

Colorado

Workforce Development Council

CDWC

11-15-06
WELLS Center

Attending: Roger Smith, Booker Graves, Tom Looft, Kirsten Hostetter, David Moore, Elise Lowe-Vaughn, Bette Matkowski, Marva Livingston-Hammons, Nancy McCallin, Morgan Carroll, Dwayne Adkins, Peggy Herbertson, Dani Crane, Sue Carparelli, Joe Barella, Tom Allee, Tracy Boyd, Dennis Hisey, Mary Gershwin, Robin Wise, Walt Speckman, Mary Layton, Debbie Rose, Alexandra Hall, Dee Funkhouser, Steve Wright, Mary Russell, Betty Sparrow, Jeff Fitz-Gerald, Ledy Garcia-Eckstein, Tom Miller, Lee Carter, Glenn Little, Shelly Wood.

Welcome and Introductions: Roger Smith. Meeting called to order at 10:21 a.m.

Roger introduced the new members: Tracy Boyd, Kenneth DeBey (not present), David Moore, Debbie Rose, Robin Wise, acknowledged Morgan Carroll, newly re-elected state representative from Aurora.

The Executive Council met and discussed talking points for the new administration regarding five core issues: business, highways, education, human capital development and the council.

We will also have a new member orientation on Tuesday, November 28th at Micro Business Development. Please feel free to attend.

Booker asked all of the workforce professional and staff to not talk in acronyms but if there are any that the new members do not understand, please ask.

Roger explained that Mark Pingrey's bank is being purchased by a New Mexico company and the new owners are in town so he will not be at this meeting.

WELLS Center – Sue Carparelli: The center has been in the works for “75 years” per Sue. She distributed copies of the PowerPoint presentation and other materials. She welcomed all and re-welcomed those who were here for the open house. It is an example of the critical role that the workforce centers make for occupation-based shortages in our state. Booker and Elise have been the funding champions.

The “WHY” – there are labor shortages surrounding nursing and it is of absolute critical levels. There is a shortage of 11 – 12% right now and expected to grow and it is on the supply side and demand side. The supply side is that there is an aging population and many will be retiring. On the demand side, the population is growing and there is not enough faculty to teach the nursing students. With workforce funds, they did a study to

discover the shortages and discovered that we have a huge shortage. Nursing is a practice profession but we need the clinical training that is required and traditionally that has been done in the classroom. There has been tremendous stress on the clinical facilities to accommodate the demand. In 2002 – 2003 they did an analysis of supply and demand. They discovered that there would be an even more increasing shortage and by 2005 there were many more nurses who had entered into the profession. These are high cost programs and require resource allocations by the schools but we will continue, based on demand, to see increased enrollments of this nature. We need to figure out how to sustain the enrollment and keep the students in the programs. They need to raise \$10,700,000 more in funds to keep the nurses in the system. 65% of the nursing students come out of community colleges. It costs \$7,000 - \$9,000 each for the students to graduate and right now they provide only \$1,200 in financial aid.

There are 2 critical factors to keeping the students in the program: faculty issues as well as placements. There needed to be a place for the people to come together that addresses both issues. The faculty presently carries a huge load and we ask them to carry more. The need was a simulation for clinical training and that's what the WELLS Center is for. Some of the workload can be relieved by the simulation laboratories like the one here. Faculty needed the opportunity to train to use the simulation labs. We need to know how to produce workers that are responsive to the current needs of the industries.

Many people had a hand in bringing this about. It is a public-private collaboration. The case contributors were the key foundations partners. They agreed that it should be located on the Fitzsimons campus.

Key Foundation Partners: CDLE, State Workforce Development Council, CU Hospital, Rocky Mountain PBS, Colorado Area Health Education Center, Touch of Life, Inc, CU Health Sciences Simulation Center and others. The visible human dissector was provided by Touch of Life, Inc. and CU Sciences Simulation Center. Many other partners have contributed, too many to list. The contributions and continuous contributions are in place. The Center will continue to bring other funding sources in at all times. There is a governing board for the Center that is comprised of business, professional and private organizations. It is on a 5-year plan with the ability to train nurses and enterprise and eventually stand on it's own to reach far beyond the level of learning that currently exists in a self-sustaining environment. This is a template for other centers like this. There will be another project like this one brewing in the next 90 days that will be just as innovative.

We have made a significant impact on clinical experts and instructors in the state. The wage gap between practice and clinical instructors is a 30 – 40% gap. Over the last 18 months, they have been working on a “boot camp” for instructors to be clinical instructors. To date they have trained 200 instructors to serve in the Denver area and will bring it to other parts of the states. We are still looking at a shortage and should look at nursing practices as well as faculty and infuse the two programs. There is a program right now that will limit training of only rural nursing programs. We need to be more competitive on wages and find lower cost nursing training programs. We are well below the national average salary for nurses. The starting nurses are making about \$40,000 up to

\$100,000 for upper facility management. We have a lot of students on waiting lists but the capacity of the educational system to support the desires of the people who want to enter into the profession. The novice nurses need to be carefully placed into the proper environment to helpfully further their skills.

The activities and services of the WELLS Center include on-site tours, demonstrations, facility usage, simulations development retreats and simulation training. This should kindle and fuel the imagination of the students. Most equipment can be moved off-site but they have opened the doors as a state-level resource. The staff here supports the visitors who will use the stimulation equipment physically and educationally. The Community College of Aurora has a stimulation setting that replicates a home setting and a public setting. Here there are rooms that replicate ERs, ambulance, etc. settings. The CCA will use the facility as a teaching facility and grade the students on their performance.

Off-site activities and services include: presentations, technical consulting and technical simulation.

They have served many people here including K – 12 students.

Roger commended the work that the WELLS Center is doing. Some of their projects include: clinical scholar grants, Western Colorado Healthcare Coalition Support, Northern Colorado support, HCA Healthcare support, foreign training program, bridge training program, others. That has enabled us to work in amazing ways.

The OWD has also funded projects all through the state to increase the number of nursing programs. We have been trying to do positive projects to help solve the nursing shortages.

This Center is using technology to drive the programs to use it in ways that make the workforce drive technology to make a difference and solve the workforce shortages.

Certification – Elise: She is working with a taskforce to look at certification for job seekers and employers in the state. They want to ensure that the workers have the skills to work with the employers. This is an economic development tool. They will try to promote the job seekers and promote skill enhancement. They should have something in place by December. There is a national movement to answer what kind of person will answer a job opening. There is a quality referral measure to make sure that the worker can either do the job or train the worker to do the skills for the job. The level of the skills should be that which will make sure the employer gets a worker with the proper skills to do that job correctly and that is understood communication between workers and human resource centers so everyone has a clear understanding of what the skill sets are. The model should be useful for education and workforce to work together. The funding will be through WIA and will need to be voted on. This is a methodology so that we can refer qualified workers to the employers. This should be universally accepted by employers. Employers need to know how to properly ask for the needed employee. It is not a “one

size fits all” program but the smallest and largest employers will get the qualified employees that they are looking for. It is also an incentive for employers to come to Colorado. It should particularly benefit small and medium businesses. They will look at the skill set of the applicants and fit them to the openings that businesses have been submitted or train a worker to fit the job opening. There is a large segment of the population that does not have a degree of any kind but they have the skills that the businesses can use. If the person does have training in another area, they will look at what that worker is qualified to do and fit them with an employer. The workers will have a portfolio online and the employer will be able to see the skills and any degree or certification for the workers. One million (36%) of the adult workers don’t have a degree. We are making it possible for people to be qualified and certified to work in any industry. It is important that we organize the jobs and the qualified referrals.

Sub-Committee Reports

Business Outreach And Marketing (BOAM) – Tom Allee: There is a full capacity marketing statewide taskforce. We have worked with other states and communicated effectively. You can get increased incentive funds if you meet certain goals. Certification Components: brand ambassador activities, market research, business services and outreach, high growth business outreach and partnership marketing. Outreach includes smaller communities and regional and rural areas. This partnership marketing is where increased incentive funds come in. This is incremental incentives for achievement of potential up to \$5,000 for the workforce centers.

The Workforce Development Month (September) was very successful with job fairs and other activities. The marketing taskforce accomplished what they set out to do.

Moving forward: a quarterly tracking report is being developed; BOAM will make a recommendation to SWIS For funding the Marketing Certification component of CIMS; and operating a team room on e-Colorado. Elise elaborated on e-Colorado. There are assessment tools for employers and for job seekers, there are lists of employers with openings, training modules, free online training and they can post their resumes. It is being redesigned and is nearly completed.

Tom stated they are looking for volunteers for this committee. The Committee approved the BOAM Committee Report unanimously.

State Youth Council (SYC) – Dani Crane: Bette Matkowski joined the committee. They are focusing on local strategies, convener, joining ventures, performance management and measurement and marketing and messaging. The State Youth Conference welcomed over 200 state youth employers. There is a youth score card on drop outs, how many are served, etc. They need to communicate and promote the things that are going on in the state and may have a newsletter soon.

Construction Days 2006 was successful Oct. 3 – 4, 2006. This year 1500 students attended. SYC invested \$9000. They are focusing on out of school youth and therefore only the students that were in school got to attend.

Next year they will work with the Governor's Summer Youth Job Hunt, the Transition Grant, a searchable database starting with the youth with disabilities resource list. All information is accessible through e-Colorado. Work continues with the State Youth Council and will have again Think Big in April in Breckenridge. They are also looking for new members. The SYC report was approved unanimously.

State Workforce Investment System (SWIS) – Peggy Herbertson: We need members and a co-chair. They met on September 11th. They are discussing how to use the funding but expecting it to go down.

WIBS will be recertified this year and are every two years. They will use the same certification and will look at other processes for next time. They are working with the US DOL and discussing how training is related to the labor market. They have disconnects between the state, regional and upper levels. They have different definitions of “training” so they will define it locally and ask for more money. Other states will be proactive in the definition. We have to follow performance standards. The portal is being partially funded by performance standards. The US DOL is changing the standards but there have been discussions on whether to move to the common standards according to US DOL. Right now there are two sets of standards that conflict. The CDLE has put together a waiver of changing to the common standards.

CIMS – This focuses on special populations such as disabled.

The SWIS report was approved by a majority, one opposed.

State Development Partnership Committee – Roger Smith: Roger facilitated the meeting on October 3rd. There are very limited openings but they will accept new members.

WIRED Grant – they have industry panels to assess the needs of the industries.

Ledy: They have done a lot of planning but will release a RFP (request for proposal) on the “Jump Start Program” in support of the highest demand industries. They are doing the research of what the industries needs. There are good things going on and let's look at those first and fund them if they need further funding. There will be new innovative initiatives RFP to be released in the spring. They are looking for people in all counties in the industries to come to them for input.

Employment trends – they are looking to bring job seekers and employers to the table. Alexandra Hall – They are looking for information that can be used to substitute for surveys. There is a short term occupation survey. They have cut down on funds they are using to provide a cost effective program. The handout includes short term occupation projections and occupation wage information.

Workforce Information Taskforce – There is a taskforce that is in the process of evaluating the information that is available. They will circulate a survey to government agencies to have people respond to us when they are making talent development decisions. It should be out next spring. They will ask the taskforce to look regularly at what they should research and the trends. They will make recommendations in the pursuit of talent development and skill development to be a fact based database.

Report unanimously approved.

Director's Report – Booker: Grant status report. He went over the figures and stated that the SWIS committee approves the distribution then it goes to the Governor and is then distributed. Booker explained the funds that were spent and that the funds that are left to be spent will need to be held in case of a rescission. Available funds are \$1,000,065 and the other funds were explained per handout.

Funds are reaching 80% of the negotiated standards that allows the state to perform and receive the performance incentives. The Governor's office should know about the funds, how they are spent and what is being done. Much of it is evolutionary and extremely progressive, producing results. We need to make sure the council portrays to everyone what this council is doing.

The dynamic potential project that is coming up will take a chunk of the funding.

The executive committee has been discussing talking points for meeting with the new administration and newly elected officials. He asked for volunteers for the sub-committees so they may benefit the vitality of the state.

Booker also asked for volunteers to review the proposals for discretionary fund requests. They need to be rated and graded and have a performance report. Tracy Boyd volunteered.

Tracy asked him to elaborate on the WIA Discretionary funds.

New members were asked to try to attend the orientation session on November 28th.

The meeting adjourned at 12:42 p.m.