

CDWC

06-13-07

CDLE, Don Mares, Exec. Director

Attending: Roger Smith, Booker Graves, Dwayne Adkins, Debbie Rose, Ken DeBey, Glenn Little, Steve Wright, Verlia Dexter Dutton, Elise Lowe-Vaughn, Tracy Boyd, Mark Warne, Bette Matkowski, Carmen Velasquez, Joseph Barela, Alexandra Hall, Don Mares, Walt Speckman, Tony Gagliardi, Tom Looft, Doug Glynn, Sue Carparelli, Lindsey Woolsey, Nancy Smith, Paula Butcher, Bob Wilson, Yvonne Myers, Mary Russell, Judy Emery, Paula Gomez Farrell, David Moore, Lee Carter, Linda Murphy, Kersten Hostettler.

Welcome and Introductions: Roger Smith

Meeting called to order – 9:37 a.m.

Don Mares made an introduction to CDLE. He introduced Tom Looft, Elise Lowe-Vaughn, Alex Hall. He spoke about a meeting he had attended with attorneys who were curious as to how Colorado has accomplished what we have. The issues of the jobs cabinet and work program are high on the Governor's agenda.

Upcoming Events: Workforce Innovations, July 16 – 19
NGA Summer Meeting Aug 6 – 8
NGA State Liaison
National Wired Sector Conference

Decision Document: CWDC to sponsor NNSP Conference Nov. 13 – 15. \$15,000 sponsorship was motioned, seconded and approved unanimously.

1st Anniversary of the WELLS Center is Aug. 14th. Council Members will be sent invitations for the celebration.

National Workforce Issues: Lindsey Woolsey – (copy PowerPoint Handout) NGA “Innovative America” Initiative in the Workforce.

Across states there is still a little bit of hesitation and questions. This year (Aug 2007 – Aug 2008) the NGA will address innovation in America. The focus of the initiative is to strengthen the capacity to innovate. There is a strong human development focus in the initiative to strengthen and drive the workforce. Colorado does collaboration well, which is typically difficult.

Today's workforce is very different than it was 5 years ago. Today we customize the workforce and economic development and we have to customize for the industries.

The focus should be on K – 12 statistics as far as STEM. We need to look at, and work with Sector Strategies including Research and Development. The Governor’s Initiative needs to know where R & D is taking us to bring the K – 12 to the surface.

Best Practices: The NGA delivers to Colorado what they have learned and then we can customize. Right now there is not a state that is pulling together the pieces but rather there are many states that pull the pieces together. There are possible policy changes around recruiting and incentives for teachers. Post-secondary education areas need to use cluster and sector strategies and they are linking with the industries. Part of the NGA is to de-mystify the high tech sectors and look into them.

State Toolkit: We need to access Econ. Assets, align innovation policies with strengths, make strategic investments to create a culture of innovation, use the bully pulpit and communicating, convening private and public sector leaders, streamlining and customizing regulations, and improving access to seed and venture capital.

Physical and technological infrastructure needs to be put into place. Communicate with private and public sectors. Based on research, we will know a lot in August around how well the governors around the country are doing with this strategy. Many of the new governors mentioned in their State of the State Address that innovation is important. There is a huge part of the workforce that is not dedicated to only STEM industries. There are small business developments that focus on creative arts. Many of the formerly low-educated industries are upgrading to high tech practices.

The venture capital and angel investors are thought of high tech but that is not true. Some focus on art, teaching, etc. areas that is very different than the normally thought of areas.

The importance of innovation and technology is a way to advance the workforce to lengths beyond what it is today. Technology is being brought to micro businesses as an “incubator” for industry.

Go to www.nga.org for more information and additional contacts.

The “Tough Choices or Tough Times” publication goes along with the new P – 20 Education Council appointed by the Governor. This is a stimulus as a wholisitic suggestion for Colorado. There is starting to be a track along the lines of what Colorado wants to accomplish. We should invite someone from the P – 20 Council to speak and outline their mission to a future meeting and try to get someone from this council to attend their meetings. This publication should not sit stagnant but rather be put into the foreground.

Sector strategies have the potential to draw on the synergies in the state. Different initiatives bring together partners to discuss overall state human development needs. The decision to move on this is exciting for Colorado. This could balance what the state vs local areas could see in the future for industries and other industries.

The academies have not been completely laid out because there is a lot of opportunity as to what the state would want to accomplish. The overall objective is to build support in the local areas and a common understanding what the sector strategies are and how they are different than cluster strategies. You should encourage the local Boards to work together. You need to decide where the needs lie. The academies last a day or a day and a half and can be very powerful. Another option would be an academy to build on the sector initiatives. It should include a lot of people, even the areas that do not have a sector strategy in place.

The various parts of the continuum of the healthcare industry should work together with other industries to talk about workforce shortages. They should explore the issues and identify areas of collaboration; if nothing else for cooperation for purposeful sector based initiatives. We have the expertise to bring industries together.

Sector initiatives are not duplicating what local WF Boards do because it's pulling together a different set of partners that have not been together before. It is not customized to incumbent workers right now. They work with multiple employers in essential areas. A sector initiative involves issues and policies that certain industries are facing. It is dependent on the local area and the local WF Board. They will be focused on local workforce strategies to come up with what works for them.

The academies will show what sector strategies mean and what they hope to accomplish. They need to devise a plan and apply for the funds that come from this Council. It will be focused around the local and regional areas.

The Council will bring the funds and experts that are experienced in sector strategies to help the teams develop their own plans locally and statewide.

SDPC: One of the big things is that it is great and we will collaborate to work with the large industries. It was agreed that we would do a competitive model so the local WF Boards would be able to decide what would work best for them. In addition, there was agreement to use funds for academies to create some of the sector strategies. Will provide \$50K for academies

LMI Update: Alex Hall – LMI Gateway

The expense of cash transactions is growing. It may come to where your cell phone will be used as an ATM and you will use that as cash.

The data at LMI can help you understand the labor market for decisions regarding sector strategies. The data is accessible and usable. The focus has been on keeping LMI updated and teaching people how to use it.

They have developed products for people to use and have shown WFC how to access and use the LMI information as well as Chambers of Commerce, HR Assns., other organizations. They target how to use LMI presentations on the demographics of

Colorado and minimum wage effects. They have handed out about 8000 copies of their information and average 30 participants per presentation.

The WDC and WFC have been sharing the expense of printing the materials. They have developed a pocket resume in Spanish and giving tips on resumes, applications and interviews. Included in the packet is a brochure to navigate the new LMI Gateway website. Updated the occupational wage comparison by statewide and local areas. There is a new LMI snapshot and a pamphlet on local employment dynamics. There are a couple of new initiatives and surveys. There will be a new benefit survey that will target 8 industries and later how they develop regionally and locally. They are working on an occupational safety and health industry program. They are starting work on national projections.

Work Readiness Certification: They will have a certification that they can give to the employer that says they are qualified to work for that employer. They will use WorkKeys to test applicants. They need to do more research and get more funding. They will then present it to the SDPC Council.

COMSTEC is associated with STEM education and the committee has approved \$6K to aid in their projects.

Report Motioned and Commenced.

State Youth Council: Bette Matkowski – she attended a Colorado Links Mental Health Services meeting. There is a booklet that lists the agencies where someone can find help for mental health issues. As young people are looking for employment, SYC is listed as a source of help. They are focusing on the delivery of these services to youth.

One of the events sponsored was Think Big with 130 people attending in May.

They funded 5 promising practices programs. There are now people asking to become members.

They have been working on strategic planning in 3 areas.

Report was motioned and passed.

SWIS Committee Report: Booker Graves

The next meeting is June 21st. They will look at funds for approval of state plan. The final will be in July. Any recommended changes should be received soon.

Approved the Community Management System to award them in marketing and serving people with disabilities. Awards will be made next year.

Successfully completed negotiations to maintain the DPN program in cooperation with the CDLE and DVR and others. There has been a focus on service for people with disabilities.

There is a resource mapping project nearing completion.

Project TRAIN – Training, Resources and Incentive Network – Judy Emery
Started in 1999 as a coalition of local, state and collaboration of others. They want to insure that resources are accessible to all people with disabilities. The DPN initiative assists in building infrastructure within WFC, assists job seekers in navigating various systems. They expanded the program to 20 navigators in the state. They participated in a national evaluation that consisted of 4 states and continues to look to Colorado for data and information because we are leading. They are partnering with universities for national training.

The DHS/DVR is funding the program and the US DOL is partially funding. Initiative funds to Colorado provide matching funds of 25%. Colorado WIN Partners is part of a national evaluation study focusing on youth 14 – 25 that is WF based. They are intervention for testing SSA waivers and testing I-Team Intervention. (They use navigators, benefit planners and career counselors.) Colorado is the only state that houses the intervention.

They are gaining national recognition and will present at the WF Innovations Conf in KC in July. They will present at the national DPN Conf.

Colorado Systems Change Transition Grant. They have used intermediaries to bring on the partnerships. Selected by ODEP for site visit to highlight promising practices in serving youth. They have gained national recognition for Think Big as well.

Awarded the NGA Policy Academy : core team, home team, 3 goals: enhance statewide policy, build collaboration, facilitate data share and enhance communication.

Benefit planner project: Work Incentives Planning and Assistance (WIPA).

Research Engineering Resource Coalition Demo Project (RERC). Use of technology for job search.

New Initiatives: US DOL demo project. Serving adults using SSA Youth Project and having the team serve adults in WFC.

They have brought in over \$16M since 1999 through WF Projects and will bring in an additional \$1M over the next 2 years through demo projects. There are other projects in the future. Individuals are getting jobs and the outcomes are tremendous.

Report approved.

BOAM: Susan Carparelli – Workforce Development Month

Provides outreach to the community and help develop communication. Approved funding for CIMS. The efforts have been focused around WF Dev. Month with activities happening around the state as driven by WF Boards in those areas. There is collaboration among CDLE and WFC. Plans are under way. There is opportunity to align with the new administration to communicate policy re: WF development. The lack of any honeymoon period has created some need to focus in those directions. There has been focus to appoint a permanent chair. They are interested in clarity of this committee with the initiatives that the Gov is rolling out. They are looking for purpose and will look at the people in the new administration. These are important to communicate within the council as well as to the community.

Report motioned and approved.

Grant Report: Glenn – went over grants that this committee has approved. Total given out \$2.8M and the report is broken down by quarter.

Director's Report: Booker Graves – Tom's office does report on volume of WFC. 16% with Bach or higher, 7% are with disabilities. 25K have received extensive training through the centers.

Program that needs funding for Douglas County around the auto industry that is consistent with STEM and other activities to create a program similar to one in Lubbock, TX that leads to engineering degrees.

Platte Valley Hospital project in Brighton is moving rapidly. They will be creating a lifelong learning center.

They will focus on Sector Strategy to enhance the workforce system. They will bring business leaders and industry leaders to the table to create a demand-driven system that will respond to the system that supports itself and will show that the WF system is a necessary part.

The WF Initiative Act is coming up soon.

S. Metro Chamber of Commerce for STEM education to have an impact on the areas that is focused on engineering.

Colorado Nanotechnology Coalition that is working with industries.

Sector focused strategy to create solutions for rural areas and the energy industries and service based employment. They are working with schools, industries and WFC to prepare the industries for what is coming in the future.

Thanks to Don Mares for hosting the meeting.

Adjourned at 11:58 a.m.