



CDLE

COLORADO WORKFORCE DEVELOPMENT COUNCIL
633 17th St, 9th Floor, Denver CO 80202



Bill Ritter, Jr.
Governor

Roger Smith
Chair – CWDC

Don Mares
Executive Director – CDLE

Booker T. Graves
Director – CWDC

Colorado Workforce Development Council (CWDC) Meeting Summary

July 17, 2009
9:00am – 11:30am

Community College System Offices
President's Conference Room

Attendance

Michele Wagner (via telephone), Keith Lambert (via telephone), Bob Wilson (via telephone), Lee Carter, Steve Wright, Barbara Ihde, Jessie Ruiz, Mark Warne, Jim Neubecker, Kersten Hostetter, Inta Morris, Pam Smith, Rob Gray, Raymond Gonzales, Tony Gagliardi, Pauline Burton, Nancy Smith, Carole Basile, David Mitchem, Gary Yakimov, Ben Lusher, Tracy Boyd, Celia Hardin, Ken DeBey, Bette Matkowski, Tom Morgan, Jim Lyons, Jane Barnes, Don Mares, Joyce Johnson, Tony Hernandez (proxy for Susan Kirkpatrick), Stephanie Klein, Representative Nancy Todd, Senator Linda Newell, Representative John Soper, Rich Baer, Booker T Graves, Roger Smith, Robin Wise, Glenn Little

Welcome and Opening

The meeting was called to order at 9:05am. Rich Baer welcomed everyone for taking the time out of their scheduled to attend today's meeting. He introduced the new members of the CWDC that were in attendance.

Decision Items

STEMapalooza

Carole Basile presented information about the upcoming STEMapalooza event. The CWDC supported this event last year. There are exhibitors from economic development, education, k-12, etc. Last year's event was held at the Convention Center with 6000 participants (4000 were children of all ages). There was a variety of robotics and simulation for the attendees to experience. There are already 1200 students registered for this year's event and it continues to grow. The Governor attended last year and made a speech about the importance of math and technology education. Booker Graves recommended \$30,000 in sponsorship of this event.

A motion was made to approve the use of these funds for STEMapalooza. This motion was seconded and the request was approved unanimously.

Jobs Cabinet

Jim Lyons with Ben Curtiss-Lusher, provided a summary of the work of the Governor's Jobs Cabinet. They are about finished and looking to recommend suggestions for the CWDC to work on. They will present the implementation steps to the Governor. Sectors have been performing well around the state, but there needs to be more cohesion. There are five principal recommendations from the Jobs Cabinet (the CWDC will be the entity to implement these steps).

Questions? Comments?

General discussion took place and questions were answered by Jobs Cabinet representatives.

Rich Baer asked for a resolution supporting the focus and direction of the Jobs Cabinet recommendations and to accept and implement the Workforce system and CWDC tasks and mission in the report. A motion was made to accept this resolution, was seconded, and there was a majority vote to support the Jobs Cabinet's recommendations, with only one vote not to support them.

WIB Boot Camp

Gary Yakimov made a presentation on a planned workforce development event for Council members to attend. There is already great alignment in Colorado's workforce system and there needs to be a synergy with what the Jobs Cabinet is doing. The CWDC should become more of a policy making and advocacy group. What kind of knowledge do people bring to work on workforce issues? It's necessary to raise the capacity of workforce board members.

The first workforce camp was held in April. There were people from all over the country in attendance. Corporation for a Skilled Workforce (CSW) is offering to do this here in the Fall. It would be a two-day event with five members from each of the federal workforce regions, two members from the sub-regions of the Rural Consortium, and all CWDC members. That would be the limit to ensure proper engagement can occur. The hope is that WIA Reauthorization will be well on the way by the time the boot camp occurs

General discussion took place and questions were answered by CWDC and CSW staff.

A motion was made to approve the project which is already part of funding that has been approved via the CSW contract. The motion was seconded and the request was approved unanimously.

Outreach Plan

Tony Gagliardi began a presentation about what the BOAM Committee has been working on and what their current focus is. The BOAM Committee is designed to get the message out there about what the workforce system has to offer. There are many services that can be provided by the workforce regions, e.g. the workforce boards can be an HR service to small businesses. Celina Shands has worked with the BOAM Committee to put the vision together. There are a lot of businesses that don't know the workforce system exists and the perception is that it only deals with low-skilled workers. The message to businesses needs to be that the workforce system has the talent to work for them.

What is being asked of the CWDC member is active involvement. The members have connections within the community and they are the voice of the system. This is the only way to make this successful. The workforce development system is one of the key tools

Linda – Is it be possible to put together talking points for legislators?

Jane – How do we access the toolkit? This can be accessed at:

<https://fullcapacitymarketing.sharefile.com/d-s08a600905064913a>. The Communications Toolkit Contains:

- 1) WORD document – introduction letter from Sue, and Communications Toolkit
- 2) Business & Industry Fact Sheet
- 3) Economic Development Fact Sheet
- 4) Education Fact Sheet
- 5) EleVate Colorado Fact Sheet
- 6) PowerPoint Template
- 7) General Overview PowerPoint of the Council and its mission/work/priorities
 - i. Note: There will be a library of presentations on the new CWDC Web site – Intranet – i.e. Booker's SHRM presentation
- 8) Design Recommendations for a Presentation Folder
- 9) An eBlast design template
- 10) Design template for a footer and header that may be applied to letters and/or flyers
- 11) A tracking database (excel spread sheet) for Speakers' Bureau

Further discussion was addressed by CWDC staff.

A motion was made to support and implement this program. The motion was seconded and approved unanimously.

Model Content Standards

Dr. Ken Turner, Deputy Commissioner

In this country more kids today are less likely to graduate from high school than their parents. No state has a larger minority gap than Colorado. If the state is going to be successful, the system needs to be more relevant. Any revision of the Model Content Standards must contain content, but also skills. There needs to be a growth model and a linkage to international

comparisons. It's valued by people like Booker and that's what makes it successful. These revised revisions are all available on education's website. How good is good enough? How do you demonstrate what should be known?

Discussion and questions were addressed by CWDC staff.

A motion to support the Colorado Department of Education was made, seconded, and approved unanimously.

Discussion with Director

The discretionary and ARRA fund recommendations have been passed on to the Governor. The CDLE and SWIS Committee approved them. The state plan was revised due to ARRA funding.

The sector taskforce has created the Elevate Colorado campaign, which will be included in the Jobs Cabinet recommendations to the Governor.

All CWDC members have been assigned to their first choice of sub-committee and can be assigned to their second choice. They just need to send an e-mail to the staff.

The Green Jobs summary is in everyone's packet and the \$700 million is from the USDOL. Booker is pulling together a team to respond to the grant offering and Colorado could receive up to \$6 million for green initiatives. The staff will be asking for some CWDC membership participation on this task. There shouldn't be 15-20 different kinds of proposals flowing out of Colorado, it will get confusing. Anybody that would like to work with this group should let Booker know.

The SWIS Committee approved the CWDC operating budget and the staff is in the process of collecting the funds from partner agencies.

Rich thanked everyone for attending.

Meeting adjourned at 11:21am.