

COLORADO WORKFORCE DEVELOPMENT COUNCIL (CWDC)

March 24, 2004

Arapahoe/Douglas Works

Arapahoe CentrePoint Plaza
Littleton Room
14980 E. Alameda
Aurora, CO 80012

Meeting Summary

Members

Attendees:

Erlinda Archuleta for Bill Moloney, Sue Carparelli, Kevin Richards for Marva Livingston Hammons, Mark Pingrey, Pat Buys, Jo Dawn Newlon, Jim Bensberg, Erin Casper for Roger Smith, Barbara Kirkmeyer for Mike Beasley, Amy Arquilla, Marc Dettenrieder, Steven Brown, Brent Ness, Joe Collins, Les Watkins, Walt Speckman for Dave Owen, Mimi Roberson, Skip Patterson, Mark Warne, Colleen Brave Honomichl, Lucille Mantelli, Marc Dettenrieder, Les Watkins, Marianne Mate by tele-conference

Absent:

Brian Vogt, Jeff Wells, Patrick Carr, Dan Hernandez, Kersten Hostetter, John Caldwell, John Evans, Tom Flanigan, Tim Foster, Leroy Williams, George Delaney, Nancy Stahoviak, Randal Jackson, James Byrne

Others in Attendance:

Samantha O'Neill, Peggy Herbertson (with guest from Massachusetts), Joni Friedman, Lew Wymisner, J.J. Johnston, Barbara Allen, Stacey Avery, Debbie Woodward, Gary Horbath

Staff of the Workforce Development Council:

Booker Graves, Sharon Barnes, Janice Mirshab, Steve Wright

- I. **Called to Order, and welcome** by Mark Pingrey
Meeting was called to order at 9:40 a.m. Welcome by Mark Pingrey and Booker Graves. Introduction of Council members.

- II. **Report to Council**
 - Mark Pingrey and Booker attended the National State Board Chairs Association meeting in Washington D. C. This group is focusing on

establishing partnerships with other organizations like the Community College system that plays a significant role in workforce development. They also attended the NAWB conference which followed the NGA meeting. The NAWB conference featured an outstanding discussion between Newt Gingrich and Robert Reich that was an excellent exchange of ideas.

- The National Association of State Board Chairs has accepted an invitation to hold its summer meeting in Colorado. The meeting will be held August 21–24, 2004 at the Brown Palace. Chairman Pingrey invited all Council members to attend some of the public functions and stated that he will be asking members of the Council for support and assistance in showcasing Colorado's workforce system and hospitality to these visitors
- COWD Flyer was handed out. The flyer encourages the use of the COWD Web page that contains a wealth of information, including monthly calendars that have the meeting dates for 2004 for the Council and committee meetings. The web page also contains meeting summaries, the Annual report, and links to other sites. The web page address is: www.state.co.us/owd

III. **Director's Report** – Booker Graves – While in Washington D. C., Booker and the CWDC team were able to meet with the Assistant Secretary of Labor to talk about future projects in Colorado.

- The OWD staff conducted an orientation for new Workforce Development Council members on March 10, 2004 at the Governor's Mansion. The Chairs of the subcommittees also attended and presented an overview of each committee. Workforce Development Council member manuals were distributed to the new members.
- Program Guidance Letters that contain the process for soliciting Discretionary funds for new projects for Program year 2004 were released March 18, 2004. This effort is combined with the Colorado Department of Labor and Employment effort for their discretionary fund process. Funding is available for adult and youth projects and/or combinations of projects.
- Booker thanked his staff, Janice Mirshab and Sharon Barnes, who have provided staff support to the Council and the sub-committees for the past three years. Their contract expires at the end of March.
- SWIS committee had instructed the Council previously to recognize outstanding workforce efforts in Colorado. Today the Council recognizes the Larimer County Workforce region. Awards were presented to Joni Friedman, Director of the Larimer County Workforce Center and to J.J. Johnston, Larimer County Workforce Board Chair, for outstanding

operations and services. Joni Friedman, Lew Wymisner, and J.J. (Jobs, Jobs, and more Jobs) Johnston provided an overview and comments about their programs. Highlights of services include:

- Summer Youth Corps in cooperation with Anheuser-Busch
- Employer Roundtables for small businesses
- An Employer Symposium held in September
- Senior Employment Conference held in August
- Mental Health professional on site in the Workforce Center
- Numbers served since July 2003 to present – 18,484 people
- \$ 1 Billion in capital construction underway, with 3,000 new jobs on the way
- “Thank You” to Booker and Mark for addressing their Workforce Investment Board last month

IV. Committee Reports -

A. Skills Development Partnership Committee (SDPC) – Booker Graves for Roger Smith

- The committee wanted the council to be aware of the dynamic Economic Development project focused on the state’s economic future, and asked Debbie Woodward, Jeffco Economic Development, to present the findings of this powerful economic development tool. The presentation is titled “Colorado Economic Opportunities --- Today, Tomorrow & the Future”. A power-point presentation was made and a good discussion followed. To review this presentation, see our web page: www.state.co.us/owd
- The committee voted to fund a Learning Management System demonstration to put on the e-portal as part of an effective presentation for the Assistant Secretary of labor and her staff to review at the meeting with Chairman Pingrey, Booker, and Council member Sue Carparelli and Elise Lowe-Vaughn of CDLE in Washington D.C.
- The committee approved the funding of a Resource Mapping project to identify all government funds and resources used to support employment, training, education and workforce development in the state. The project will map these expenditures and there results to provide a clear definitive picture of the public systems support of state workers and businesses as they seek to maintain a competitive position.

It was moved and second to accept the report of the SDPC committee.

B. State Workforce Investment System (SWIS) – Pat Buys Co-Chair

- The workforce research and analysis unit of CDLE (Labor Market Information unit) made a presentation on the Job Vacancy Survey and the Longitudinal Employee Dynamics project. The committee will continue to seek information on its use and value to business and the workforce system
- The committee voted to provide additional support for the Rocky Mountain Workforce Directors Association conference June 2- June 5, 2004. They also voted to continue the Chairman's Reception that the CWDC hosts at this event. All Council members are encouraged to attend. This event is hosted by the Chairman of the CWDC and he invites local workforce boards members and officials from the local communities to attend and hopefully begin to bond with state Council members. **Members may attend the conference as guest of the CWDC if they choose to participate in the entire conference as well.**
- The SWIS committee approved the distribution of CIMS awards as presented by the staff. Three regions receive the maximum award of \$51,000 and all nine federal regions shared in the performance award of \$21,000. Additionally, all federal regions and all 11 sub regions will receive \$10,000 for the Innovations in Service delivery Awards.
- The WIA Re-authorization has been discussed and seems stalled at the national level. More than likely WIA activities will be funded through the budget appropriations process or with a continuing resolution.
- The SWIS committee has looked at the distribution of \$490,000 for this year's Continuous Improvement management System (CIMS).

It was moved and second to accept the report of the SWIS committee.

C. State Youth Council – Amy Arquilla, Co-Chair

- Youth Council is currently meeting monthly.
- Emphasis is on expanding membership and there are currently 12 voting members. Les Watkins and Randal Jackson have joined the Youth Council.

- Funding for youth projects was released through the Program Guidance Letter process as talked about earlier. A committee has been formed which will review proposals when they come in.
- The State Youth Council will host a morning get-together for other state agencies that receive youth funding in order to become more familiar with each other's programs.
- Colorado sent two representatives to the National Youth Employment Coalition conference in Washington D.C. They were very successful at meeting with the staff of Senator Campbell and Senator Allard.

It was moved and seconded to accept the State Youth Council report.

D. Business Outreach and Marketing Committee (BOAM) – Skip Patterson, Co-Chair

- Survey conducted last year showed that only about 5 –10 % of employers understand what Workforce Centers are all about.
 - The committee appointed a state-wide task force of marketing staff from all the federal regions and sub regions. The task force is chaired by Lew Wymeinser, of Larimer County.
 - The committee contracted with a marketing professional who has completed an inventory of “who’s doing what”; and has developed a “statewide” marketing concept in conjunction with all 19 workforce regions.
 - The committee has awarded marketing grants to the local regions to enhance their marketing activities and to support the “COLORADO WORKFORCE CENTERS” statewide branding effort.
- Training has been provided to over two hundred staff from the local regions and there is another two day training this week in Grand Junction. The marketing task force and the BOAM committee are now providing a framework for marketing the BRAND and the system through the efforts of the staff in the workforce centers. The training and assistance is provided to all workforce regions.
- September will be designated as “Workforce Development Month” and the committee is looking for a major event to kick-off the month. It was suggested that Governor Owens make a proclamation to this effect. Skip will pursue this effort. There will be multiple events coordinated throughout September, with weekly media coverage during the month.

This event will be the kick-off to the statewide marketing initiatives of the Workforce Development Council.

- Committee is working on coming up with state-of-the-workforce indicators so that meaningful information can be obtained and presented to legislators and other interested parties.

It was moved and second to accept the BOAM report.

SDPC—PART TWO

The SDPC also wanted to inform the Council of the economic development activity that's taking place in the Northeast section of the front range. The committee wanted the council to be aware of the workforce implications of this burgeoning sector of the community.

The committee invited the DIA Partnership's Marketing Director Stacey Avery to brief the council on this powerful economic generator and job producer. Stacey detailed the work of the DIA Partnership and made a presentation on this area's 15 billion impact on the metro region. She also discussed their public support of the Fastracks project. For information on the partnership, visit their web page at: www.DIAPARTNERSHIP.ORG.

Meeting was adjourned at 11:45 a.m.