



Spokane Area WORKFORCE DEVELOPMENT COUNCIL

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MINUTES SPOKANE AREA WORKFORCE DEVELOPMENT COUNCIL Tuesday, February 13, 2007, 7:30 a.m. St Luke's Rehabilitation Center

MEMBERS PRESENT:

Frankie Arteaga	Ben Cabildo	Liz Collier	Steve Dahlstrom	Donna Dalzell
Tom Fritz	Steve Hanson	Craig Lee	Beth Thew	Dennis Holt

MEMBERS ABSENT:

Jeff Benesch	Christine Burgess	Craig Dias	Kim Do	Rich Hadley
Don Howell	Steve Jurich	Bill Kalivas	Kevin Managhan	Julie Meyer
Nancy Nelson	Mike Senske	Hugh Severs	Diana Wilhite	

OTHERS PRESENT:

Anne Millane- ESD101	Angelique Signorelli-ESD101	Celeste Estrada- CPS	Nick Hughes-CPS
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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:

Steve Dahlstrom called the meeting to order at 8:43 am. Introductions were made.

AGENDA ITEM #1 – REVIEW JANUARY 10, 2007 MEETING MINUTES:

No quorum was present to approve the January 10, 2007 meeting minutes.

ITEM #2 – STANDING COMMITTEE REPORTS:

One-Stop Team

Benton Franklin One-Stop Center:

- Julie Meyer, Mark Mattke and Frankie Arteaga visited and reported the following recommendations from the Benton-Franklin management team:
keeping the focus on customers, separating business services functions from job seeker services, strong partnership between the WDC and ES, and that shared decision making by all partners is critical to successful integration and seamless

service delivery. One of the drawbacks to consolidation was that performance suffered during the initial transition period.

Vancouver One-Stop Visit:

- Frankie Arteaga and Mark Mattke reported the following:
 - Arbor Employment & Training is the operator – a private company – and their WIA programs counselors work at a ratio of 400 customers to 1 counselor.
 - All staff work with all people – a system approach without consideration of funding silos
 - Youth providers are located off site
 - Piloting integrated budgeting for Wagner Peyser and WIA this year.

Renton One-Stop:

Julie Meyer, Frankie Arteaga, Beth Thew and Donna Dalzell reported that Renton WorkSource has a Youth area that is separate from adult services and is geared toward appealing to youth through its décor and staffing.

Other One-Stop Issues:

Discussion of collecting information about youth service delivery at other WDCs. The Youth Council has its Connections committee tasked with gathering this information to help inform the development process here in Spokane. Possible options for services available on site include GED, Drivers Education, and vocational training.

Public Relations Team

Liz Collier reported:

- The Team continues to meet and work on website and public relations planning issues.
- The website is moving forward for publication
 - Focus of website will be to serve the business customer and it is being streamlined to meet this mission
 - Radio ads are done and will be aired at the next WDC meeting.
 - The completion of the website will be coordinated with the release of the radio spots

Youth Council:

Donna Dalzell reported:

- The Youth Council is working on development of the youth zone in the One-Stop
- The DVD/CD Committee is working on a DVD to demonstrate use of the WorkSource website and labor market tools
- Another Youth Career Fair is scheduled for January. SCC has already donated the space
- The WDC is hiring a youth coordinator position and it has been posted.

Membership Committee:

No Report

Business Solutions:

Anne Millane reported:

- Teams are performing outreach to businesses in our targeted cluster to determine their needs and provide solutions

- A manufacturing forum was held on January 18 with good attendance from industry
- The Business Solutions Teams is establishing uniform standards for all subagents to place information into SKIES

ITEM #3 – WDC STRATEGIC PLANNING:

Demand/Decline List:

- This list helps customers and workforce development professionals make good career decisions in our local labor market. It is the responsibility of the council to maintain this list and validate its accuracy. The council may want to review it in six months if the economy undergoes and significant changes.

Strategic Advantage:

- Mark reviewed this new tool that will assist in our economic modeling, forecasting, and planning.

Planning Session:

As part of the strategic planning process, the council conducted a brainstorming session with input from the audience to better determine our system's core competencies, key success factors (KSF), and values:

The concepts to be integrated into our work plan include:

- Embrace Change
- Be at the forefront
- Quality jobs, Quality workers
- Value Collaborative – Community Based efforts (Value)
- Identify skill gaps and create linkages to resolve challenges (KSF)
- Inclusive, Cooperation, Coordination
- Create Awareness among youth of career opportunities
 - Options are open and close early in education career
 - Math/Science career initiative

We need quality jobs and quality workers in Spokane with higher wages.

- Customer Service to Business/Job seeker customers (KSF)
- Communication – inclusive of community
- Fiscal – invest scarce resources to maximize benefits into our community
 - Leveraged, coordinated, co-mingled
- Creative partnerships with Greater Spokane Incorporated and others — complement existing operations, no compete
- Goal focused – Share outcomes and customers – Results-oriented
- Accountable to our community
- Advocate for public policy in the interest of Workforce Development in our community
 - Regional Lead Role – to inform development of regional agenda
- Diversify Revenue to bring increased resources to our community
- Streamlined service delivery system – knowledge of all community resources enabling optimal leveraging and non-duplication of services

OTHER BUSINESS:

1. Angelique Signorelli was thanked for her help with working on the Strategic Plan.

ADJOURN:

The meeting was adjourned at 9:45 am.

NEXT MEETING:

The next WDC Meeting will be March 14, 2007, at the Skills Center 4141 N Regal.