

# Spokane Area Workforce Development Council Strategy Team Notes

## One-Stop Team

**Meeting Date:** February 16, 2006

**Location:** Goodwill Industries of the Inland Northwest

**Members:**

Arteaga, Frankie  
Doyle, Christy  
Iranon, George  
Kogle, Gail  
Lilienthal, Jack  
Marchioro, Bill  
Meyer, Julie Co-Chair  
Mihara, Darrell  
Millane, Anne  
Nelson, Nancy  
Odle, Susan  
Pearson, Mike Co-Chair  
Sanders, Theresa  
Schoengold, David  
Thew, Beth  
Wilhite, Diana Co-Chair

**Members Present:**

Arteaga, Frankie  
Iranon, George  
Lilienthal, Jack  
Marchioro, Bill  
Millane, Anne  
Mihara, Darrel  
Meyer, Julie Co-Chair  
Wilhite, Diana Co-Chair

**Staff/Consultant:**

Baumhofer, John  
Ingbretsen, Roger

**Guests:**

Karber, Dawn

**Specific Purpose of Meeting:** To review the summary of information gathered at the last meeting and see if we can set priorities for improvement from the “What the One-Stop System Can Do Better” column of the summary information.

### **Action Items Discussed:**

- 1) Open discussion to attempt to reach a consensus on recommendations to be provided to the WDC Executive Committee on March 2, 2006.
- 2) Consensus was reached. Although dramatic enhancements to the system would require additional financial resources, those very resources are declining. The “status quo” on funding therefore requires increased cooperation among all of the partners. Also, we must continue to focus on targeted customers with realization that we can’t be everything to everyone.
- 3) During the discussion of branding/marketing it was concluded:
  - we needed to concentrate limited marketing resources to inform business customers.
  - we need to maintain our targeted job seeker customer market while expanding our services to the universal core service customer and penetrating the higher job quality business customer market.
  - we need to explore fee-for-services.
  - we need to increase the number of businesses who partner with WorkSource on recruitment efforts and those that designate WorkSource as the application point.
  - we need to inform business customers of the array of services available at no cost to them, i.e. recruiting, screening, labor market information etc.
  - we must be cognizant of the effects of increased demand on system capacity.
  - we need to look at best ways to create a sustainable business services (outreach) team.
- 4) Frankie Arteaga is to develop a list of businesses that have currently formed partnerships with WorkSource.
- 5) The group needs to review the Operators Report for types of jobs listed and skill sets of job seekers.
- 6) Hospitality was discussed as possible cluster for system concentration-possible Skills Panel, etc. In addition to projected growth, the cluster is made up of entry level and higher paying jobs appropriate for career ladder development.
- 7) Location of the Center(s) continued to come up as prime driver of related decisions:
  - available financial support from the City, County, Community Colleges of Spokane, DSHS, DVR and other potential partners
  - number of Centers? In the City/Valley etc.
  - where do current customers come from?
  - accessibility-transportation to youth segments of population
- 8) Areas of possible team recommendation to WDC:
  - operator – WDC, ES, other, need for RFP
  - number of Centers – 1?, 2?
  - meeting with partners
- 9) While it was acknowledged that there is no one model, vital elements of a new WorkSource would include:
  - accessible location based upon populations and job seeker/business customer needs
  - strong branding of WorkSource as a source of services to business customers.
  - Common array of business services marketed to business customers.

- 11) ES has not formally begun their site acquisition advertising; would prefer not to be landlord in new center; has not made formal decision on their interest in remaining Operator.
- 12) Frankie will work up some cost data on Center operations for the next meeting.

**Action Items Completed:** The following assignments were made:

Everyone - The Team is to continue to look over the February 9, 2006 meeting, information and prioritize what they want in their One-Stop system.

- Review Operator Report for ONET job orders and job seekers information from SKIES.

Frankie Arteaga – Put together a list of current business partnerships.  
Put together some cost data on Center operation.

**Next Meeting Date and Location:** February 23 2006, Career Path Services, 905 N Washington, Manito Park Room, 7:30 a.m. – 9:00 a.m.