

**WASHINGTON STATE  
WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD  
MINUTES OF MEETING NO. 166  
NOVEMBER 15, 2012**

Ms. Cindy Zehnder called the Workforce Training and Education Coordinating Board (Workforce Board) meeting to order at 8:45 a.m. at the Divers Institute of Technology 1341 N. Northlake Way Seattle, Washington. The following Board members and officers were present:

Cindy Zehnder, Chair

Creigh H. Agnew, Representing Business (Vice Chair)

Amy Johnson for Don Brunell, Representing Business

Lutz Ziob, Representing Business

Beth Thew, Representing Labor

Jeff Johnson, Representing Labor

Mark Mattke, Representing Local Government

Marty Brown, State Board for Community and Technical Colleges

Jim Crabbe for Marty Brown, State Board for Community and Technical Colleges

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

Gary Kamimura for Paul Trause, Employment Security Department

David Stillman for Robin Arnold-Williams, Department of Social and Health Services

Eleni Papadakis, Executive Director

### **Chair's Report**

Ms. Cindy Zehnder welcomed Board and staff and introductions were made. Mr. John Paul Johnston welcomed the Board and guests to the Divers Institute and announced that tours would happen during the lunch break. Ms. Zehnder acknowledged the transition under the Governor-Elect is underway and Business and Labor members may be contacted and should prepare to speak to the importance of workforce development. She also mentioned that there would be an opportunity for board members to work with staff to participate in legislative briefings. Lastly, Ms. Zehnder welcomed back to the board Mr. Marty Brown representing the State Board for Community and Technical Colleges.

### **Motion 12-166-01**

Ms. Creigh H. Agnew moved to adopt the September 27, 2012 minutes. Ms. Beth Thew seconded the motion. The motion passed as amended.

### **Director's Report**

Ms. Eleni Papadakis spoke about the legislative meetings and reiterated that we would share information. She mentioned the Unemployment Insurance cliff occurring in January, and acknowledged the efforts of the Retooling Washington's Workforce Work Group 1. Ms. Zehnder suggested a check-in at the January meeting on Retooling Washington's Workforce. Ms. Papadakis acknowledged the "Brown Folder" supplemental materials and the recent awards bestowed upon Commissioner Paul Trause. The Board gave the Commissioner a round of applause. She also reported the U.S. Department of Labor is interested in

exploring new target-setting methods for the national workforce system. They began their conversations with Washington and referenced Washington as a leader in performance accountability and state planning.

Ms. Papadakis highlighted the National Association of State Directors of Career and Technical Education consortium (NASDCTEC) Board meeting that Mr. Walt Wong and Ms. Kathleen Lopp also attended. Ms. Papadakis mentioned that she is participating on a design team to consider the national career cluster framework. Mr. Lutz Ziob offered Ms. Lee Anne Caylor as a resource for the design team. Ms. Papadakis also highlighted the career readiness efforts of NASDCTEC.

The Association of Washington Business has a new report on recent Healthcare employer forums that were held across the state. Ms. Amy Johnson shared that the recent manufacturing forum held in partnership with the State Board for Community and Technical Colleges and the Workforce Board in the Tri-Cities was an opportunity to hear from employers regarding their specific needs. AWB will release a report in January on Transportation and Logistics.

Ms. Papadakis mentioned the Health Care Personnel Shortage Task Force report due in December. It was suggested that a task force panel report needed to occur in the near future.

### **Carl Perkins: Secondary and Postsecondary Uses of Funds**

Ms. Terri Colbert introduced the panel that presented the materials for Tab 2. The panelists for Postsecondary included Ms. Marie Bruin, State Board for Community and Technical Colleges, Ms. JoAnn Baria, Pierce College, and Mr. Mike Kelly, Grays Harbor College, and for Secondary Ms. Kathleen Lopp, Office of Superintendent of Public Instruction, Mr. Carl Fender, Everett School District, Mr. Mike Christianson, Bethel School District and Mr. Randy Anderson, Lynden School District. The postsecondary presentations included information about a Boot Camp professional development activity and the Career Pathways Web Tool. There was discussion regarding Bethel School District's work in manufacturing and emerging activities in their new Skills Center. Also highlighted was the 21<sup>st</sup> Century Skills work led by Everett School District and efforts with Jobs for Washington's Graduates in Lynden. Ms. Cindy Zehnder mentioned a possible meeting location at the Bethel School District to tour the facilities in 2013. She also suggested a discussion on the common core standards and the impact on Career and Technical Education work on common career technical core at a future meeting.

### **High Skills, High Wages: Accountability Chapter**

Mr. Bryan Wilson presented the materials for Tab 3. At the September meeting the Board reviewed the draft 2012 update to the *High Skills, High Wages (HSHW)* accountability chapter. The Board requested one change to the draft—that the examinations of state core measures include exploring whether or not to expand the scope of covered programs.

Workforce Board staff developed the proposed targets in collaboration with the affected programs. The targets for WIA Title I are based on regression models that take into account changes in the economy and participant demographics.

Background chapters on the Economy and the Workforce were also included in this Tab. Board staff presented information from the chapters to the Board near the beginning of the *HSHW* update process in March, 2012. The Workforce Board staff has updated the information where new data is available. Ms. Cindy Zehnder asked that the language reflect “Lean” or “Lean Management” in the chapter. Mr. Mark Matke offered an amendment to the motion asking for a discussion with the WDC directors regarding the

proposed WIA targets for the state core measures. There was discussion on the need of the amendment. Ms. Beth Thew raised concern on whether we should move on the underlying motion now. Ms. Zehnder asked that the motion be tabled until there was discussion of Board staff with the WDC directors regarding the proposed targets. It was agreed to schedule a conference call meeting as soon as possible so that the Board could adopt the Accountability chapter after the discussion with the directors and before the plan is due to the Department of Labor.

### **Career Awareness Campaign (Action)**

Ms. Jeanne McNamee from McNamee Media and Ms. Linda Ruggles from Fisher Communication presented the materials in Tab 4 to the Board. Workforce Board staff have been working with the Association of Washington Business, Fisher Communications and McNamee Media on developing a career awareness campaign targeted to high school students, recent graduates, parents, and high school teachers and counselors. The campaign would drive listeners and viewers to CareerBridge.wa.gov. Employers from target industry sectors would be sought to sponsor the campaign. There was much discussion of the Career Bridge website and the need to use this tool to assist both students and employers. It was agreed that there would be a return visit following the Board's endorsement that identifies next steps and goals including financial requirements.

### **Motion 12-166-02**

Mr. Lutz Ziob moved that the Workforce Training and Education Coordinating Board supports staff and agency partners' efforts to collaborate with communications professionals in finding innovative ways to broadly market youth career exploration and CareerBridge.Wa.Gov. Ms. Amy Johnson seconded the motion. The motion passed.

### **Cluster and Sector Initiatives**

Ms. Marie Bruin introduced Center of Excellence representatives to present the materials for Tab 5. Ms. Caryn Fosnaugh from Center of Excellence for Global Trade and Supply Chain Management, Mr. Erik Tinglestad from Center of Excellence for Careers in Education and Ms. Ann Avary from Center of Excellence for Marine Manufacturing and Technology. Mr. Jim Crabbe mentioned the inclusion of community college representatives on the Governor's trade mission. There was reference to Programs of Study and soft skills training. Ms. Eleni Papadakis suggested the need to connect soft skills training of postsecondary with the 21<sup>st</sup> Century Skills work conducted by the Office of Superintendent of Public Instruction. Ms. Zehnder agreed and asked for a report at a future meeting.

Mr. Mark Mattke introduced the representatives from the Workforce Development Councils. Ms. Cheryl Fambles from Pacific Mountain WDC, Michael Cade from Thurston Economic Development Council, Ms. Linda Nguyen, Workforce Central, Ms. Darci Gibson from Human Potential Partners Services-MultiCare System and Jeanne Bennett from Southwest Washington Workforce Development Council presented the materials for the second part of Tab 5. There was discussion on the regional strategies and connections with economic development in the Pacific Mountain region, health care initiatives in Pierce County, and collaboration across state lines in the Clark County area. There was also discussion about the Affordable Care Act and the impact on training and employment of health care workers. Mr. Lutz Ziob suggested that the education and training of workers will be considerably different in the next 10 years. Ms. Bennett applauded the Opportunity Internship Program funding provided by the Board.

### **Guidelines for Developing 2013-2017 Local Integrated Workforce Plans (Action)**

Mr. Martin McCallum and Mr. Gary Kamimura presented the materials for Tab 6. Executive Order 99-02 directs Washington State Workforce Development Councils (WDCs), in partnership with Chief Local Elected Officials (CLEOs) to develop a local integrated workforce plan for the workforce development system that includes both a strategic plan and the plan required in Sec. 118 of the Workforce Investment Act (WIA). The local integrated workforce plans shall be consistent with the state strategic plan for workforce development (Executive Order 99-02 Part 7.B) and the State Integrated Workforce Plan. The current local plans expire on June 30, 2013. Ms. Beth Thew asked about unified versus integrated plans. Also, there was acknowledgement of the combining of the former strategic and operational plans. The guidelines identify timelines for work ahead, culminating in Board approval next June.

### **Motion 12-166-03**

Mr. Mark Mattke moved that the Workforce Training and Education Coordinating Board approve the recommended plan development guidelines outlined under this tab. Ms. Beth Thew seconded the motion. The motion passed.

Special thanks to Mr. John Paul Johnston, Executive Director of the Divers Institute of Technology for allowing the Workforce Board to have its meeting at the school and taking the time to provide a wonderful tour to the Board members.

Board meeting adjourned at 4:10 p.m.