infrastructure and procedures for program development, and working

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collaboratively with Business and Education to ensure the needs are met for Industry.

## Education:

The education system teaches skills needed in the market place to ensure we have a robust economy in the future.

## Private Sector:

The private sector is the customer for work force development. In today's market 80% of all technical hires at Pearson Packaging Systems are from outside the local Spokane market. Recruiting outside of this market is expensive, and inefficient. It is the responsibility of local businesses to ensure we can develop skills within this region, and when our students graduate they can stay in Spokane because there will be gainful employment opportunities in this region.

3. Have you had any direct experience with Workforce Development programs? If so, explain.  
I have worked with Work Source in posting jobs and the recruitment of candidates. I have also worked with employment security in outplacement services.
4. What experiences, contact, or affiliations do you have that you think will assist the Workforce Development Council in accomplishing its mission? (What Boards / Committees have you been involved with in the past in any capacity? What were your contributions and what did you take away from this work?)  
I was on the Board of Directors for NHRMA (Northwest Human Resource Management Association). I was the College Relations Chairperson. My role was to promote the association and professional development within the field of Human Resource Management. I presented a variety of HR topics at local universities, issued scholarship dollars, and organized a trade show for the regional conference.  
  
As a senior level HR professional, I believe it is my role to help educate those who are new to the HR field. I believe when a person has experience that can help mentor others, it is important to share it. I believe in the value of teamwork. I have always had an inspiration to lead, and working as a Board member with NHRMA gave me an outlet to work with youth. It was invigorating to witness the passion and excitement for the profession.  
  
I have a strong network of HR professionals throughout the region. I understand where the demand for the workforce comes from, and have developed relationships with those individuals who are responsible for hiring in the region.
5. With limited Federal funding available, what would you suggest as possible solutions to serve individuals in need of skill development and vocational education services?  
There may be state grant dollars which could be used to fund education services. Targeted job tax credits may be helpful to encourage private industry to offer on-the-job training. I believe it is important for the individual receiving the benefits to have some financial investment into their training and development, through student loans, work study, and scholarship programs.

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6. In your opinion, which approach is more successful in addressing the problems facing our workforce: preventive or rehabilitative? Why?  
I need clarification of this question to provide a proper response.
7. Will you be available to devote the time necessary to the Workforce Development Council to be an effective member? (Minimum: Bi-monthly meetings, committee meetings, annual all day planning retreat.)  
I haven't served in a Board capacity for several years due to the needs of my family. I have three children, ages 10, 12 and 16. In addition to working full time at the Director level, my husband and I own our business, and I volunteer in my children's school. I have tried to maintain 80 hours per year in a volunteer capacity between, school, church, and community involvement. I would be willing to give up to 50 hours per year to support the mission of this Council. If that meets the needs of the council; then I can do it. If not, I would have to decline the opportunity.
8. Do you have any other comments about your candidacy for membership on the Workforce Development Council, including disclosure of possible situations of conflict of interest?  
I do not have any conflicts of interest. I do believe my background and experience would make me a strong candidate to represent the manufacturing segment of the council.

# TAB 3

## MACHELLE JOHNSON

8425 E. Redwood Lane  
Spokane, WA 99217

Home: (509) 924-2064  
Cell: (509) 924-0243  
[mmjohnson@pearsonpkg.com](mailto:mmjohnson@pearsonpkg.com)

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### EXPERTISE

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- Leadership Development
- Executive Compensation
- Technical & Professional Recruitment
- Coaching & Internal Consulting
- Performance Management
- Change Management
- Team Building
- Training / Facilitation
- Policy Development
- Legal Compliance
- Conflict Resolution
- Benefit Plan Design
- 360° Feedback
- HRIS & Payroll Implementation

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### PROFESSIONAL EXPERIENCE

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#### **PEARSON PACKAGING SYSTEMS, Spokane WA** **Human Resource Director**

**2003 - Present**

HR Executive, reporting to the CFO in a privately held manufacturer of packaging equipment. Developed the HR infrastructure to support the succession plan to the third generation of Executive Leadership. Recruited members for the Board of Directors, implemented a pay for performance program, and have developed innovative employee programs to support business objectives.

#### **Selected Results:**

- Developed a competency based recruitment and selection process. Developed training on effective interviewing, implemented a team based interviewing process and staffed technical and professional positions.
- Created a **“Lean for Life”** wellness program which has contributed to benefit cost increases of less than 2% per year, for the past 5 years.
- Developed and implemented an Accident Prevention Program which reduced the OSHA incident rate from 10.14 in 2003 to 2.46 in 2009.

#### **ESURG CORPORATION, Seattle WA** **Managing Director of Human Resources**

**2000 – 2003**

HR Executive, reporting to the CEO in a venture capital healthcare technology start up. Responsible for leading the development of organizational structure, aligning human capital with the business objectives including: launching of the site, fundraising, strategic hiring, and positioning the Company for an acquisition or merger.

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## **Selected Results:**

- Created a Human Resources Strategic plan to deliver innovative and cost-effective programs that addressed the key business initiative of attracting, developing and retaining top talent in the organization. Staffed the core technology team and maintained a 95% retention rate in a start up environment at the height of the technology boom.
- Designed the pay philosophies and structure; executive compensation, sales compensation and merit pay plans. Established a Compensation Committee, and influenced key Board of Director members to invest in incentives, benefit plans, severance programs, and to operate under a total rewards philosophy.

## **EGGHEAD CORPORATION, Spokane WA Human Resource Director**

**1995-1998**

HR Director, reporting to the CFO, of Egghead, a multi-site employer with 160 stores and 2400 employees. Key contributor during the transformation to a web based retailer. Managed the merger and integration of resources, technical staffing of e-commerce divisions, re-design of employee benefit programs, coordination and relocation of corporate headquarters, and outplacement service of employees. Managed the HR staff of nine employees

## **Selected Results:**

- Developed the HR infrastructure to support the relocation of the Corporate Headquarters from Seattle to Spokane. Staffed 250 positions, developed training, designed process and procedures, and in three years moved the entire operation to Vancouver.
- Redesigned and merged benefit plans, changed contribution strategies, negotiated contracts, consolidated 401(k) plans and communicated changes throughout the organization.

## **KEY TRONIC, Spokane WA Human Resource Manager, Cheney Plant (1990-1993) Corporate Staffing & Employee Relations Manager (1993-1995)**

**1990-1995**

Human Resource Manager, reporting to the Vice President of Human Resources, of Key Tronic, a 200 MM computer hardware manufacturer. Responsible for recruitment, selection, relocation, affirmative action and labor relations. Managed an HR staff of five employees.

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## **EDUCATION**

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## **BACHELOR OF ARTS DEGREE, HRA, Washington State University**

- Outstanding Undergraduate Student Award, College of Business and Economics

# TAB 3

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## CREDENTIALS AND AFFILIATIONS

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SHRM, NHRMA, INSHRM Member, PHR certified 1994, Re-certified in 1997 and 2000

- Board of Directors for the Spokane Chapter, College Relations 1995
- Chairperson for 2001 Regional Northwest Human Resource Conference and Exhibition
- Keynote speaker for the professional development and PHR certification process

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## INTERESTS

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Spending time with my family; boating, volunteering in the classroom, and cheerleading at my children's sporting events.

# TAB 4

**SUBJECT**

Budget for PY09.

**BACKGROUND**

See attached.

**DISCUSSION**

As needed.

**EXECUTIVE COMMITTEE ACTION**

None.

**FINANCIAL IMPACT**

None.

**REQUESTED COUNCIL ACTION**

None.

# TAB 4

PY 2009	ADULT	YOUTH	DISLOCATED WORKER	ACP	ARRA YOUTH (SYEP)	ARRA ADULT	ARRA DISLOCATED WORKER	ARRA ACP
INITIAL AWARD	1,052,569	1,229,487	903,688	353,972	1,674,624	652,663	1,373,549	411,204
TO SUBRECIPIENTS OR COHORT TRAINING	905,000	1,159,000	1,024,000		1,500,000	326,331	686,775	
SAWDC & 1-STOP REQUIRMENTS	327,833	136,389	225,050	376,853		326,332	686,774	211,204
BALANCE	(180,264)	(65,902)	(345,362)	(22,881)	174,624	0	0	200,000
ESTIMATED CARRY-OUT	469,344	246,453	119,354	22,881				
UNOBLIGATED / <b>OVER-OBLIGATED</b>	289,080	180,551	<b>(226,008)</b>	0	174,624	0	0	200,000

NOTE: Carry-out figures are at this time only refined somewhat from the original numbers used for planning. Once actual closeouts are received and EOY adjustments are made these numbers will change. The DW over-obligation is larger than the figure used for planning because the ES One-Stop was adjusted to back out charges to Youth and the amounts to Adult and Dislocated Worker therefore increased.

# TAB 5

## **SUBJECT**

Economic Data.

## **BACKGROUND**

Update on local economic conditions.  
See attached.

## **DISCUSSION**

As needed.

## **EXECUTIVE COMMITTEE ACTION**

None.

## **FINANCIAL IMPACT**

None.

## **REQUESTED COUNCIL ACTION**

None.



# Spokane's Labor Market

*Presented by*

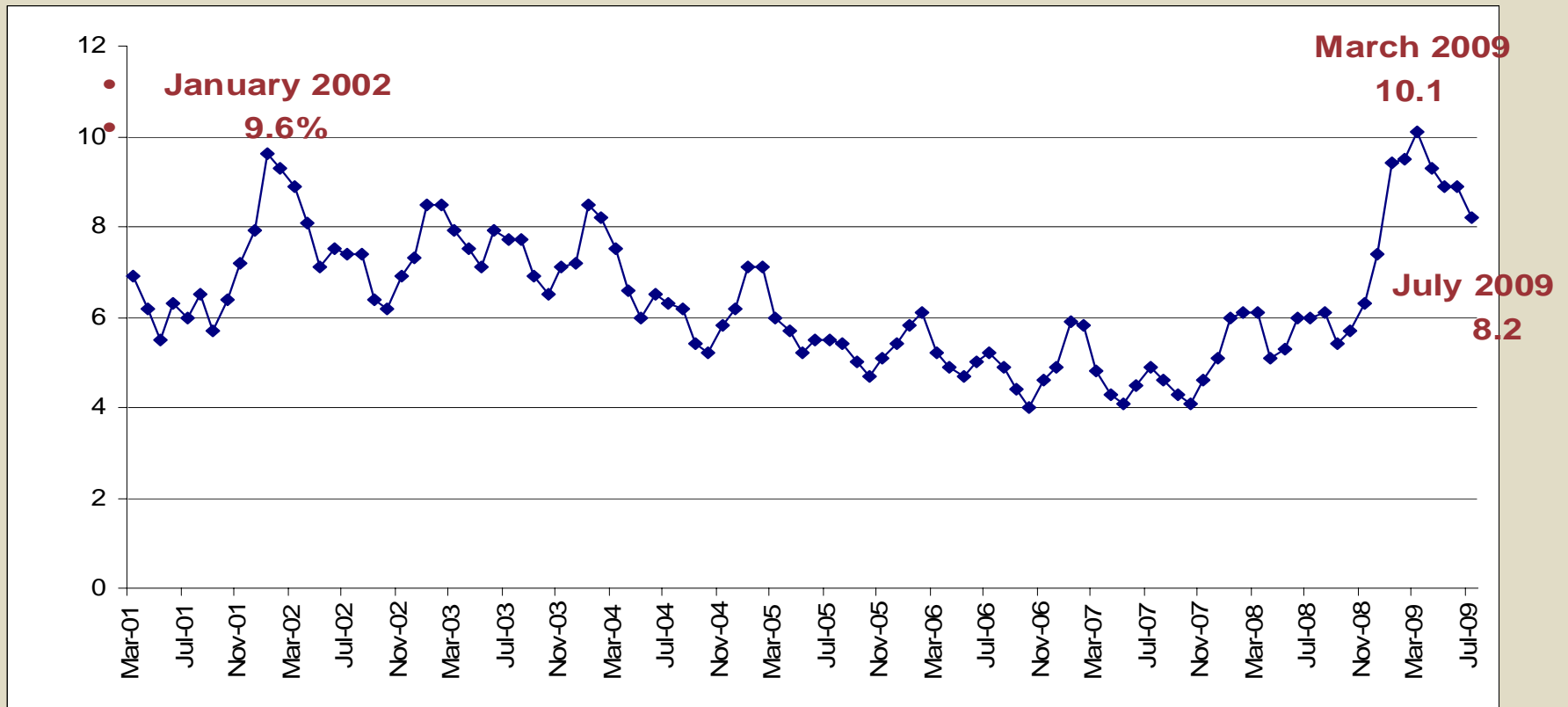
**Washington State  
Employment Security Department**

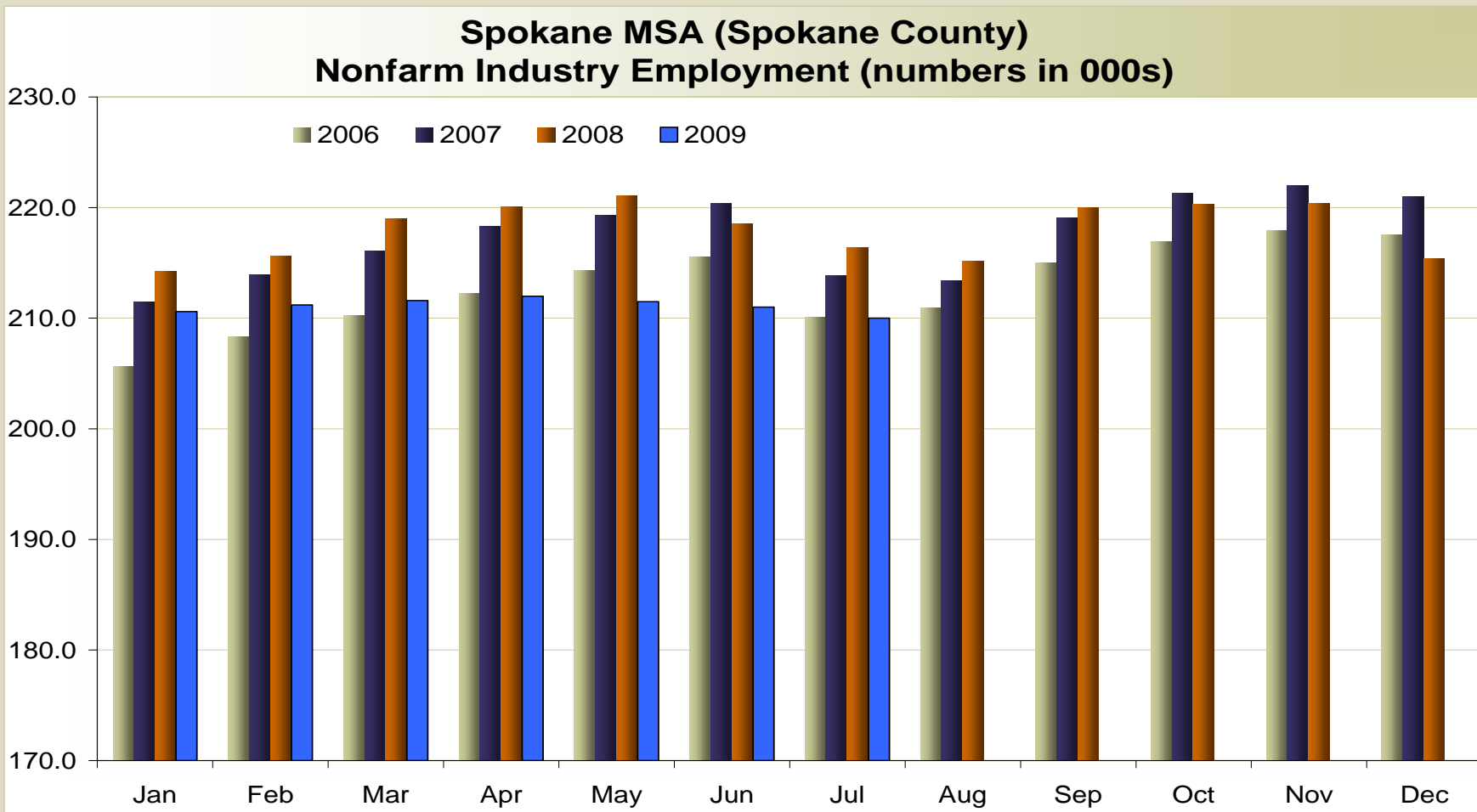
Labor Market and Economic Analysis



**Doug Tweedy  
Regional Labor Economist  
September 2009**

# Spokane County Unemployment Rate



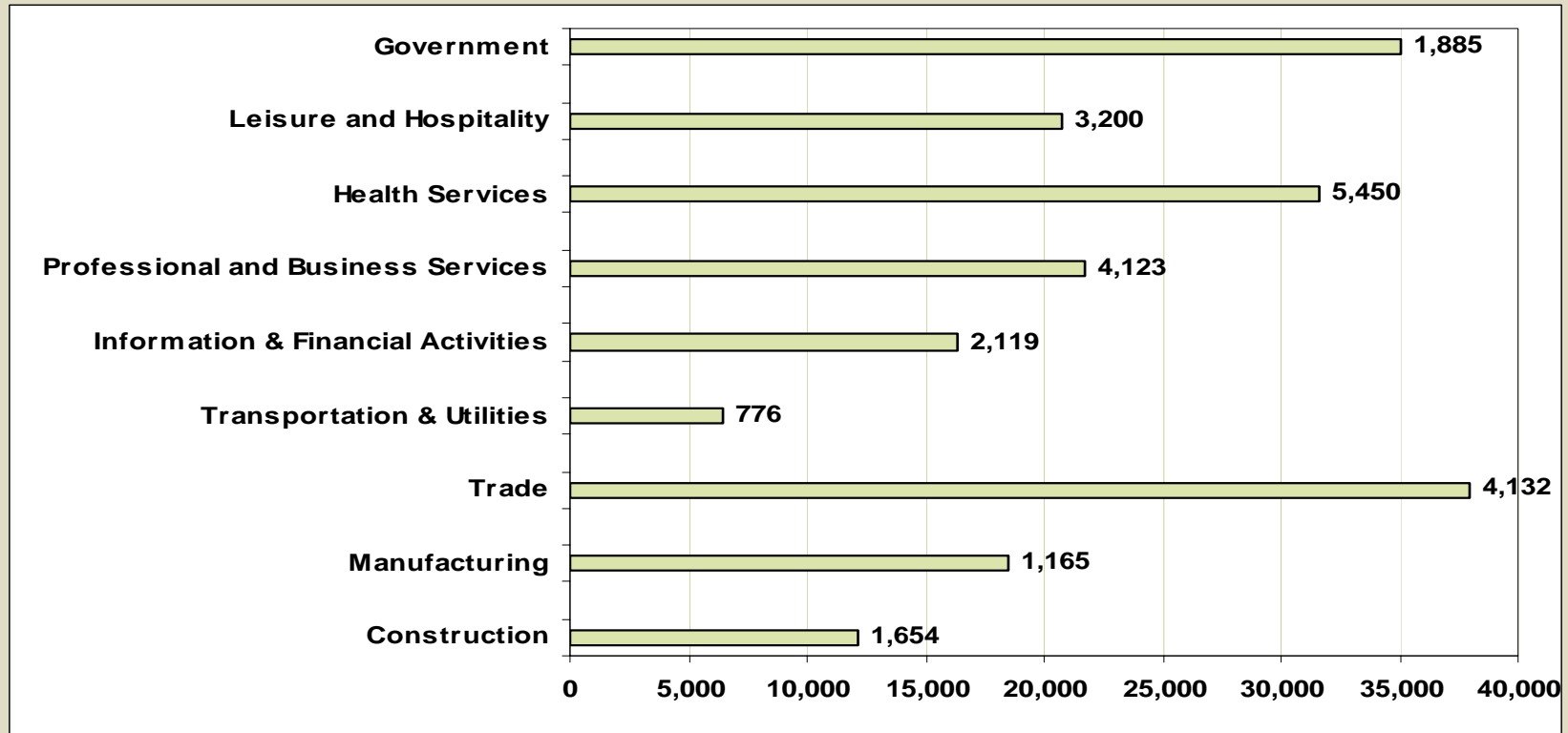


Source: LMEA, ESD



# Spokane MSA: New Hires

2<sup>nd</sup> qtr 2009



Source: LMEA, ESD



Major Occupation Group	Vacancies
Spokane Spring 2009	
Management	106
Business and Financial Operations	58
Computer and Mathematical	30
Architecture and Engineering	<25
Life, Physical, and Social Science	<25
Community and Social Services	65
Legal	<25
Education, Training, and Library	57
Arts, Design, Entertainment, Sports, and Media	<25
Health Care Practitioners and Technical	426
Health Care Support	90
Protective Service	41
Food Preparation and Serving Related	181
Building and Grounds Cleaning and Maintenance	80
Personal Care and Service	177
Sales and Related	194
Office and Administrative Support	201
Farming, Fishing, and Forestry	<25
Construction and Extraction	<25
Installation, Maintenance, and Repair	60
Production	53
Transportation and Material Moving	108



## **Industries to Watch**

**(Firms in position for future)**

**Professional, Scientific & Technical Services (210)**

**Waste Management & Remediation (24)**

**Commercial Construction (1,250)**

**Advanced Manufacturing (540)**

**Government/Education (192)**

**Health Care (1,108)**

**Military (142)**

**Agriculture (90)**

**Energy**



Labor Market  
and Economic Analysis  
Washington State  
Employment Security Department

## Local Area Summaries (Monthly Report)

*Updated Spokane MSA Profile*  
(Sixty-six data sheets)

# TAB 6

## **SUBJECT**

RFQ for Contract Training Update.

## **BACKGROUND**

Awards for Cohort-based Training funds.  
See attached.

## **DISCUSSION**

As needed.

## **EXECUTIVE COMMITTEE ACTION**

None.

## **FINANCIAL IMPACT**

None.

## **REQUESTED COUNCIL ACTION**

None.

**Cohort-Based Training – Programs and Awards**

Name of Proposal	Cluster	Training Provider	Number of Students to be Served	Total Cost
1. LPN Capacity Project	Health Care	Spokane Community College	10	\$70,465
2. Medical Assistant Flexible Learning Project	Health Care	Spokane Community College	25	\$126,794
3. IBEST: Clerical Assistant – Into to Medical/ Admin	Health Care	Spokane Community College	42	\$61,417
4. Social Services Technician	Health Care	Spokane Falls Community College	20	\$55,491
5. Airframe Maintenance & General Aircraft Maintenance	Aerospace/Transportation	Spokane Community College	40	\$144,549
6. Machinist/CNC	Manufacturing	Spokane Community College	20	\$122,763
7. Residential Energy Auditor	Construction/Green	Spokane Community College	16	\$21,832
8. Project Management	Business and Professional Services	Spokane Community College	52	\$58,823
9. Software Development	Business and Professional Services	Spokane Community College	26	\$83,326
10. Network Design and Administration	Business and Professional Services	Spokane Community College	26	\$76,916
11. Career Builder - Workforce Transitions	Business and Professional Services	Institute for Extended Learning	176	\$131,868
		<b>Total</b>	<b>453</b>	<b>\$954,244</b>