

**WASHINGTON STATE
WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD
MINUTES OF MEETING NO. 165
September 27, 2012**

Ms. Cindy Zehnder called the Workforce Training and Education Coordinating Board (Workforce Board) meeting to order at 8:45 a.m. at the Gene J. Colin Education Hall at South Seattle Community College's Georgetown campus. The following Board members and officers were present:

Cindy Zehnder, Chair

Beth Thew, Representing Labor (acting Vice Chair)
Gary Chandler for Don Brunell, Representing Business
Lutz Ziob, Representing Business
Jeff Johnson, Representing Labor
Lee Newgent, Representing Labor
Mark Mattke, Representing Local Government
Jim Crabbe for Marty Brown, State Board for Community and Technical Colleges
Betty Klattenhoff for Randy Dorn, Office of Superintendent of Public Instruction
Ann Goranson for Paul Trause, Employment Security Department
David Stillman for Robin Arnold-Williams, Department of Social and Health Services
Don Kay for David Stillman for Robin Arnold-Williams, Department of Social and Health Services
Leigh Felton for Rogers Weed, Department of Commerce

Eleni Papadakis, Executive Director

Motion 12-165-01

Mr. Lee Newgent moved to adopt the July 25 & 26, 2012 minutes. Ms. Beth Thew seconded the motion. The motion passed as revised.

Motion 12-165-02

Mr. Lee Newgent moved to adopt the 2013 Board Schedule. Mr. Lutz Ziob seconded the motion. The motion passed.

Chair's Report

Ms. Cindy Zehnder welcomed Board and staff and introductions were made. Ms. Zehnder made special acknowledgements regarding the Gene J. Colin Education Hall, highlighting Gene Colin's contributions to the state and to public higher education especially. South Seattle Community College recently held a ribbon cutting ceremony to celebrate their new facility. The Gene J. Colin Education Hall was funded by grants from the Economic Development Administration, the Washington state legislature, and the Norcliffe Foundation. The facility will support green jobs training programs and other high-demand occupational training. We appreciate them letting us have our board meeting there.

Ms. Zehnder also acknowledged the Workforce Board staff on their work during a very busy summer, highlighting *High Skills, High Wages 2012-2022*, and the many public forums that were held across the state to support this endeavor. She also spoke about Washington being the host state for the National

Governors Association Chairs and Liaisons conference held in August and the staff that supported it. She mentioned the recent panel discussion she was involved with at the Economic Development Commission meeting.

Director's Report

Ms. Eleni Papadakis shared information on the Economic Development Commission's Strategic Plan and encouraged board members to provide comments. Ms. Papadakis was asked to be part of a national webinar on Washington's history using sector and Skill Panel strategies for workforce development and economic development.

Ms. Papadakis asked Mr. Tim Sweeney to elaborate on the new and improved Career Bridge website. Mr. Tim Sweeney highlighted Career Bridge and mentioned it can be found at careerbridge.wa.gov. He mentioned the Seattle Times focus on youth guidance with the inaugural edition occurring on October 10th. Mr. Sweeney stated that Career Bridge receives about 15,000 unique users monthly. Ms. Cindy Zehnder asked Mr. Lutz Ziob if he has had a chance to visit the improved site. Ms. Anne Goranson mentioned that her two sons were among the first to test Career Bridge improvements made this spring.

Mr. Jim Crabbe mentioned that the Center of Excellence and the Aerospace Joint Apprenticeship Committee are being represented on a panel at the National Governors Association meeting regarding the sectoral approach in Aerospace.

Ms. Papadakis shared that the virtual employer forum for High Skills, High Wages went very well. Ms. Papadakis and Mr. Sweeney thanked Mr. Lutz Ziob and Ms. Lee Anne Caylor from Microsoft for their assistance. She mentioned that there is interest in conducting such forums roughly every three months and the next one is scheduled for December. Mr. Ziob suggested a Facebook page to solicit additional participation in Career Bridge and *High Skill, High Wages* feedback. Ms. Felton mentioned that the Department of Commerce has a Facebook page. Mr. Mark Mattke encouraged Mr. Mike Brennan to contact the Workforce Development Council leaders to participate in the public forums.

There was discussion about the Department of Labor's efforts with America's Job Center's new branding with WorkSource in Washington. Ms. Anne Goranson explained there is no plan to change the WorkSource Brand at this time. Ms. Papadakis also mentioned her appointment as an executive board member of the National Association of Workforce Board Chairs. She also referenced the impending Unemployment Insurance cliff in December. Mr. Mark Mattke asked Ms. Goranson about the cutback in local LMEA data to the regions. Ms. Goranson agreed to follow up on this.

High Skills, High Wages (Action)

Mr. Bryan Wilson presented the materials for Tab 2. The Board approved the dissemination for public review of a draft for *High Skills, High Wages 2012* at the June 26 Board meeting. Since then, the Workforce Board has conducted public forums in Everett, Tacoma, Spokane, and Yakima.

The public comments from the forums were overwhelmingly favorable. Many expressed support for the multiple pathways theme. Besides expressing support, the most common statements were about serving target populations and specifics regarding implementation. The Workforce Board added a preamble to the plan that addresses this concern.

Ms. Leigh Felton raised concerns with the reference to business services and that the Department of Commerce has a unit with the same title. Ms. Cindy Zehnder asked for clarification on the term “unfair competition.” Mr. Gary Chandler mentioned his concern with employer’s negative response toward services provided by WorkSource Centers and government as well. Ms. Felton asked if the language could be changed to “business services include” and list specific services. Mr. David Stillman asked for clarity in the language before the vote. Mr. Jeff Johnson suggested both private and public sectors share in the obligations and the public sector side should not be saddled with all the additional burdens. The Board asked for substitute language for the motion. Mr. Wilson also announced that the Accountability chapter of *High Skills, High Wages 2012* will be an action item at the November Board meeting.

***New sentence page 8. The public sector and the businesses that provide these services should collaborate as partners to serve customers.*

Amended Motion 12-165-03

Ms. Beth Thew moved that the Workforce Training and Education Coordinating Board adopt the Goals, Objectives, and Strategies for *High Skills, High Wages 2012 - 2022: Washington’s Strategic Plan for Workforce Development*. Mr. Lee Newgent seconded the motion. Amended motion passed.

Ms. Cindy Zehnder asked that the record reflect the wonderful baked goods that Mrs. Patty Brown (mother of Julie Anderson, Board Secretary) provided for the Board.

Workforce Board 2013 Legislative Policy and Budget Requests (Action)

Mr. Bryan Wilson, Ms. Sonja Hallum and Mr. Walt Wong presented the material for Tab 7. In 2011, the Board established a committee on the problem of youth unemployment. The Board decided to pursue a two-pronged approach—policy and programmatic. The programmatic approach led to the application for a Department of Labor Workforce Innovation Fund Grant focused on work-integrated learning. The policy approach led to work with the Harvard Graduate School of Education’s Pathways to Prosperity Project, and the introduction of the Career Pathways Act, whose prime sponsor was Representative Tim Probst. In 2012 the Career Pathways Act passed the House but failed to pass the Ways and Means Committee in the Senate.

During this past summer, Workforce Board staff have worked with over a dozen education stakeholder groups to draft legislation for multiple pathways using the Career Pathways Act as a starting point, but making some significant changes. One draft bill, the Alliance for Student Success in Education and Training (ASSET) focuses on expanding work-integrated learning opportunities, especially for youth up to and including 24 years of age.

Mr. Bryan Wilson announced that Ms. Sonja Hallum has accepted a job with Pew Charitable Trust in Washington D.C. and this would be her last Board meeting. The Board wished her well.

Ms. Hallum presented the materials on the bills in this tab. Ms. Cindy Zehnder asked about engaging parents and students as opposed to regulating them. Mr. Lee Newgent mentioned the need to re-educate parents and this was a 10-year project that requires actions and issue resolution along the way. He also mentioned that the “start” should be earlier than the eighth grade. Mr. Gary Chandler asked about the impact at the local level and that funding was a problem and expressed concern over duplicative efforts. Mr. Jeff Johnson said that if the vision was correct, then we need to secure resources to support this vision.

There was agreement that additional stakeholder work was necessary for the two draft bills including review of language issues impacting secondary education.

Mr. Walt Wong presented the material for the FY 2013-15 Biennial Budget. Mr. Wong acknowledged that given the earlier discussion the Board was only adopting maintenance level and will have no new funding requests. Mr. David Stillman asked what the difference was between the current biennium and the next. Mr. Wong suggested deleting the portion of the motion identifying “request a resource for anticipated agency request legislation.”

Amended Motion 12-165-04

Mr. Jeff Johnson moved that the Workforce Training and Education Coordinating Board approve the 2013-2015 Biennial Budget and directs that the amended documents be placed in the required format and submitted to the Office of Financial Management. Mr. Lutz Ziob seconded the motion. The motion passed.

Operating Agencies’ 2013 Legislative Policy Budget Requests (Action)

Mr. Bryan Wilson and Ms. Julie Japhet presented the materials for Tab 6. RCW 28C.18.060(5) directs the Workforce Training and Education Coordinating Board (Workforce Board) to “... review and make recommendations to the Office of Financial Management (OFM) and the Legislature on operating and capital budget requests for operating agencies of the state training system for purposes of consistency with the state comprehensive plan for workforce training and education.”

The Workforce Board had two motions to hear regarding the biennial budget and the agencies’ budget requests. Recognizing that the state budget continues to face difficult challenges, the first motion speaks to the Board’s priorities for continued funding without specifying at what level. The first motion is similar to the motion adopted by the Board last year. Added to last year’s list of priorities are: Jobs for Washington’s Graduates, the Customized Training Program, and WorkFirst Education and Training Services. Ms. Japhet briefed the Board on the Washington Award programs. Mr. Lee Newgent inquired on reasoning behind students not utilizing their Washington Award for Vocational Excellence (WAVE) scholarship. Ms. Japhet explained there are various reasons. Ms. Eleni Papadakis asked about the Washington State Lottery funding the scholarship programs. Mr. Gary Chandler asked for clarification on the requests that will be going forward to the Office of Financial Management. The Board suggested adding WAVE to the list of priorities for funding rather than having it as a separate motion. WAVE was then added to the priority list for funding.

Mr. David Stillman shared the Department of Social and Health Services request. He spoke about the analytical tool being used to assist caseworkers. Ms. Cindy Zehnder asked for a future presentation from the Department of Social and Health Services and Washington State University on the administrative data system. Mr. Stillman mentioned the state’s potential vulnerability in losing federal dollars.

Motion 12-165-05

Ms. Beth Thew moved the Workforce Training and Education Coordinating Board request that the Governor and Legislature prioritize the identified programs and activities for funding for the 2013-2015 biennial budget. Mr. Lee Newgent seconded the motion.

Prior Learning Assessment Workgroup

Mr. Jim West, Washington Student Achievement Council and Ms. Noreen Light, State Board for Community and Technical Colleges presented the materials for Tab 5. Prior Learning Assessments (PLA) is a method of assessing and awarding academic credit for the knowledge and skills gained through prior experiences. Awarding credit for prior learning moves a student further and faster towards the student's career goals. Mr. Mark Mattke asked about transferring of credit and what success was occurring in this arena.

Carl Perkins: U.S. Department of Education's Proposed Blueprint

Ms. Terri Colbert presented the materials for Tab 3. The Carl D. Perkins Career and Technical Education Act of 2006 is a six-year law, due to sunset July 1, 2013. Reauthorization could take one or more years. However, the Department of Education Office of Vocational and Adult Education (OVAE) has begun the reauthorization process by providing a blueprint for reform, which reconfigures much of the current legislation.

Ms. Colbert provided information describing the proposed *Blueprint for Transforming Career and Technical Education*, and its comparison with current Legislation. The Board may wish to take action in regards to a position on the proposed *Blueprint* during the November Board meeting.

Mr. Mark Mattke asked about a hold-harmless period to assist with transition. Mr. Jim Crabbe indicated that there would be geographic disparity with competitive grants. Mr. David Stillman asked about the impact of sequestration. He suggested identifying an approach that avoids winners and losers and allows for a hold-harmless period. Ms. Betty Klattenhoff mentioned that there were three to four areas of concern in the *Blueprint* for the Office of Superintendent of Public Instruction. It was suggested that a small group be formed to assist the staff to craft the Board's position. The group should include OSPI and SBCTC and a business and a labor member. Ms. Beth Thew asked Mr. Mark Mattke if the Workforce Development Councils would like to be included. He mentioned his new role at the Spokane College District and that he now has a direct relationship with the Carl Perkins program and would be interested in participating.

Carl Perkins: State Support for Multiple Pathways

Ms. Terri Colbert presented the materials for Tab 4. At the July Board Retreat Ms. Kim Green, Executive Director for the National Association of Career and Technical Education Consortium spoke about multiple pathways from a national perspective. Ms. Greene shared that multiple pathways have gained increased visibility due to the release of Harvard's *Pathways to Prosperity* report, and the focus on decreasing the skills gap.

Following Ms. Greene's presentation the Board expressed interest in exploring options for how the Board can use its authority under Perkins to support the multiple pathways approach to education. Ms. Betty Klattenhoff indicated the desire to share with the Board how Carl Perkins Funds are being used in the secondary system. Mr. Jim Crabbe shared that Postsecondary Leadership funds are used by the Workforce Education Council and the need to keep these funds flexible. He expressed his opposition to the Board making decisions regarding these funds. Ms. Beth Thew acknowledged that there would be more to come on this issue.

Board Adjourned at 2:30 p.m.