



**CRWC Workforce Investment Board Meeting
Draft Meeting Minutes
May 7-9, 2014**

Board Members:

Peggy Gair, Chair, Upper Arkansas
Leon Ortega, RMSER
Cheryl Rowe, Upper Arkansas
Caren Swales, JobCorps
Chuck Steigerwalt, Upper Arkansas
Judy Lohnes, UAACOG
Kathy Worthington, Pueblo
Roni Wisdom, South Central
Karen Ferrington, Vocational Rehabilitation
Tish Nelson, Southwest
Breeanna McClure, Southwest
Jerry Barber, Southeast
Kari Linker, OEDIT
Katy Boothby, Rural Resort
Ronnie Zaday, Southwest
Eugene Hainer, Department of Education
William Dowling, Department of Labor & Employment

Guests:

Gil Apodaca, RMSER

Local Elected Official:

Debbie Bell, LEO Chair, Fremont County Commissioner
Steve Ivancie, Routt County Commissioner
Karn Stiegelmeier, Summit County Commissioner
Michael Yon, Alamosa County Commissioner
Keenan Ertel, Montezuma County Commissioner
Ray Garcia, Huerfano County Commissioner

Staff:

Kristin Corash, CDLE
Clarke Becker, CRWC
Christy Gonzales, CRWC
Betty Velasquez, Upper Arkansas
Shannon Garcia, Upper Arkansas
Angie Oswald, CRWC
Vicky Casey, Upper Arkansas
Ray Lucero, Western/Southwest
Dawn Garcia, Eastern
Chloe Wiebe, Southwest
Frank Schoengarth, Broomfield
Sue Tuffin, Mesa
Mark Fugere, Mesa
Diana Esquibel, Pueblo
John Martinez, Pueblo
Diane Roybal, CRWC
Lucian Burt, Rural Resort/Northwest
Rosemary Pettus, Rural Resort/Northwest

February WIB Minutes

WIB Motion: Kathy Worthington

2nd: Cheryl Rowe

Unanimous Approval

LEO Motion: Commissioner Karn Stiegelmeier

2nd: Commissioner Michael Yon

Unanimous Approval

May Agenda

WIB Motion: Roni Wisdom

2nd: Cheryl Rowe

Unanimous Approval

LEO Motion: Steve Ivancie

2nd: Commissioner Karn Stiegelmeier

Unanimous Approval

National Association of Workforce Board Conference Highlights

Four individuals attended the NAWB conference in Washington, DC. They shared the highlights from the conference sessions.

- Debbie Bell shared she cannot overstate the importance of the Workforce Centers and the work they do. State and National trends need to fashion what fits for each local region. The WIB needs to be involved on WFC issues. The qualifications of the job seeking population are a significant problem. How do we better prepare people for employment? It is important that our Veteran job seekers are aware of all of the many services available to them. An example of a session that Debbie attended was a story of a “Reverse Job Fair” whereby veterans put up their qualifications and employers walked around to the individual veterans’ booths and reviewed their skills. Made for an incredible success story! A major change from the 1990’s to present- Today, 35% jobs require a high school diploma. A Bachelor’s degree is now required for 37% of the jobs. High school is not enough. If one of three small businesses will add one employee it would eliminate unemployment. We need to figure out how to make this happen.
- Roni Wisdom - Businesses will not connect with the Workforce Centers until we supply value and connection to them. As a board member, Roni shared that she is qualified and expected to let businesses know what we have to offer. She would like to see our WIBs wants to build on this and be extremely successful to enhancing the system.
- Christy Gonzales: One of the sessions Christy attended referencing expanding business services to include *employer* services and recognize the difference. We need to get the word out that we are so much more than just the employment office. Skill upgrading of incumbent workers, helping to keep the existing workforce’s Keep knowledge of data current, our

strategies need to change. An additional workshop shared strategies on how current technology, i.e., smartphones, tablets, etc., can be used to capture video of success stories.

- Clarke Becker – Clarke shared he was inspired by the information shared. Boards are the catalyst for change; partnerships are critical to meet people needs. The CRWC Board and Regional WIB's value is hugely important and we are doing things right! Our Mission is a business-focused partnership for us. Welcomes the board to continue keeping the Workforce system accountable to meet the needs of local business.
- Bill Dowling – The biggest challenge is effectively communicating what we do, perhaps we need to change our language. Disallowed costs can be extreme; our responsibility is to continue to be careful with state's money. We are a money-saver for businesses in the services we offer. Becoming an ambassador for the small-business employer is key.
- Karn Stiegelmeier – We need to do a better job of concentrating on smaller businesses, larger businesses typically have the tools to sustain themselves. Comes down to relationships, brochures are good but impersonal. Networking at chamber meetings to speak closely with these groups.

Unpacking Data and Developing Labor Market Intelligence – Elizabeth Garner

- Elizabeth Garner – State Demographer from the Colorado Department of Local Affairs shared a presentation explaining that she is part of a public information office that studies the causes of population change. She offered outreach to work with local governments and others to understand what the data is saying. The website is www.coloradogov/demography. The Dashboard gives data on population and can be downloaded for a presentation. Data can be used in decision making for each region. The data included on the Dashboard comes from the Census Bureau. Liz shared that her office works closely with LMI and they share information. We spent time reviewing the drivers are for change.
- Net migration considers births, deaths and outgoing migration, age.
- Job growth by region--What industries are seeing most job growth, the economic driver is household basic (retirees, transfer payments, trust variance or independently wealthy). The share of this group per county can be vastly different. Retirees support growth and are an important piece of information regarding statistics. The unemployment graph allows demonstration of data over time per county. Growth forecasts by county are available, information of women in the workforce and how the labor force is constantly changing. Tracks 'leavers' or those who exit workforce. They create jobs and increase by 37% percent or more into the year 2040 and will dramatically change the labor force.

Visibility in Colorado -- Commissioner Debbie Bell

- Social media is providing a bridge between all partners, but active communication is vital to provide a good mix. Debbie emphasized the need for an overall, simplified regional plan without complicated acronyms. 'Direct Employers' is a partner used per Bill Dowling.

- Jobs are offered in categories. Customers tell us this is the type of job seeking services they need. Want to find ways to make it clearer, sharper and better. Message needs to be changed to everyday language using added value with a question "Are you interested in a well-trained employee?" is an example. Perhaps a communication specialist would be the thing to fill the void. This individual should have a media background that communicates to all generations from baby boomers to the millennial's. This individual should be tasked with working with each local group to assess needs.

Workforce Investment Board Chair

Roni Wisdom was recommended by the WIB in February 2014 as Chair beginning July 1, 2014, along with Greg Pope to continue serving as Vice Chair for a two-year term. The LEO Board was requested to vote in an effort to ratify this recommendation of the WIB.

LEO Motion: Commissioner Steve Ivancie

LEO 2nd: Commissioner Ray Garcia

Unanimous Approval

Youth Council Chair

George Hanzaas was voted in at the YC Chair at the June 13-15, 2012 WIB meeting. Therefore, based on the by-laws it is time to either re-elect George or elect a new Chair. George is the only "business rep" on the YC at this point in time. The YC did discuss this issue when it met on April 24, 2014 and wish to have George re-elected.

The CRWC Youth Council recommended that George Hanzaas continue to serve as Chair for the next two years.

Retention of George Hanzaas as Youth Council Chair

WIB Motion: Leon Ortega

2nd: Jerry Barber

Unanimous Approval

LEO Motion: Steve Ivancie

2nd: Commissioner Ray Garcia

Unanimous Approval

Youth Council Representation from Northwest and Rural Resort

- **Chris Romer**, President and CEO of the Vail Valley Partnership. This is the umbrella group for all chambers in Eagle County. Chris has been an active and engaged member of the Rural Resort Workforce Investment
- **Melissa Freeman**, owner of Deluxe Tattoo, and founder of the Skate Church, and sponsor of \$500.00 scholarships to youth with "non-conventional" educational paths. This includes scholarship to trade schools, arts schools, etc. Melissa has been an active member of the Northwest Workforce investment Board since 2013.

Both were approved by the WIB and LEO Board to serve on the Youth Council.

Add Two Youth Council Members as recommended by the Youth Council

WIB Motion: Kathy Worthington

2nd: Ronnie Zaday

Unanimous Approval

LEO Motion: Karn Stiegelmeier

2nd: Ray Garcia

Unanimous Approval

Data Validation Monitoring

Caren Swales shared that the results of the recent data validation monitoring were outstanding. Significant improvements have been made. The Youth Council is attributing the vast majority of these improvements are due to the Youth Case Manager's Conference and the technical assistance received.

September WIB Meeting Location

The Board discussed the location for the September WIB meeting and Mesa Workforce Center has agreed to be the hosting region.

PY14 Youth Council Request for Funds

Caren requested \$50,000 of the regular, formula-allocated WIA Youth funds be set aside for special projects (proposals to be submitted by the regions) and a PY14 Youth Case Manager's Conference.

Approve \$50,000 expenditure as requested in funding is available

WIB Motion: Roni Wisdom
2nd: Ronnie Zaday
Unanimous Approval

LEO Motion: Steve Ivancie
2nd: Ray Garcia
Unanimous Approval

Teambuilding Activity

The group participated in the "Helium Stick" activity. The key to this activity was to see how working cooperatively and communicating effectively, the goal(s) can be accomplished.

Reverse Brainstorming

The team engaged in a "Reverse Brainstorming" activity. The question was asked, "What would happen IF Workforce Centers went away?"

Overview of Speakers

The group discussed the "take aways" that they received from the guest speakers and tours from the day before. Mike Jones, Scott Graber, Kathy Rogers, the Gator Farm and CoGentrix.

"If someone is willing to work hard they can be taught."

"Communication skills were always there. Tracking all the checks for such a large group, there was a lot of organization"

"Customer service"

"Vocational training seems to have been a part of the businesses seen. No college necessary but training"

"Teamwork attitude, how do we go about teaching that in schools, how do we teach working together"

"How do you teach pride, how do we teach business owners how to teach teamwork"

"How do we get more people interested in agriculture?"

"Passion is contagious; it helps you to see things in a different light"

"Important to know there is a difference between ego and price"

“Change management could be a trained thing”

"Career and Technical Education exists at CDE. Family engagement is also in play, in teaching work ethic. Accountability is towards students at this point. A combination of both can bring this into focus"

Youth aren't taking opportunities offered by corporations for other things that are to them more important. HR rules don't allow for them to call parents to make them aware of the opportunity"

"How do we bring back the soft skills, this has been lost through the years"

"Humility and strength, sense of commitment, work ethic, values, integrity and passion for what a person loves to do, these were exhibited by all the business owners"

Strategic Planning

- Clarity- Must be totally clear
- Focus- We have a lot of things to consider
- Discipline - Minutes will help decide tie into strategic plan, this will drive our focus
- Engagement - We are unique, we have relationships, this is an asset for us, we extend a hand in cooperation between us and businesses

Focus Reduces Chaos

The team engaged in a timed activity to demonstrate that when you focus on specific goals with a clear vision and engage in strategy deployment, the entire process flows better and is more efficient.

FOCUS REDUCES CHAOS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

Strategy Deployment

The team broke into groups to further develop the CRWC WIB Strategic Plan (Please see Working Document for CRWC Strategic Plan)

Working Document for CRWC Strategic Plan
Revisions Identified May 9, 2014

Goal I: **Mobilize Collective Action:** (Karn Stiegelmeier/Ronnie Zaday) CRWC WIB shall share data/knowledge, understand labor market issues and trends in local regions and key sectors, and use this intelligence to guide WIB work and engage public, private, non-profit and civic partners in solving community problems.

CRWC WIB shall act as a catalyst for problem solving, new idea generation, and broader community change – creating narratives that inspire; mobilizing partners, stakeholders and the public behind key causes; and launching innovative, high-leverage projects aimed at solving important community problems.

By September WIB meeting, hire a public relations / communication/ marketing specialist (use whatever title works) It could be "education and outreach" (Someone who has the media expertise to help staff, not create extra burden for staff)

- manage marketing/ media outreach social media- include press releases, radio - public outreach as well as internal communication improvement
- improve web usability for mobile devices as well as computer access
- templates and guidance that can be customized to local entities/ culture/ needs locally driven but statewide branding

NOTES:

Teens spend 7.5 hours per day on entertainment media. We need to find a way to be current and relevant to youth. AND business

Facebook page -

MOU- between regions, Consortium, WIBS

Resumes being submitted online to computers

Communication gaps between regions needed- monthly all staff meetings with Clark-- perhaps go to meeting OR a blog, Facebook WIBS sharing Share successful programs--- like empowering Dads program, youth outreach, OJT, combine good programs, resources

ACCOUNTABILITY -- cost savings eliminating duplicated efforts by staff that doesn't have the expertise

Goal II: **Design Strategy (Tish Nelson)**: Position the CRWC WIB as a thought-leader on key workforce issues relevant to rural Colorado and beyond.

Survey all regions, determine the top 5 needs/assets by June 30th. Determine the priorities. Get together via GoTo and by August 30th, have a collective list of the needs/assets that are in the Rural Consortium. Conduct a SWOT analysis and determine what strategic alliances are needed in order to position us as a though leader on key workforce issues.

Goal III: **Cultivate Knowledge (Karen Ferrington)**: CRWC WIB shall encourage shared learning, exchanging in-depth knowledge and expertise in business management, workforce and economic development, education, technology and other disciplines relevant to the WIB's goals and objectives.

Conduct a subject matter expert inventory of our WIB and knowledge gaps of employers and/or critical issues. By September meeting, we will have tools & processes in place. Accountable parties include CDLE staff with contributions by WIB committee.

Goal IV: **Exercise Influence: (Roni Wisdom)** CRWC WIB shall use their personal and professional networks to bring people with diverse perspectives, experiences, and resources together, enabling innovative solutions to community workforce problems.

1. Survey of CRWC WIB members to develop template of information they would like to use (dashboard)

- a. Identify WIB member needs i.e. influence information to address businesses, address organizations/groups, attract board members
- b. Do they want the information in printed format, on a website, via a smartphone app, blog, ??? Yes Yes Yes!
- c. Include areas for local messages and success
- d. Make it customizable, consistent, easy to update
- e. Include resources for others i.e. veterans, youth, disabled, etc
- f. Identify committee to work on this goal

2. Completed survey returned to committee 6/30/14

3. Complete Dashboard template by 7/31/14

4. Roll out Dashboard/possible marketing materials during September 24, 2014 meeting

5. Set up training sessions in September meeting to use Dashboard effectively (?)

6. Add Dashboard to website/create marketing materials by 9/30/14