

**WASHINGTON STATE  
WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD  
MINUTES OF MEETING NO. 161  
March 21, 2012**

Ms. Cindy Zehnder called the Workforce Training and Education Coordinating Board (Workforce Board) meeting to order at 9:10 a.m. at the State Board for Community and Technical Colleges in Olympia. The following Board members and officers were present:

Cindy Zehnder, Chair

Amy Johnson for Don Brunell, Representing Business

Lutz Ziob, Representing Business

Creigh H. Agnew, Representing Business

Lee Newgent, Representing Labor

Lori Province for Jeff Johnson, Representing Labor

Beth Thew, Representing Labor, Vice Chair

Mark Mattke, Representing Local Government

Charlie Earl, State Board for Community and Technical Colleges

Kathleen Lopp for Randy Dorn, Office of Superintendent of Public Instruction

Paul Trause, Employment Security Department

Don Kay and Andres Aguirre for Robin Arnold-Williams, Department of Social and Health Services

Leigh Felton for Rogers Weed, Department of Commerce

Eleni Papadakis, Executive Director

**Motion 12-161-01**

Ms. Beth Thew moved to adopt the January 27, 2012 minutes. Mr. Lee Newgent seconded the motion. The motion passed.

**Chair's Report**

Ms. Cindy Zehnder welcomed staff and guests to the meeting and introductions were made. Ms. Zehnder shared her assessment of the National Association of State Workforce Board Chairs' spring conference and provided some details regarding the upcoming summer conference. She announced that Washington was selected to be the host state for the National Association's 2012 summer conference. The Workforce Board staff will work with National Association staff to select a date and get back to Board members. She also mentioned a possible role at the conference for board members. Ms. Zehnder commented on the Lifelong Learning (LiLA) bill signing, congratulating everyone involved with LiLA. Ms. Zehnder encouraged everyone in the room to participate in this day's discussions.

**Director's Report**

Ms. Eleni Papadakis reported on her recent trips to Washington, D.C. to meet with our state's congressional delegation and provide them with information on workforce issues. She also reported on her visit to the ACTE conference in Washington, D.C. She elaborated on the upcoming National Governor's Association Chairs' summer conference. Ms. Papadakis expressed how hosting the summer conference would give Washington the chance to show off our state's best practices. Ms. Papadakis also

reported on the Workforce Innovation Fund grant application and announced that the notice of award would occur sometime this summer. She spoke about the United States Department of Education Office of Vocational and Adult Education monitoring that will occur next week March 26-30, 2012. She invited board members to participate in on-site visits. Ms. Papadakis explained why all the monitoring sites provided were in western Washington.

Ms. Papadakis asked Mr. Bryan Wilson to report on an international study of post-secondary CTE which will use Washington as a case example. Mr. Wilson shared that the Organization for Economic Cooperation Development will visit Washington May 16, 17 and 18. Mr. Wilson will contact board partners to help organize and coordinate the meetings. Finally, Ms. Papadakis reported on the signing of House Bill 2156, the coordination and evaluation of workforce training for aerospace and materials manufacturing bill.

### **High Skills, High Wages Environmental Scans**

The Board directed staff to conduct environmental scans to inform the update of “High Skills, High Wages” for 2012. The Board asked for information on changes taking place in the economy, the workforce, and the workforce development system, and the challenges in preparing the workforce for the future.

#### **➤ Economic Overview**

Mr. Dave Pavelchek presented the materials for Tab 2. Mr. Paul Trause asked about Labor Market and Economic Analysis (LMEA) numbers. Mr. Charlie Earl offered his experience with a “band of reasonableness” approach. Mr. Lutz Ziob suggested looking at skills sets that are transferable across industries. He also asked for additional data about self-employment. Ms. Cindy Zehnder asked for a presentation by the Economic Development Commission at a future meeting. Ms. Leigh Felton mentioned work occurring in Oregon and partnering with Google to get all small business online.

Mr. Paul Trause presented the latest Employment Security Department Monthly Employment Report. Ms. Beth Thew mentioned the recent Economic Development Commission meeting and acknowledged Ms. Eleni Papadakis’ promotion of the Board’s evaluation expertise.

#### **➤ Workforce Overview**

Dr. Jon Agnone presented the materials for Tab 2a. Representative Larry Seaquist emphasized the significance of under-utilized population groups. Ms. Leigh Felton asked about the in-migration data. Ms. Cindy Zehnder suggested we need to watch the impact of immigrants and in-migration trends. Mr. Don Kay raised the need to focus on special populations. Ms. Wendy Rader-Konofalski from Washington Education Association raised the issue of undocumented students and how they impact graduation and college entrance data. Representative Seaquist also indicated that the percentage of the state population obtaining a college degree must be higher. Mr. Lutz Ziob identified the issue of females receiving higher education, but not participating in the labor workforce. Ms. Cindy Zehnder indicated the need to focus on certification attainment not just degree attainment. Ms. Felton suggested looking at trends that contribute to increases for racial and ethnic populations. Mr. Kay raised the issue of fewer financial aid resources being available to students.

➤ **Workforce Challenges in Economic Development, Higher Education and Labor**

Ms. Joyce Brake and Ms. Sonja Hallum presented the materials for Tab 2b. Ms. Kathleen Lopp wanted to acknowledge the participation of K-12 in the Pegasus project. Mr. Mark Mattke mentioned that diminishing Workforce Investment Act 10 Percent Funds and other resources pose a problem. Ms. Leigh Felton mentioned aerospace and higher education needs. Ms. Cindy Zehnder indicated that we need to promote other avenues for financing public education, such as LifeLong Learning Accounts with employee and employer investments. Ms. Beth Thew mentioned paid and unpaid internships. Mr. Mattke mentioned the Louisville 55,000 project is making significant progress toward the community's goal of adding 55,000 college degrees by 2020. Mr. Lutz Ziob mentioned the use of skill inventories and other vehicles that supplement certificates. The value of having advanced math skills to continue on to and complete college was discussed. Mr. Charlie Earl shared information regarding remediation efforts occurring in six pilot colleges across the state. Ms. Eleni Papadakis raised attention to the ineligibility of I-BEST students to receive Pell grants. Ms. Zehnder expressed the significance of student access. Ms. Rader-Konofalski acknowledged support for career and multiple pathways and offered the Washington Education Association's assistance as we move forward. Mr. Ziob mentioned again the need to focus on skills attainment and not specific industries.

➤ **Workforce Challenges for K-12 Education and Youth**

Mr. Wes Pruitt presented the materials for Tab 2c. He mentioned the Graduation A Team Effort (GATE) project at the Office of Superintendent of Public Instruction. Ms. Kathleen Lopp reported on the IT Academy. Ms. Cindy Zehnder acknowledged that there were both financial and social losses related to dropouts. Mr. Charlie Earl mentioned the use of basic education funds for drop out re-engagement at community and technical colleges. Ms. Zehnder suggested that at a future board meeting the board hear about these college efforts.

**Motion 12-161-02**

Ms. Lori Province moved that the Workforce Training and Education Coordinating Board gratefully acknowledge the priceless contributions Mr. Wes Pruitt has made to Washington's education and workforce system. Ms. Kathleen Lopp seconded the motion. The motion passed.

➤ **Workforce Challenges for System Partnerships and Populations Facing Barriers**

Mr. Martin McCallum presented the materials for Tab 2d. Mr. McCallum introduced Mr. Don Mercer of the Department of Social and Health Services (DSHS) and thanked him for attending the meeting. Ms. Cindy Zehnder complimented DSHS for their increased participation in the Board's work. Ms. Creigh H. Agnew asked about a GAO Report and Mr. McCallum agreed to make the report available to board members.

**High Skills, High Wages Planning Process**

Mr. Bryan Wilson presented the materials for Tab 3. In order to develop the goals, objectives, and strategies for the current and recent editions of "High Skills, High Wages," the Board formed workgroups, one for each goal area expected to be in the plan; e.g., youth, adults, and industry. Each workgroup was chaired by Board members and a wide variety of stakeholders were invited to participate, including legislators. In order to partner with the Workforce Development Councils (WDCs), the WDCs were recruited to participate in each workgroup.

Ms. Creigh Agnew and Ms. Beth Thew shared their comments on chairing the 2008 meetings. Ms. Cindy Zehnder mentioned the need for employer participation and the member agencies' leadership. Ms. Thew suggested that trade associations be included. Mr. Paul Trause suggested three areas to focus on: building foundations; skills development; and engaging key populations. Ms. Thew suggested using the Retooling model. Ms. Lori Province suggested updating the obvious areas and then focusing on two to three areas of strategic change and work calling it "our appetite for the work." Ms. Zehnder reminded everyone that the workforce system is a model of collaboration and convening of parties.

Ms. Wilson suggested two categories for the High Skills, High Wages workgroups: One) A system of multiple career pathways, K-12 through Postsecondary; Two) Workers/Employers in a changing economy. Both would have a common theme of co-investment of public and private resources. Ms. Province felt the board should identify milestones for the future and also accomplishments since 2008. Ms. Eleni Papadakis reminded board members of the annual reports that track accomplishments. Ms. Province asked that we share accomplishments to date. Ms. Zehnder asked about re-assessing the name "High Skills, High Wages." Mr. Trause suggested: focus on skill development and categorization of skill development; connect with the work of the Economic Development Commission; avoid focusing on groups of people; and feature collaboration and convening and identifying funding sources. It was suggested that the staff continue to work on process and involve the Interagency Committee. Ms. Creigh Agnew appreciated the environmental scans. She also asked if Microsoft could arrange for employer virtual meetings. Ms. Province mentioned that Labor could help find work groups. Ms. Zehnder asked that Labor and Business members identify their co-chair to staff the work groups by next week.

### **Retooling Washington's Workforce Update**

Mr. Bryan Wilson and Ms. Amy Leneker presented the materials for Tab 4. Ms. Cindy Zehnder asked about data availability by revised congressional districts. Ms. Lori Province agreed to forward information on the new Unemployment Insurance requirements to her constituency if Employment Security Department provided the link. There was discussion on the available On the Job Training (OJT) funds from the Governor's Workforce Investment Act (WIA) 10 Percent Funds. Mr. Paul Trause felt that the WIA funds would be re-purposed. Mr. Gary Kamimura mentioned the availability of supplemental national funding for OJT. Ms. Zehnder would like to see data for the IT Academy.

Tabs 5 and 6 were not presented at this meeting and will be added to the May 3 agenda.

Adjourned 4:10 p.m.