

Draft notes from discussion groups held October 6, 2011 (Retooling Washington’s Workforce Forum). If you have additions or corrections, please send them to Tim Sweeney, tsweeney@wtb.wa.gov using the numbering system in the left hand column for reference.

What’s Working	Stories, examples, questions
A. Employer Engagement	
1. Engaging employers/business in partnerships	
2. Determine employer’s skill needs and then screen for quality matches among available jobseekers	Spokane WorkReady, HeathTecna coalition.
3. EDC/Chamber providing outreach that WDC cannot perform	Northwest WDC/Mt. Vernon Chamber Spokane Area WDC/ Greater Spokane Inc.
4. Business outreach through industry associations	North Central WDC/NW Food Processors Association
5. Facilitate information exchange among employers	
6. Shared Career Coach/advisors funded by employers (health care)	Tacoma Pierce WDC/Seattle King WDC - Seattle and Tacoma hospitals and clinics providing some financial support to a career coach to foster incumbent worker learning.
7. Use of industry-led skill panels	Northwest, Tacoma Pierce, South Central, Eastern Washington Partnership, Southwest Washington WDCs, and Greater Spokane Inc.
8. WDC becomes a training resource for smaller firms	
9. Migrating successful models for one industry to other industries	
10. Individualized Certificate programs.	Small training tailored directly to needs of local employers. WDC w/ Lower Columbia College.
B. Partnerships/Leveraging Resources	
1. Network of colleagues and service providers across the state	Seattle-King WDC model for broad regional coordination and partnership structured grant development; also Intracoastal Marine and Advanced Manufacturing Industry Alliance
2. Create single points of contact to access the services – ADO, WDC, Community College, etc	Contacts should meet regularly to identify and follow up on projects. Northwest, Spokane Area WDC, Southwest WA (shared office and employees), Everett/Snohomish (shared office and coordinated duties), Eastern WA Partnership.
3. Community College partnering with one another within the CTC system	
4. Recognize the need to align diverse missions of partners	Spokane, Tacoma Pierce, Northwest, EWP, SeaKing
5. Strategic plan alignment among partners	Most of the WDCs, and ADOs <u>now</u>
6. Shared employees among partner organizations	Southwest Washington WDC
7. Agreed use of a common language	Define the language of the different cultures and

	agree upon a shared understanding of critical definitions.
8. View libraries as a major partner	Librarian serves as the reference contact on Business Builder (see next item)
9. Themed website, providing FAQs and single points of contact across multiple jurisdictions	“Business Builder” – Tri-Cities (TRIDEC) A coordinated web site for the region that supports business development (entrepreneur and up) with a reference librarian answering the phone.
10. Use volunteers as delivery partners	Northwest Workforce Council’s computer literacy instruction corps
11. WDC funded positions help colleges	Yakima Valley Comm. College was able to overcome placement shortage for allied health students through a “clinical placement person” partially funded by WDC—going from 80 slots to 140 slots for clinical externships.
C. Unemployed workers & other customers	
1. Repackage existing information/data to meet local audience/customer needs	Labor demand data repackaged to provide help encourage skill pipeline/unemployment exhaustee data sharing with chambers to raise concern and profile of need to work with WorkSource Centers.
2. Wrap-around services to at-risk college students by co-locating CBOs on campus.	
3. Use of prior-learning credits and Individualized Certificate Program	
4. Autodialer and other efforts designed to reengage UI exhaustees in WorkSource services	
5. I-BEST	Referenced by Spokane, Tacoma Pierce and Northwest as an irreplaceable resource
6. Combining job placement/case management with training and education	Yakima Valley Community College I-BEST student placement in jobs improvement significantly after al placement coordinator came on board.
7. Shared/distribute demographic data on unemployed	
8. Use of technology	
9. Case management and placement services	
10. Colocation of WorkSource, community college and other partners when possible.	North Seattle Community College, Spokane Community College
D. Obstacles	
1. Turf – Trust – Tradition	Different agencies and goals. How do we align while still respecting individual program goals?
1. Multiple jurisdictions and service providers: Difficulty in achieving consensus	How do you assure a “regional” approach, particularly in rural areas with multiple counties, cities, port districts, colleges, school districts and all the varied elected.
2. Uncertainty and rapid change in technology/economy, employer needs and	

student needs.	
3. Lack of standardization for credit for prior learning	SBCTC and HECB working on this. But hasn't been easy.
4. Employment discrimination for long-term unemployed	
5. Reaching out to and serving older jobseekers with disabilities	
6. Adjusting to the disappearing Safety Net	
7. Multiple funding sources with competing demands	
8. Culture classes among partners	
9. The bias toward "four-year college"	
10. Information sharing is more work	
11. Communicating with a younger audience – Challenge of mastering new media.	
12. Business unaware of key workforce programs.	Concern widely agreed on.
13. How to frame the "business" proposition, rather than a social solution, to employers	ADOs reported the need for solutions that offer as the primary goal either financial savings or additional productivity and/or profit potential.
E. Where do we go from here	
1. Performance measures aligned with collaboration success	
2. Advocate for entire workforce system (not focusing on individual programs)	
3. Find appropriate forums to come together	
4. Play to strengths, be honest about shortcomings to build a stronger team.	
5. Need employer data sharing and collection tool	A tool to share information – business/client needs identified in "real time" fashion. Neither the technology or budget commitment exists at this time.
6. Need for standardized work readiness, skill readiness and competency tests.	Spokane Area WDC working on a underlying project called: "Work Ready Spokane" using WorkKeys.
7. Foster employer buy-in, including funding support where there is value to the employer	Seattle and Tacoma hospitals and clinics providing some financial support to a career coach to foster incumbent worker learning. WorkKeys or other skills assessment for screening job applicants
8. Advise jobseekers to take on-call or part-time jobs to stay engaged in workforce	
9. Look for shared resources to keep great programs going	
10. Move from a template approach of one-size-fits-all to smart efficient individualized job placement assistance	

11. Enhance interagency information sharing	
12. Raise awareness of workforce system at state level and with national associations.	Examples include U.S. Chamber, National Association of Manufacturing, NW Food Processors, Interactive Gaming Association
13. Re-engineer the existing training funds such as the "Customized Training Program" to be more user friendly and usable by business	
14. Need to focus on incumbent workers	Improving incumbent worker skills improves business's productivity and can increase the need for new hires. Example: Northwest's Munson Boats project and Eastern Washington Partnership's work with boat builders in Clarkston under the Maritime Technology Strategic Fund project.
15. Develop an on-line story board/clearinghouse for ideas, strategies, and dialogue	
16. Expand job placement services for those completing training/education	See C.6. Above.
17. Focusing more strategically on demand/decline list. Assessing which jobs are truly in demand by local industry, focusing on "a smaller slice."	Critical when investing limited training fund dollars.
18. Skills Portfolio rather than "Job Title." Asset mapping.	
19. A shared IT system across agencies	