

Retooling Washington's Workforce for the Future

October 5, 2010 – (Everett Transit Station)

AGENDA

9:00 – Opening and introductions

Cindy Zehnder, Chair, Washington Workforce Training and Education Coordinating Board

9:10 – Overview of Findings and Priorities from Highline and Spokane Meetings

Lindsey Woolsey, Corporation for a Skilled Workforce – Today's Facilitator

9:40 – Focusing on UI Exhaustees – Context, Challenges, Choices

Overview of Issues – Joel Sacks, ESD Deputy Commissioner

Facilitated Discussion of Challenges and Choices

10:00 – Deep Discussion Breakouts: Three Priority Strategies

In Corner #1 – Connecting Employers and Jobseekers (Red Group)

In Corner #2 – Tackling Training Issues (Blue Group)

In Corner #3 – Addressing the Challenges of UI Exhaustees (Green Group)

Objectives of Deep Discussions:

1. Prioritize the Top 3 strategies in your Corner that you want to work on;
2. Uncover the roadblocks or barriers to taking these strategies to scale;
3. Identify the specific local and state actions needed for implementation;
4. Put these on a 2-3 month timeline;
5. Present – Make your Case!

12:00 – Lunch

Note: Presenters finalize presentations of proposals

1:00 – Presentations and Facilitated Q&A

Presenters offer up their proposal: What, Why, How

2:30 – Break

Use your dots to vote on the highest priority (= high impact + high feasibility) strategy.

2:45 – What Moves Forward

Moving priorities into implementation.

3:15 – Wrap-up and Next Steps, including volunteer action teams

4:00 – Adjourn Retooling Washington's Workforce for the Future

Deep Discussion Worksheet

Step 1: As a full group, review the bulleted strategies within your Category. Are there any missing? Add them.

Step 2: As a table group (3-4 tables per corner), vote on the top 3 based on potential impact and feasibility of change in the next 12 months.

Step 3: As a table group discuss each of your 3 top strategies in depth. Use questions below as a guide, or use your own, but make sure you discuss: actions needed, possible barriers, outcomes.

- a. *What is this strategy really about?*
 - *What gaps/challenges is it addressing?*
 - *If those challenges were removed, what change would we see for unemployed workers? For Washington companies?*
- b. *What do we know works about this strategy area?*
 - *What are the activities, practices and actions affiliated with success for this strategy?*
- c. *What will be required to move to scale?*
 - *What actions at the local level will be required to implement change? State actions?*
- d. *Why hasn't this strategy been implemented fully and at-scale across Washington State?*
 - *Are there any specific barriers and roadblocks to full implementation.*
 - *What do we collectively have control over? What do we not?*
- e. *Across all actions, what comes first? Create a rough calendar. Define actions in next 2-3 months.*
- f. *If these actions are implemented, what concrete outcomes will we see in 12 months?*

Step 4: Come back together as a full group. Facilitator will assist you to synthesize table discussions into a common agenda for your corner – i.e. which strategies were a high priority at every table? Identify the top 3 across all tables. Synthesize into a common action plan.

Step 5: Put your presentation together.

Your Talking Points (expect about 20 minutes):

6. We tackled (fill in broad Category), and specifically chose (fill in priority strategies) as priorities for change over the next 12 months.
7. Why did we choose these? Because (fill in) . . .
8. When we think about scale, here are the local and state action steps needed to getting there: (fill in)
9. We predict some barriers along the way, including (fill in). We suggest (fill in) to move past those. *Or you may not see any barriers, in which case move on!*
10. If we do implement these actions, in 12 months we will see: (fill in outcomes)
11. Immediate next steps in the next 2-3 months are: (fill in)

Retooling Washington's Workforce

Ideas from Regional Meetings, Virtual and Staff Input

Corner 1: Connecting Employers and Jobseekers -- How can we make it so more employers hire workers with the skills they need?

- a. Build a comprehensive business outreach system through:
 - i. Better coordination across agencies/programs; e.g., a common tool kit
 - ii. Better marketing of WorkSource services
 - iii. More staff assigned to business outreach
- b. Improve employer satisfaction with better quality job referrals, perhaps through new performance measures/incentives and /or training of staff
- c. Improve Labor Market Information (LMI) currency and completeness
 - i. E.g., Better communication of LMI gained by outreach staff from employers
- d. Multiple access points to labor exchange information for employers and job seekers, including social network sites
- b. Track training and skill attainment of job seekers in SKIES
- c. Customize resume development
- d. Interagency state and local teams coordinate support for business recruitment and expansion projects.
- e. More/better sharing of local best practices
- f. Develop measures meaningful to employers that could be used to both manage and market the system's services.
- g. Increase access to job opening information from home computers

Corner 2: Tackling Training Issues -- How can we make it is so that training leads to jobs?

- a. Increase use of On-the-Job (OJT) Training
 - i. Streamline OJT paperwork and make it easier for employers to participate
- b. Credit for prior learning, including learning through OJT
- c. Upskill/Back Fill (create openings by training incumbents for higher demand positions)
- d. Better coordination, (industry sector targeting) with Economic Development;
- e. Interagency state and local teams coordinate support for business recruitment and expansion projects.
- f. Improve hand-off from WorkSource to Worker Retraining at the colleges
- g. Use WorkSource for college placement services, especially as colleges experience cuts
- h. More apprenticeships in non-traditional occupations such as IT
- i. More integration of basic skills education with occupational training (I-BEST)
- j. Increase availability of customized training for employers
- k. Increase capacity in high demand programs
- l. Increase access to free training for Microsoft certifications
- m. More training for self-employment and better counting of outcomes
- n. Increase internships
- o. Increase distance learning and hybrid programs Compress more training (more hours per week over fewer weeks)

Corner 3: Addressing Challenges of UI Exhaustees -- How can we make it so unemployment insurance claimants who have or soon will exhaust their benefits get the services needed?

- a. Enhance linkages between WorkSource and DSHS services
- b. Coordinated outreach to these claimants
- c. Build a comprehensive business outreach system through:
 - i. Better coordination across agencies/programs; e.g., a common tool kit
 - ii. Better marketing of WorkSource services
 - iii. More staff assigned to business outreach
- d. Increase use of On-the-Job (OJT) Training
 - i. Streamline OJT paperwork and make it easier for employers to participate
- e. Improve employer satisfaction with better quality job referrals, perhaps through new performance measures/incentives and /or training of staff
- f. Improve Labor Market Information (LMI) currency and completeness
 - i. E.g., Better communication of LMI gained by outreach staff from employers
- g. Multiple access points to labor exchange information for employers and job seekers, including social network sites
- h. Track training and skill attainment of job seekers in SKIES
 - i. Customize resume development
- j. More/better sharing of local best practices
- k. Increase access to job opening information from home computers
- l. Upskill/Back Fill (create job openings by increasing the skills of incumbent workers to fill higher demand positions)
- m. Increase availability of customized training for employers
- n. More training for self-employment and better counting of outcomes
- o. Compress more training (more hours per week over fewer weeks)