

**WASHINGTON STATE
WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD
MEETING NO.160
JANUARY 27, 2012**

RETOOLING WASHINGTON'S WORKFORCE

In the last 12 months, state and regional Retooling work teams have been engaged in activities to address the following questions:

- 1) How do we work together to help the unemployed who need to have their skills retooled for jobs now and in the future?
- 2) How do we work together to respond to the needs of employers when they come to us to help them have the workforce they need now and in the future?

At the meeting, Board members will be updated on the Retooling Initiative. Covered under this tab are the six-month (January - June 2012) work plans for the three Retooling Washington's Workforce work groups.

Board Action Required: None. For discussion only.



Retooling Washington Work Group #1: Coordinated Outreach to UI Exhaustees

Status update: January 11, 2012

Directive

The specific directive for Work Group 1 is “coordinated outreach to UI exhaustees, including demographic breakdown of who is in the pool, some market analysis of skills available and work history, development of service tool chest and identification of service points for referral. Also includes development of the actual outreach strategy (collateral materials, single website, etc.).”

Deliverables

To effectively coordinate outreach activities to the growing population of those exhausting all unemployment insurance (UI) benefits, Work Group 1 has met regularly since its inception in November 2010.

Work Group 1 has three key deliverables:

- 1) **Data** – provide regular exhaustee data reports to inform outreach efforts and service provision.
- 2) **Exhaustee Outreach Plan/Resource referral information for exhaustees¹** – identify outreach goals and strategies in collaboration with local partners; provide resource referral information to exhaustees.
- 3) **Resource referral toolkits for service providers** – share information with frontline staff in WorkSource offices statewide that working directly with claimants who are exhausting or have exhausted all UI benefits.

Action Plan: January – June 2012

The below action plan concretely defines the upcoming activities of Work Group 1 over the next 6 months (January – June).

Deliverable 1: data

Milestone	Anticipated Due Date	Completion Date
Provide updated exhaustee data statewide, by county, legislative and congressional districts; share with legislators and congressional members; post to Work Group 1 web site.	Ongoing (monthly)	Ongoing (monthly)
Conduct data trend analysis of exhaustee data demographics.	Quarterly	
Conduct wage data analysis of exhaustee population.	Quarterly	
Continue to explore other possible data research to help inform system partners (for example, the possible connection between exhaustees and social security applications).	Ongoing	Ongoing
Monitor congressional activity on future UI extensions; provide updates to workgroup members and Workforce Board.	Ongoing	Ongoing
Testify before the Legislature on recent federal UI extensions.	January 10, 2012	January 10, 2012
Continue to update Work Group 1 dashboard; provide update to Workforce Board.	June	

¹ Former deliverables two (Exhaustee Outreach Plan) + three (Resource Referrals for exhaustees) are now combined.

Deliverable 2: resource referral information for exhaustees

Milestone	Anticipated Due Date	Completion Date
Replace Resource Guide information with 2-1-1 in exhaustee claimant letters.	December 14, 2011	December 14, 2011
Phase-out Resource Guide and promote 2-1-1 in future mailings, web site and WorkSource offices.	March	
Continue to update local Workforce Development Area (WDA) briefers to share strategies in assisting exhaustees.	June	
Continue to release statewide and local auto-dialer messages; provide status updates to workgroup.	Ongoing	

Deliverable 3: resource referral toolkits for service providers

Milestone	Anticipated Due Date	Completion Date
Receive final Motivational Interviewing (MI) training results from DVR; share with workgroup.	February	
Finalize ESD-DVR online referral; provide status updates to workgroup.	March	
Coordinate with ESD Training Academy on additional frontline/partner staff training opportunities; such as training regarding disabilities.	June	

Other

Milestone	Anticipated Due Date	Completion Date
Publish and present 18-month report to the Workforce Board.	June	

Contact

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Retooling Washington Work Group #2: Making On-the-Job Training (OJT) More Accessible and Effective

Status update: January 11, 2012

Update: WIA-related OJTs from 7/1/10 through 12/31/11:

- Number of On-the Job Training participants: 738
- Training Completion Rate: 88 percent (487/552)
- Employment Rate (with OJT employer): 74 percent (410/552)

Employment Security Department's Six-Month On-the-Job Training Work Plan January 1, 2012 to June 30, 2012

- ESD's WorkSource Standards and Integration Division (WSID) will continue to oversee enrollment activities and expenditures of local Workforce Development Councils (WDC) recipients of OJT National Emergency Grant funds through the June 30, 2012 life of the grant. WSID is tracking grant activities on a regular basis with the goal of full expenditure of all funds by the end of the grant. The grant had 266 participants as of December 31, 2011, which already exceeds the statewide target of 255 participants by June 30, 2012.
- WSID will continue to oversee enrollment and expenditures of local WDC recipients of Governor's WIA 10 percent OJT funds through the June 30, 2012 life of the contracts. WSID is tracking contract activities on a regular basis with the goal of full expenditure of all funds by the end of the contract. The contracts had 143 participants as of December 31, 2011, about two-thirds of the way toward the June 30, 2012 target of 231 participants.
- WSID will continue to maintain and add new resources and tools, as appropriate, to the OJT page on Employment Security's *Inside WorkSource* web site and at: www.wtb.wa.gov/RetoolingOJT.asp
- WSID will implement the Governor's directive to make available an additional \$325,000 in Governor's WIA 10 percent discretionary funds to local WDC recipients to create at least 60 OJT opportunities for veterans and young adults. WSID hopes to have contracts in place by the end of January. The program will end by March 31, 2013.
- ESD's Employment and Career Development Division (ECDD) and DSHS's Division of Vocational Rehabilitation (DVR) have launched a year-long collaboration to provide assessment, job placement, and 90-day OJTs to 125 DVR-eligible job seekers in the Seattle-King, Pacific-Mountain, Tacoma-Pierce, North Central, Benton-Franklin, and Spokane WDAs. The contract began January 16, 2012 and will end on December 15, 2012.

Ongoing OJT delivery plans in Workforce Development Areas.

The Workforce Board released a “Retooling Washington” report on January 13, 2012. The report includes an Appendix C covering Workforce Development Council success stories.

www.wtb.wa.gov/RetoolingWDCstories.asp Appendix C features stories about OJT work underway in six local areas: Olympic, Eastern Washington Partnership, Spokane Area, Southwest Washington, North Central, and Northwest Workforce Development Councils.

Retooling Washington’s Workforce Work Group #2 Other Direct Connect Training

Individualized Certificate Program- Statewide Expansion

Background

Retooling Workgroup #2 identified the “Individualized Certificate Program” (ICP) as an important innovation in boosting training that is directly connected to employment. ICP is an employer-driven model that connects college-level training to employers who offer jobs at family-sustaining wage levels, but don’t generate enough employment demand in their region to warrant a dedicated college program. Lower Columbia College (LCC) has the most developed model in the state.

In December 2011, the Workforce Board contracted with College Brain Trust to facilitate the implementation of ICPs across Washington’s community and technical college system. College Brain Trust will collaborate with LCC to codify their ICP policies and procedures; create a toolkit for other colleges to establish their own ICPs; conduct a marketing and outreach program across the college system to encourage the establishments of ICPs; and provide follow-up consultations to ensure at least four colleges establish an ICP.

Activities January-June 2012

Deliverable	Due Date
Codify LCC’s Individualized Certificate Program (ICP) components	1/31/2012
Design statewide marketing plan for ICP implementation;	3/31/2012
Develop ICP toolkit	5/31/2012
Gain commitments of minimum 4 colleges (target 6) who commit to implementation of ICP during 2012	5/31/2012

Individual Certificate Program Activities Through December 2012

- Continue to provide support and technical assistance to colleges implementing ICPs.
- Implement a statewide outreach for additional colleges planning adoption of ICPs beyond Fall 2012.
- Finalize Toolkit based on feedback from project partners
- Establish a database to track student success, program cost per student and enrollment in the full adoption and scale of ICPs in Washington.

Workplace-Based Learning Grant

The U.S. Department of Labor awarded a \$850,000 grant to the Workforce Board for a Workplace-Based Learning initiative. With these funds, the Workforce Board established contracts with three Learning Laboratory Partnerships, each headed by a community college. The start date of the contracts was January 23, 2012. The partnerships will support the development, testing, delivery, and expansion of education and training for low-wage, lower skilled workers at their place of work. Participating employers commit space and equipment for employees to study, employee learning time, and the leadership of experienced staff within the business who will provide coaching and mentoring to participants. All three of the projects summarized below feature learning community and assessment for prior learning components.

1. Clark College Corporate & Continuing Education (\$200,000) will provide online and hybrid training to 40 low-wage, lower skilled incumbent PeaceHealth Southwest Medical Center employees. A minimum of 32 participants will gain their NAC (Nursing Assistant Certified) and at least two other credit-bearing courses necessary for application to Clark College's more advanced health care programs. Clark College staff will also employ a new model for prior learning assessment that should translate into academic credit in order to move the incumbent workers further and faster through a health occupation career ladder.
2. Whatcom Community (\$199,737) in partnership with Skagit Valley College will bring together employers, eLearning specialists, worksite mentors, Early Childhood Education mentors, college instructors, SEIU Local 925, Northwest WDC, and employee-students to form supportive learning communities in a four-county area. The contract will provide 40 child care teacher assistants with online and hybrid training. Upon completion, students will qualify for advancement to Lead Teacher positions on the Washington State Early Care Education Professionals and School-Age Professionals Career Lattice. In addition, college mentors will observe students and review prior professional development to assess candidacy for "Course Challenges" or for applying "credit for prior learning."

3. South Seattle Community College (\$200,000) will recruit 25 Aerospace Joint Apprenticeship Committee (AJAC) machinist apprentices statewide. Added to their regular apprenticeship related-classroom-instruction, these apprentices will take a 60-hour online portfolio development course offered by the Council on Adult and Experiential Learning that will assess their prior learning. Completion of the course will earn them three humanities credits through the American Council on Education speeding their time-to-completion for an Associates of Applied Science degree. In addition, over 10 machinists who do not yet qualify for an AJAC apprenticeship will participate in math and contextualized GED courses to prepare them for entry into apprenticeship.

Microsoft e-Learning Report

An Open Access, Self-directed
WorkSource Skill Improvement Project

UPDATED: January 09, 2011

9/16/2010 through 01/02/2012

Total Requests for access to Microsoft E-Learning

- 44,964 received access

Completion data

- 14,194 learners signed up for 38,010 courses
- 75 percent or more complete
5,567 learners / 19,383 courses
- 90 percent or more complete
4,807 learners / 17,631 courses
- 100 percent complete
4,167 learners/ 15,923 courses

Demographics

- Male: 36 %
- Female: 64%
- 25% employed

Highest level of education

60% of learners have 1 year of college or less

- 24% 1 year of college
- 21% HS Diploma
- 10% GED
- 5% less than GED

40% of learners have an AA degree or higher

- 20% BA
- 14% AA
- 5.8% MA degree
- <1% have PhD

Cost per learner through 01/02/2012

- 38,010 courses started = \$18.41 per course based on total licensing fee
- 15,923 courses completed = \$43.96 per course

Certification status and statistics 12/31/11

- 192 Tests administered
- 91 Microsoft certifications issued

Activities for Microsoft E-Learning Project

Tasks Recently Completed

- Disseminate progress through presentations, progress reports etc.
- 12/08/11 – Articles sent to Statewide Chambers of Commerce and Association of Washington Business for their web communications with members
- 01/03/12 - ESD website updated with Spanish technical assistance information just recently provided by Microsoft
- 01/09/12 - Survey of WorkSource offices completed to determine marketing strategies

Future Tasks

- Use survey results to improve use of the extensive Microsoft E-Learning resource
- January 2012 using auto-dialer technology to call unemployment insurance claimants on a regular cycle during the 10th week of their claim and then again on the 16th week of claiming benefits
- Ongoing - Increase marketing of Microsoft E-Learning as a part of business outreach for incumbent employees.



Retooling Washington Work Group #2

On-the-Job and other Direct-Connect Training

Contact: Bryan Wilson
Workforce Board
January 12, 2012

Directive

Increase the use of On-the-Job Training (OJT) and other forms of Direct-Connect training, including Microsoft E-Learning. Increase the availability of college credit for on-the-job learning and make more hybrid courses accessible to unemployed and incumbent workers.

Deliverables

- 1) OJTs and other employer-based training
- 2) Individualized Certificate Programs (ICPs) New hybrid courses
- 3) Microsoft E-Learning (Self-Help Approach)

Schedule

Description	Due date	Status
Convene workgroup	10/2010	Completed
Convene monthly meetings	Ongoing	Ongoing
Workforce Board approves charter	11/18/10	Completed
Present updates at Board meetings	As scheduled	Ongoing
Present six-month progress report	6/14/11	Completed
Present one-year progress report	10/6/11	Completed

Indicators*

	June Report	October Report	Latest
1) OJTs and Other Employer-Based Training**			
Number of participants	268	644	828
Training Completion Rate	83%	87%	87%
Employment Rate (with OJT employer)	64%	84%	74%
2) College Credit for New Direct-Connect Training***			
Number of students	209	775	
Number of credits completed	197	2,426	
Number of credentials completed	19	58	
3) Microsoft E-Learning (Self-Help Approach)			
Number of people taking at least one course	10,072	11,497	14,194
Number of courses started	21,970	27,045	38,010
Number of people completing at least 75 percent of a course	3,620	4,405	5,567
# of courses at least 75% completed	10,885	14,768	19,383
Number of specialist's certifications	50	77	91

**Cumulative results since July 1, 2010.*

**See the next page for additional detail.

***The October Report includes new online and hybrid courses at community and technical colleges.



Retooling Washington Work Group #2

On-the-Job and other Direct-Connect Training

Contact: Bryan Wilson
Workforce Board
January 12, 2012

Indicator Details

1) **OJTs and Other Employer-Based Training**

This report contains data on OJTs only and include OJTs reported by WSID, WorkFirst/ESD, and DVR. For WSID, the numbers include OJTs funded by WIA formula, WIA 10%, or the National Emergency Grant.

Dates

The data includes OJTs begun since July 1, 2010. For DVR, the data goes through September 28, 2011. For WorkFirst, the data is through August 31, 2011. For WSID, the data is through December 31, 2011.

Other Details

The training completion rate is among those OJT participants who have exited (there were 533 exiters), the percentage who completed their OJT.

The employment rate is among those OJT participants exiting, the percentage who continued employment with their OJT employer after the end of their OJT. There were 738 WIA OJT participants, 552 exiters, 487 of whom had completed their OJT, and 410 of whom were employed by their OJT employer. There were 62 DVR participants, 40 exiters, of whom 36 had completed their OJT and 34 were employed by their OJT employer. There were 28 WorkFirst participants, 23 of whom had exited, 14 had completed their OJT, and 11 of whom were employed.



Retooling Washington Work Group #3: Coordinated Employer Outreach and Improved Job Referral Skills Matching

Status update: January 11, 2012

Reductions in federal funding and the elimination of temporary American Recovery and Reinvestment Act funds in Program Year 2011, caused the Employment Security Department (ESD) to reduce its current footprint of Business Services staffing from 50 fulltime equivalent (FTE) in PY10 to 30 FTE effective January 16, 2012. An ESD Business Services Transitional Team is creating a work plan to ensure that quality basic business services are operational at WorkSource Centers following the reduction of ESD's business services workforce.

Here are proposed ESD work plans for January to June 2012 for sustaining quality business outreach services and for improving the technology for better job matching:

- Ramp up and schedule ESD Training Academy “SKIES Training for Business Services” training sessions for post-layoff Business Services staff, supervisors, and partners. Some of the post-layoff staff have been newly transferred into the Business Services Manager positions making this training vital in helping them carry out their new assignments. Training will comprise both classroom and online delivery methods.
- Develop new marketing materials to promote to businesses the features and benefits of three options for posting jobs and hiring WorkSource talent. The three options correspond to self-service, staff-assisted self-service and staff assisted services. The marketing enhancements to www.Go2Worksource.biz will particularly promote the features and benefits of self-service recruitment options to business. This marketing will be further enhanced by the deployment of online tutorials to guide employers as they directly post their own job orders.
- Encourage more job seekers to post their resume online via Go2Worksource to bolster the talent available to business customers.
- Implement recommended Quality Standards for Job Orders and Job Referrals. ESD's Training Academy will design training aides for “Quality Standards and Job Referral Standards” staff training.
- Assess and develop technology recommendations to: 1) Enhance usability with job order entry (Go2Worksource.biz); 2) Promote levels of service (Go2Worksource.biz); 3) Create “splash” or landing page through Go2Worksource.com to get to Go2Worksource.biz; 4) Address listing of job orders to ensure all types are accessible and visible.
- Develop an online tool to provide remote services for job seekers.
- Conduct customer focus groups to inform future service delivery design.
- Appoint a project manager/facilitator and develop a project team to improve job matching technology. Associated with this is a plan to build, in the next six months, criteria for technology architectural structure.

The Workforce Board released a “Retooling Washington” report on January 13, 2012. The report includes an Appendix C covering Workforce Development Council business outreach strategies www.wtb.wa.gov/RetoolingWDCstories.asp Appendix C features innovation stories about coordinated employer outreach underway in nine local areas:

- [Allied Health Clinical Placement Project](#) - South Central WDC
- [Market Managers](#) - Spokane Area WDC
- [Passport to Aerospace](#) - WDC Snohomish County
- [Youth Work Experience Project](#) - Northwest Workforce Council
- [Integrating Outreach Efforts](#) - Eastern Washington Partnership
- [Ramping Up Communication](#) - North Central WDC
- [Entrepreneurs/Pub Talk](#) - Southwest Washington WDC
- [WIRED grant](#) - Pacific Mountain Alliance
- [Youth Manufacturing Work Experience Program](#) - Seattle-King County WDC