

**WASHINGTON STATE
WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD
MINUTES OF MEETING NO. 148
June 23 & 24, 2010**

Ms. Cindy Zehnder called the Workforce Training and Education Coordinating Board (Workforce Board) meeting to order at 8:50 a.m. at the Institute for Extended Learning Colville Center, Colville, Washington. The following Board members and officers were present:

Cindy Zehnder, Chair

Creigh Agnew, Business Representative

Kathy Geobel for Charlie Earl, State Board for Community and Technical Colleges (SBCTC)

Mike Hudson, Business Representative

Troy Hutson for Susan Dreyfus, Department of Social and Health Services (DSHS)

Karen Lee, Employment Security Department (ESD)

Kathy DiJulio for Karen Lee, Employment Security Department (ESD)

Kathleen Lopp for Randy Dorn, Office of Superintendent of Public Instruction (OSPI)

Mark Mattke, Local Government Representative

Daniel Malarkey for Rogers Weed, Department of Commerce

Beth Thew, Labor Representative

Lutz Ziob, Business Representative

Eleni Papadakis, Executive Director

Chair's Report

Ms. Zehnder welcomed the Workforce Board and guests to the Colville Center and introductions were made. Ms. Zehnder thanked our Colville hosts and described the previous day's events for those who were not able to participate. In addition to a local system overview by WDC Director, Tom O'Brien, the Workforce Board heard a presentation by the Employment Security Area director and WorkSource staff. She also mentioned the presentation by Vaagen Brothers Lumber Company. Vaagen Brothers Lumber Company is locally owned and operated. The Workforce Board also toured Hewescraft, a local boat manufacturing company. Hewescraft has been manufacturing aluminum boats in Colville for over 60 years. After the tour, the Board heard from local healthcare providers with a focus on rural healthcare. Ms. Zehnder also commented on recent events she has attended since becoming Board Chair.

Motion 10-148-01

Ms. Beth Thew moved to adopt the May 10, 2010 minutes. Mr. Mike Hudson seconded the motion. The motion passed with corrections.

Executive Director's Report

Ms. Eleni Papadakis shared the work on the budget and the Workforce Board's strategic plan. She also mentioned Mr. Wes Pruitt's recent visit to Rwanda. Mr. Pruitt will provide a summary of the visit and potential next steps at future board meetings. Ms. Papadakis also mentioned the possibility of a formal partnership agreement between Washington and Rwanda, as well as a delegation that might visit Washington. She also spoke about the Washington Economic Development Council's Innovations

Conference and development of performance metrics for an innovative economy. Mr. Bryan Wilson is representing the Workforce Board on this effort. She shared the recent changes to the staff at the Workforce Board, welcoming Ms. Beth Meyer, Project Manager for the American Recovery and Reinvestment Act grants. She also shared the new funding opportunities for Workforce Investment Boards to do strategic planning in healthcare the first time such a great opportunity is available under the US Department of Health. Ms. Zehnder spoke about the need to link the community and technical colleges with health care planning. Ms. Thew asked about partnering with the Higher Education Coordinating Board for occupations requiring additional study. Ms. Kathleen Lopp mentioned the possible US Department of Education funding for programs of study. Mr. Troy Hutson shared developments in the WorkFirst program. The Department of Social and Health Services has experimented with mobile offices to serve rural areas.

Future Meetings

The Office of Financial Management (OFM) provided instructions related to the Boards and Commissions Bill (E2SHB 2917). These instructions provide necessary guidance to the Workforce Board for the period beginning July 1, 2010 and ending June 30, 2011. The Board discussed future meetings in regards to HB 2917 restrictions. Ms. Zehnder indicated that we should “walk the talk” and model the behavior and solicit for cost effective future meetings. The Board agreed that the July Retreat should be moved to Olympia and the September meeting be moved from Wenatchee.

Rural Workforce Development

Mr. Marcus Morgan, Superintendent, Chewelah School District, presented a report on secondary education efforts in the rural Northeast area. Mr. Tom O’Brien, Director, Eastern Washington Partnership Workforce Development Council, provided an overview of the multi-county workforce area and the diversity of industries within these counties. He and Leslie Jones, Executive Director, Tri-County Economic Development District, addressed the partnership of economic development and workforce development.

Committee on Council Membership (Action)

Mr. Bryan Wilson presented the material in Tab 3. On May 10, 2010, the Workforce Board adopted a resolution that the 12 Workforce Development Councils (WDCs) be certified for a period beginning July 1, 2010, through June 30, 2012, only after all council appointments are complete. During the discussion on council certification, Workforce Board members expressed their interest in challenging the councils to increase diversity of their membership and to fill future business vacancies with business officers from key industry sectors and from among business leaders who have optimum policy making or hiring authority. Ms. Karen Lee, Ms. Lori Province and Mr. Hudson agreed to serve on a committee to prepare a set of instructions for use by the councils in the development of a new local area 2010 WIA Title I-B and Wagner-Peyser Plan. Mr. Hudson encouraged the WDCs to seek assistance from the Association of Washington Business for potential local members. Mr. Mark Mattke liked the final product, preferring guidance as opposed to standards.

Motion 10-148-02

Mr. Hudson moved that the Workforce Training and Education Coordinating Board adopt the instructions. The instructions will be incorporated into the state’s 2010-2011 plan development guidelines. Mr. Lutz Ziob seconded the motion. The motion passed.

Core Performance Measures Policy (Action)

Mr. Wilson presented the materials for Tab 4. The Workforce Board developed and adopted the Washington Workforce Core Measures. The measures are identified in the Performance Accountability Chapter of *High Skills, High Wages 2008-2018: Washington's Strategic Plan for Workforce Development*. The purpose of the measures is to provide consistent measurement of results across workforce development programs. The Workforce Board identified the measures and developed the specific definition of each measure in the mid- and late 1990s through an extensive analysis of data and state and local stakeholder input. The Workforce Board consulted with all affected operating agencies. The measures were carefully selected to be scientifically valid and reliable, and equitable across programs. The measures apply to all programs that are part of the workforce development system, as defined in the state statute and executive order, including WorkSource, the state's one-stop career center system. Mr. Mattke spoke against the core measures and suggested that the federal measures were sufficient. Ms. Zehnder asked why it was an issue after being in existence for the last 10 years. She added we need to tell the story and this should be viewed as a opportunity to shine. Ms. Thew asked about the cost. Mr. Hudson mentioned that the Association of Washington Business needs this type of information and appreciates it. Ms. Thew was hopeful that the policy would not be too prescriptive. Mr. O'Brien mentioned the recent lack of reporting from the state on these measures and that no information was provided on other programs. Ms. Zehnder mentioned that the results on core measures needs to get out to all providers to help assist with planning. She also suggested "good, thoughtful participation of all partners on this matter." Mr. Mattke requested substantive discussion before the draft policy comes to the Board.

Motion 10-148-03

Ms. Lee moved that Workforce Board staff and the WorkSource Standards and Integration Division of the Employment Security Department work together, in consultation with the Workforce Development Councils, to establish a WorkSource Service Delivery System Policy regarding Workforce Development Council use of the Washington Workforce Core Measures. Mr. Mike Hudson seconded the motion. The motion passed.

Workforce Investment Act 10 Percent Fund Recommendations (Action)

Mr. Wilson presented the materials for Tab 5. The Governor has requested that the Workforce Board recommend criteria for establishing a grant program for training using WIA 10 Percent Funds. The Governor specified that if funding is provided, the training would be for targeted sectors and increase employment, and the Employment Security Department would administer the grants to successful WDCs. The grants would "be based on both the merits of the training programs as well as the local WDCs' ability to effectively administer the program."

At the May Board meeting, the Chair appointed a committee of the Workforce Board to develop a recommendation to the full Board, regarding WIA 10 Percent Funds. The committee met, considered the Governor's request, and received input from the Interagency Committee, other stakeholders, and Board staff. The recommendations emphasized on-the-job training. Ms. Zehnder reiterated that the Governor had not decided whether any of her discretionary funds would be available, but was seeking the Board's input on the training fund possibility.

Motion 10-148-04

Ms. Lee moved that the Board recommend the Draft Criteria to the Governor for a training grant program using Workforce Investment Act 10 Percent Funds. Ms. Thew seconded the motion. The motion passed to include amended language.

Agency Strategic Plan Update (Action)

Mr. Wilson presented the material for Tab 6. The Workforce Board staff updated the plan to reflect changes since the Board adopted the previous plan last year. The major differences are due to legislation, reductions in funding, new grants, and the completion of some strategies that were in the previous plan. In addition, some objectives and strategies were reorganized to make the plan more coherent and to better reflect agency assignments. The plan becomes effective on July 1, 2010. Mr. Daniel Malarkey commented that the plan appeared more operational than strategic. He suggested identifying three to five things that the Workforce Board would accomplish in the coming year. Mr. Hutson suggested that the strategic plan drive how we organize the Board meetings and that there was tendency to be more compliance-oriented than strategic. Ms. Zehnder felt the plan was more of a management plan and suggested that the Board explore the three to five goals at the retreat scheduled for July 28 and 29.

Motion 10-148-05

Ms. Thew moved that the Board approve the agency strategic plan for 2010 to 2015. Ms. Lopp seconded the motion. The motion passed.

Carl Perkins Distribution (Action)

Mr. Walt Wong presented the material for Tab 7. The Workforce Board is statutorily designated as the State Board of Career and Technical Education (RCW 28C.18.050) and is responsible for the receipt and distribution of federal funds for career and technical and workforce education. Each year the Workforce Board adopts the federal funds distribution matrix that identifies the purposes and amounts available to implement the Carl D. Perkins Career and Technical Education Act. Ms. Creigh Agnew inquired about the history of the split in funding for secondary and postsecondary.

Motion 10-148-06

Mr. Hudson moved that the Board approve the Distribution of PY 2010 Federal Career and Technical Education Funds (July 1, 2010, to June 30, 2011) and enter into agreements with partner agencies to distribute the funds in accordance with the funds distribution matrix. Ms. Thew seconded the motion. The motion passed.

Agency Operating Budget for FY 2011 (Action)

Mr. Wong presented the material for Tab 8. The Governor signed into law ESSB 6444, the 2009-2011 Supplemental Budget, which identifies the appropriations for the second year of the biennium beginning July 1, 2010.

The agency's operating budget is guided by the goals, objectives, and strategies contained in its strategic plan. The strategies identified in the strategic plan represent the agency's work plan for the year, and resources are aligned to address them. The operating budget defines the categories of anticipated

expenditures necessary to accomplish this work. Mr. Ziob acknowledged that the budget should follow the strategic plan.

Motion 10-148-07

Mr. Malarkey moved that the Board approve the Agency Source of Funds and Operating Budget for the period July 1, 2010, to June 30, 2011. Ms. Thew seconded the motion. The motion passed.

July 28 & 29 Retreat Planning

Ms. Zehnder wanted to identify a short list of strategic items at the retreat. Mr. Malarkey wanted information on results as measured by the core performance measures. Ms. Lopp offered exploring how to do more with less. Mr. Hutson suggested exploring who the customers are and their impact on the partners in the system. Mr. Hutson would like to discuss the WorkFirst program and design. Ms. Zehnder suggested WorkFirst be a topic for the September meeting. Mr. Malarkey also suggested constructing a quarterly dashboard of system performance. Mr. Ziob wanted to bring a voice of the customer into the discussion and to strategize on removing barriers. He also wanted to use the retreat to dream and ask “why not” questions. Ms. Zehnder suggested looking at economic development and workforce development working together, especially in light of the current economic situation, and would like some baseline data on this for the retreat. Mr. Hutson asked that a future meeting include a discussion of the food stamp program. Ms. Zehnder suggested that the September meeting include a review and discussion of how the Workforce Development Councils use public assistance to get full utilization. Ms. Zehnder suggested getting Dr. Arun Raha to present on the economy. She also suggested the retreat would need a facilitator.

Adjourned 2:15 p.m.