



# Spokane Area WORKFORCE DEVELOPMENT COUNCIL

## MINUTES

SPOKANE AREA WORKFORCE DEVELOPMENT COUNCIL  
Wednesday, December 10, 2008, 8:15 a.m. – 12:30 pm  
The Davenport Hotel  
*Anne Lockwood – Note Taker*  
*Mark Mattke - Editor*

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### **MEMBERS PRESENT:**

Frankie Arteaga	Jeff Benesch	Peter Casimir	Polly Crowley	Steve Dahlstrom
Ron Dalla	Robert Duron	Tom Fritz	Rich Hadley	Kevin Managhan
Alethea McCann	Julie Meyer	Nancy Nelson	Brian Read	John Serben
Hugh Severs	Dixie Simmons	Beth Thew	Joe Tortorelli	Lisa White
Diana Wilhite				

### **MEMBERS ABSENT:**

Ben Cabildo	Donna Dalzell	Craig Dias	Steve Jurich	Paul Milliken
Mike Senske				

### **OTHERS PRESENT:**

Rodney Bradshaw- Gulf Coast Workforce Board	Mike Temple- Gulf Coast Workforce Board	Doug Tweedy- LEMA/WorkSource
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### **STAFF PRESENT:**

Mark Mattke- Workforce Strategy & Planning Director	Peg Waldron- Assistant Director Workforce Operations	Gordon Gutterud – Accountant	Dawn Karber-Youth Program & Development Manager	Anne Lockwood- Secretary
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City of Spokane Mayor Mary Verner led off the meeting with opening remarks, thanking the Council members for their leadership in helping to create partnerships that improve the living standards of our citizens and build a stronger community for sustained long term economic development.

**WELCOME AND INTRODUCTIONS:**

The theme of this year's annual planning retreat was *Ownership, Involvement, and Investment*. The SAWDC's Annual Retreat focused upon setting the scene and prioritizing efforts in order to guide development of the 2009-2011 Strategic Plan. The Strategic Plan ensures that WIA funds are spent effectively and that Spokane's workforce needs are met.

**CELEBRATE SUCCESS - REVIEW OF PRIOR YEAR'S ACCOMPLISHMENTS:**

Over the past year, the SAWDC was recognized in our community as an asset that brings value and contributes to a better standard of living. Awards bestowed to the Council included Best One-Stop in the Nation, Jim Chase Asset Builder for the Next Generation Zone, and a Governor's Best Practice for the Pizza, Pop & Power Tools event. Great things are occurring in our One-Stop system due to a strong commitment to partnering in our community and building programs and initiatives that make a difference for our citizens.

In June, a Regional Cluster Academy was held that brought together diverse organizations from around greater Eastern Washington to discuss how industry clusters are identified and supported to enhance economic growth.

The SAWDC applied for and received a \$100,000 grant from the Governor to pilot a program - the Allied Health Careers Academy – at Havermale High School that helps high school students earn college credit, industry credentials, and work experience and provides a pathway to careers in the healthcare cluster.

**PEOPLE INSPIRING TRANSFORMATION - NATIONAL MENTOR/LEARNER PROJECT:**

The project uses a peer-to-peer learning and coaching model with 15 teams across the USA. Earlier this year the participants launched the project by matching teams with similar interests to one another. The US Department of Labor has provided ongoing support with conference calls, webinars, a blog, and two planned onsite visits for the matched teams. The guest speakers at the Retreat represent the first leg of that exchange and the Spokane Team is going to Texas in January or February.

Peg Waldron is the point person from the Spokane team and Spokane's partners are from the Gulf Coast Workforce Board in Texas. Our team picked the topics of focus – Understanding the Economy & Talent Pool and New Service Delivery Strategies for One-Stop Centers – for their year long learning experience.

**RODNEY BRADSHAW AND MIKE TEMPLE – GULF COAST WORKFORCE BOARD (GCWB IN HOUSTON/ GALVESTON AREA OF TEXAS):**

The Gulf Coast Workforce Board (GCWB) has a \$180 Million budget, 3.1 million workers, and serves a 13 county area. Recently, the Gulf Coast Workforce Board has been directly involved in expanding the employer service division to ensure business needs are met. The GCWB formed themselves around the labor market and the region and created a workforce system that is effective in encouraging employers and individuals to use the workforce system.

When the GCWB developed their strategic plan and set a clear vision, the GCW Board changed almost instantly. The Board moved away from ownership of programs and built their agenda around the strategic plan. Staff report to the GCW Board when they are not meeting the standards of the State and Feds, but the real measures of success are set by the GCW Board themselves.

Summary of lessons they learned - Keep it simple, keep it fresh, measure what matters. By keeping it short, sweet and simple, the people with whom the system interacts – staff and business and job seeker customers - can keep it in their heads.

The GCWB's Mission Statement is critical to the heart of the system and employers are their primary customers.

To achieve success, the GCWB engaged in collaboration and partnership with those already working with employers, getting close to someone also serving those organizations and offering services to employers that weren't already offered. The GCWB recognized that the broader partnership was necessary to be effective in the community.

#### **QUESTIONS AND ANSWERS FROM THE SAWDC:**

Q: Interested in how to stay abreast of real time employer needs?

A: The GCWB reorganized their system into 2 parts – employers and job seekers. The GCWB hired business consultants and assigned them to work with key employers. These consultants spend every day talking to key employers and getting information. The customer focus is to go where your customer takes you, serving the employer where they are and giving them what they need. Insights to share: "If it isn't broken fix it anyway. Service not programs. People not numbers."

Q: What are you doing with your youth programs?

A: The GCWB developed a relationship with most schools districts and the foster care system so that the GCWB can be available when needed. The GCWB puts money into special projects for youth. A very popular program at this time is assisting youth wanting to know how to get that first job. Most kids who come to the GCWB are looking for part time or summer jobs. Career information efforts push out as much good information as possible.

The GCW Board started looking at how many kids are being lost from the school system. A Report Card was created for their website and this hit the dropout issue between the eyes. The GCWB created an education committee to approach how to keep younger people in schools. They began distributing better information about what jobs require for an education. The students were asked "how well do you want to live, and what kind of jobs do you need to have to be able to afford a certain car." These real world examples helped show youth the connection between work, education, and their quality of life.

Q: It seems that a lot of entities are engaging businesses. How do you deal with another agency already pulling at the employer? Did you collaborate with that agency or create your own connections?

A: Attach yourself to someone that the employer finds value with already. If you are lucky to have that connection it is better to keep a pretty narrow group. Get employers alone as much as possible. Articulate the problems and possible solutions. Once the group has done initial work, then bring in the other entities.

Q: How do you go about marketing your resources and programs to communities?

A: Try to set it up like public library and sell that to the community, where anyone can come in and get some level of services. The word will get out there in the community. The GCWB changed their name, sponsored a public campaign, and talked in terms of people not services.

### **STRATEGIC PLANNING:**

#### **- STATE GUIDANCE**

The Workforce Investment Act (WIA) was initially supposed to be on a 5 year planning cycle, but has been a 2 year cycle because WIA has not been reauthorized. The Workforce Board's new High Skills, High Wages Strategic Plan for Workforce Development in the State of Washington will go out to 2018.

#### **- LOCAL PRIORITIES – TOP 10**

1. Employer-focused
2. Education Committee-focus on drop outs/Ratio of drop outs to grads
  - o Youth Council to take on leadership in Drop Out issues
3. Run as a business
  - o Run efficiently or drop off of service side
  - o Consistent benchmarks
  - o Accountability
4. Raising wage/income of area
  - o Raise Median Income
5. PR committee
  - o Our goals, what we offer, reinforce what we do, positive message
  - o Info to stakeholders – City, County, State – tell folks what we are doing
6. Services not Programs
  - o Compliance is staff work, discuss by exception (if out of compliance) – otherwise not important
  - o Use services as lens – not individual programs – talk to customer, moving toward results
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.

- **OTHER PRIORITIES**

- Creative funding and partnerships.
  - Bring all funding streams together and look at different ways to structure how the dollars flow
- Service from any entity
- Veterans
- Individuals with disabilities
- Youth dropouts
- Individuals in poverty
- Mature workers
- TANF recipients
- Incumbent Workers

**LOCAL ECONOMY/LOCAL DEMOGRAPHICS – DOUG TWEEDY:**

Recession started in December 2007 and if we were following trends from past we should have started recession in Spokane area in June of 2008 – but we did not. We usually “get to party late, leave early”. Strong employment growth over 2 years resulted in 18,000 jobs created, and in 2008 Qtr 3 – 20,000 new hires in Spokane. As we look to the future, the recovery will be led by certain industries – Manufacturing, Healthcare, Transportation, Education, Energy, and Environment.

Request from Council members to Doug that data from Spokane be combined with Kootenai County to give more regional perspective since we share a regional labor market.

**WHAT MATTERS MOST TO OUR AREA?:**

Spokane has a higher than average poverty rate and is plagued by 46.5% of single mothers with children living in poverty. There are 14, 000 people unemployed at this time.

As a system do not do a lot of incumbent worker training and businesses report the need to upskill workers. Nationally, \$250M in workforce funds were rescinded last year. Funds needed for Dislocated Worker services are a very high priority right now.

A Board member reported that there is a drastic increase in the number of citizens seeking public assistance over the same time last year, and a need to connect these customers with the information and resources provided by the SAWDC and the workforce system. Also, there are many workers to whom a single incident or setback occurs in their lives and it precludes making it to work. Childcare is most often the most critical need a worker has that presents a barrier to job stability. Many employees need help in some manner so they would have time for education and remaining on the job. The major issues seem to come down to transportation and childcare.

## **SHAPE WHERE TO FOCUS OUR EFFORTS AND INVESTMENTS FOR THE MAXIMUM RETURN:**

- ✓ Go out to employers and guide partners towards the needs of business.
- ✓ Be the convener of services businesses need.
- ✓ Find ways to bring educators into the fold.
- ✓ Connecting better to employer services by delivering non-duplicated services.
- ✓ Youth Council should address the dropout/ratio of dropouts to graduate.
- ✓ Run WIA as a business. Funding as a business is not only fiscally responsible it has more consistent benchmarks to make more accountable. Provide the service piece, but tie in the business aspect.
- ✓ Benchmarking to measure our success - we need to figure out what is important to us, what success looks like and then hold our selves accountable.
- ✓ PR committee - People need to know what our goals are and our focus is.
- ✓ Services not programs
- ✓ Getting job, keeping job, getting better job - Helping folks that are under educated.

## **PLANNING PROCESS FOR 2009-2011:**

- ✓ 3/15/09 - Draft plan due in response to state deadlines.
  - The Strategic plan will be brought to the March 11<sup>th</sup> SAWDC meeting so it can be approved and sent out for public comments.
- ✓ The Final Strategic Plan has to be submitted to the State by April 30, 2008.

## **BOARD ENGAGEMENT FOR RESULTS:**

### **- COMMITTEES & ACTIVITIES - WHERE TO PLUG IN Services and Oversight Committee**

Joe Tortorelli  
Kevin Managhan  
Frankie Arteaga

### **Policy Committee**

Alethea McCann  
Diana Wilhite  
Beth Thew  
Polly Crowley  
Ron Dalla  
Dixie Simmons

### **Youth Council**

John Serben  
Nancy Nelson  
Jeff Benesch  
Kevin Managhan  
Mike Senske  
Lisa White  
Donna Dalzell

The Committees, Staff, and Board will each have roles in completing the Strategic Plan over the course of the next 3 months. Specific pieces of the Plan will be assigned to each entity and a timeline for performing the work established.

**DISCUSSION OF NEXT STEPS/ACTION ITEMS:**

In the next 12 months, the SAWDC will renew its emphasis upon defining and meeting business customer needs, ensuring that high school students graduate on time and have access to post secondary education, and creating opportunities for people to advance upward along career pathways.

**NEXT MEETING:**

The next SAWDC Meeting will be Wednesday, January 14, 2009 from 7:30 a.m. to 9:30 a.m., Location TBD.