

**Meeting Summary
June 15, 2005**

Colorado Community College System – Lowry Campus

Attendees: Wayne Bulander, Ledy Garcia-Eckstein, Skip Paterson, Sue Carparelli, Doug Glynn, Dani Crane, Nancy Smith, Joe Collins, Booker Graves, Roger Smith, Linda Perez, Dr. Philip McCready, Mary Beth Susman, Mark Warne, Tom Looft, Steve Wright, Pat Buys, Cec Ortiz, Kathy Wojcik (proxy for Mark Dutell), Tom Kilijanik, Lucille Mantelli, Bob Wilson, Kersten Hostetter, Peggy Herbertson

Innovation Economics Presentation – Dr. Philip McCready, Innovation Economics, LLC

- Dr. McCready went over the recent history of the economic conditions in CO, focusing on a few key industries – Information Technology & Telecommunications
- Jobs are diminishing in these sectors, and wage levels have been decreasing, as compared with other states where wage levels are either staying steady or increasing
- Dr. McCready recognized that the CWDC realizes that it's work is part of a system and that this is a very important realization
- CO's core competitive advantage (skilled workforce) is diminishing due to slow recovery
- See the full power point presentation at:
<http://dola.colorado.gov/wdc/news/quick.htm>

A question & answer session ensued between the council and Dr. McCready:

Booker asked Dr. McCready to expand on the importance of having a proactive program to work with companies that are downsizing or shifting headquarters.

- Dr. McCready explained the importance of having companies utilize their staff as think tanks to find ways to use their resources that are already in place, rather than letting their expertise and experience disappear as the companies they work for downsize
- Knowledge is the key; putting the right environment in place allows people or groups of people to become creative, generate ideas and opportunities;
- We need to understand the life cycle of our industries so that we can be adaptable and proactive
- Dr. McCready assessed that CO still has the capital/workforce, and we are less expensive than CA, but we need to understand what causes the boom and bust patterns so that we can assess our turnaround rather than waiting for the cycle to get through it's trough

- Recently held event in South Denver to address technology and finance; there are very little social networks that facilitate inter-company growth and business development in the Front Range
- Partnerships and networks (not only State entities, but also local employers) must be developed and sustained; knowledge must be shared and used, and we need to find a way to influence the organizations that are important to CO's economic health

Learning Line Demonstration – Dr. Mary Beth Sussman, Rocky Mountain PBS

- Dept. of Education/Adult Ed, CDLE, Workforce Development and PBS have created an on-line program to help those at the lowest level of literacy learn to read on the computer, as well as learning to use the computer while they are using the computer using icons and sound; www.rlmultimedia.com/Learningline/
- 2 audiences – those at the lowest literacy level & those in the Adult Ed centers that help them.
- Web browser will have icons that speak to you, and it will read everything that you bring up (want ads, newspaper articles, children's stories, etc)
- Hope to create transformation from other languages to English.
- Will be presenting at the distance learning conference; will probably end up as a national best practice
- Enhances the workforce system's universal access approach, and assists with skill development that will help those with no skills gain skills and find their way to the career ladder

Roger Smith - Top 3 Strategies from the CWDC Strategic Planning Session

1. Align employer-driven workforce development with economic development
2. Identify career development pathways in emerging industries
3. Invest in locally and regionally-based solutions to meet marketplace needs

Subcommittee Reports

All subcommittee reports were submitted electronically to CWDC members prior to the meeting for review.

Motions were made to approve the reports of the subcommittees (BOAM, SDPC, SWIS, and SYC). All four motions passed and the reports were approved.

The subcommittee chairs then posed questions to the CWDC to spark discussion and potential areas to focus on:

BOAM – Skip Paterson

Topic - Regarding the State's economic development focus, how should we balance focus on recruitment, expansion, retention, and assisting businesses in emerging industries?

- Focus should be on finding ways to help expand existing businesses & provide clear pathways to growth
- Continue to promote entrepreneurial opportunities. The only sector that grew in CO during the bust were microbusinesses (25 or fewer employees). These companies don't outsource and are located in smaller communities. We might want to look at those employers to better serve their employees through additional training and development
- WFD month and the small business symposium should be increased/expanded
- Encourage the locals to continue to focus increasing exposure with all businesses in their region
- Coordinate calendars and share venues with economic development to target industries
- Education and economic development are building on our E3 concept; education is also incorporating E3 in their upcoming summit and are listening to the importance of being aligned with the workforce development system
- Last April we brought in Ed Barlow and gathered local workforce investment boards to see how Colorado's workforce development system and economic developers could be combine their focus
- Weld/Larimer/Wyoming all attended in Weld to show a regional focus;
- Economic Council pointed out that the energy/renewable energy areas will be an area of focus; CWDC will help fund and commit to taking a look at this industry; lots of untapped potential in this state; need to see what skill sets will be needed to support that industry, and the related training needs;
- These markets are international, and other countries (China, Japan, etc) will need solutions to their problems with technology and renewable energy

SDPC – Dr. Roger Smith

Topic – Identify career development pathways regarding emerging industries. What do we need to prepare the workforce?

- Wireless technology/telecommunications will be an area to pay attention to; cell phones will be our primary conversation device; video/camera/community blogging/community voting, etc are all moving in this direction
- Third and Fourth generation phones will be the “technical description” for these phones

- RFID transceiver devices are also big (like bar code technology), also similar to the chips they are putting in dogs; ex) bar code on milk container will tell the store if it is bad; ex) stocking patterns in stores; Wal-Mart is using this to some extent; ex) shopping cart of the future will read it's contents and payment will occur without going through checkout, and the store will be able to monitor inventory in this way

To what degree is CO involved in this technology and the businesses that will be developing it? How do we make sure Education, Economic Development, and enterprise are engaged and that the right people are able to respond rapidly to opportunities?

CO is organizing activities and doing comprehensive planning, especially in the economic development areas; many studies have been happening to do this analysis; through studies, etc, we begin to understand the sectors that have issues surrounding high skills workers, and we can develop this model further to approach other industries; this allows us to better respond to issues, develop networks, and better utilize our funds to develop a better workforce system

Our local WIB's can be big ambassadors in this area; with some basic knowledge, can help coordinate and make the connections with local experts

Larimer's board recognized the need to be there for the first contact with new opportunities; we have to evolve so that we can use our strengths (local WIB's);

State Youth Council – Dani Crane

Topic - Investing in locally and regionally based solutions to meet marketplace needs. How do we communicate and help roll out big picture themes locally?

Through discretionary grants and through presenting to locals opportunities to test new ideas to see if they make sense; also, OWD staff attends regional WIB meetings to share info between the state and local areas

Regional director meetings are also forums for policies and strategies from CWDC, and CDLE to be shared.

We are in the process of getting a purchase order in place to receive RFP's for technical assistance (labor laws, grant applications, etc) that will be available for the workforce system and will be available to all regions, councils, etc; this will allow us to better prepare and empower the locals.

Annual best practice forum allows regions to share information on a regular basis; E-Colorado portal also is an area to research and share information.

Director's Report – Booker Graves

- Colorado's 2-year plan was approved by the US DOL with NO changes. This is remarkable.
- 2 pilot projects being initiated: ESL (English as Second Language) and Work Readiness Certificates for potential State-wide rollout