

COLORADO WORKFORCE DEVELOPMENT COUNCIL (CWDC)

Colorado Community College System Office
Bldg 959
Presidents Room

June 17, 2004
9:30am – 12:00pm

Meeting Summary

In Attendance

Members:

Marc Dettenrieder, Gary Bien, Roger Smith, Mark Pingrey, Kersten Hostetter, Marva Hammons, Pat Buys, Brent Ness, Les Watkins, Barb Allen for Jo Dawn Newlon, Walt Speckman for Dave Owen, Mary Beth Susman, Mark Warne, Skip Paterson, Marianne Mate via teleconference, Sue Carparelli, Barbara Kirkmeyer for Mike Beasley, Kelly Manning for Brian Vogt

Others:

Lewis Colon, Ledy Garcia-Eckstein, Cec Ortiz, John Huggins, Angel Moreno, Chiquita McGowin, Mary Gershwin, Sue Schierkolk, Samantha O'Neill, Erin Jones, Danny Sisneros, Mark Johnston, Ann Baker, Caren Swales, Julie Berge, Dani Crane, Nicole Barden, Valerie Jenkins, Melody Bolton, Amy Arquilla, Tom Looft, Elise Lowe-Vaughn, Linda Forkner, Mark Davidson, Joyce Johnson, Doug Glynn, Patty Tank

Staff of the Workforce Development Council:

Booker Graves, Steve Wright, Aron Diaz, Glenn Little

Absent

Members:

James Bensberg, Steven Brown, James Byrne, Patrick Carr, Joe Collins, George Delaney, Mark Dutell, John Evans, Tom Flanigan, Dan Hernandez, Colleen Brave Honomichl, Cameron Horan, Randal Jackson, Lucille Mantelli, Bill Moloney, Richard O'Donnell, Bill Owens, Mimi Roberson, Nancy Stahoviak, Jeff Wells, Leroy Williams

Meeting

- I. Welcome and Introductions – Mark Pingrey

Meeting was called to order at 9:30am. Mark Pingrey welcomed everyone and thanked them for coming. New council members were introduced: Mary Beth Susman, Mark Dutell, Cam Horan, Rick O'Donnell, Brian Vogt, and Leroy Williams. All of the members did not introduce themselves due to having a full meeting agenda.

There is a meeting of the NGA, State Chairs Association from August 21st to August 24th. There will be a dinner on the 22nd that we invite all Council members to attend. Governor Owens and Congressman Bob Beauprez will, hopefully, be available to address those attending the dinner.

II. Director's Report – Booker T. Graves

Booker T. Graves thanked all of the Council members that attended and participated in the Snowmass conference at the beginning of June.

The Council received a recognition grant from the regional administrator for its work with youth with disabilities.

A \$1.1 million grant extension was received for the Consumer Navigator grant.

The Colorado Department of Labor & Employment (CDLE) conducted an audit of the Office of Workforce Development. Expenditures were found to be within the Rules and Regulations of the Workforce Investment Act (WIA) of 1998 and the Grant Agreement. The only finding pertained to the administrative procedures related to the WIA 10% discretionary funds. The Office of Workforce Development (OWD) will be working with the Department of Labor to refine their processes.

As a way of showcasing WIB's and leaders in the industry, the Mayor's Office of Workforce Development and the Denver region WIB received plaques in recognition of their work and accomplishments. John Huggins and Cec Ortiz accepted the award.

III. Overview of the OED and MOWD – Cec Ortiz and John Huggins

Cec Ortiz began by introducing members of her staff: Lewis Colon, Ledy Garcia-Eckstein, Chiquita McGowin, and Angel Moreno.

John Huggins gave an overview and PowerPoint presentation on the initiatives and goals of the Office of Economic Development (OED). The philosophy of the OED is to think of development on a regional basis, and to that end they are working on improving relationships with

their suburban neighbors. They are starting to see job growth in the Metro area. Their development focus is on businesses and companies that are here now and on business retention. As for recruiting businesses to come to Colorado, that is being outsourced.

In the process of consolidating city offices under the OED. This will allow for more cross-training, which will also increase the resource pool. The offices are Business Development, Workforce Development, Small Business, and Housing and Neighborhood Development. The reorganization should be complete by the end of the summer. Combining offices makes sense because when people have jobs, they contribute to their local economy through retail, housing, taxes, etc. There is a \$5 billion pipeline of publicly-funded projects that are in the development and review process. The biggest stumbling block is permitting, and stream-lining that process is a long-term project. People from the community are being involved in the development of effective processes.

A research and analytical approach is being taken to determine what needs to be done. The Business Development office is conducting surveys to discover who Colorado companies/businesses are and what they need. Workforce is using surveys to determine what skills candidates have and what they need to become more employable. The Small Business group is conducting research to determine where city spending is going and how it affects employment. Housing and Neighborhood Development is conducting an overall exam of federal spending and where that is being directed.

There are several projects including the Lowry and Fitzsimmons redevelopments, the redevelopment of the Health Sciences Center and Children's Hospital, and the DIA development that will help to increase Denver's profile and attract more business.

Cec Ortiz then gave an overview of what the Mayor's Office of Workforce Development (MOWD) is doing to contribute to the goals of the OED. Workforce plays a role in all phases of economic development. As they examine what job growth looks like in the future, they know that working cooperatively is essential. They continue to understand the labor market through gap analysis, gaining a better understanding of high-growth industry work, and being flexible to what is coming.

They have strong partners in education and are looking to strengthen their partnership with the OWD, which is their connection back to economic development.

Their successes include a homework lab in northeast Denver, a grant for an Airport Certification program which provides customer service training and English as a second language, and several healthcare sector projects.

They are committed to designing programs that support specialized sectors of the community including immigrants, ex-offenders, the homeless, transitory youth, and the disabled.

Booker T. Graves praised the combining of strategies and goals between offices, which establishes a great foundation. This type of collaboration is occurring on the national level, as well.

Mark Pingrey praised the MOWD on their approach and on the work that has begun

IV. Community College Presentation – Dr. Mary Gershwin

Mark Pingrey introduced Dr. Mary Gershwin, stating that the Council has a responsibility to review the Community College plans for their Perkins Act strategies and to comment on them, as local WIB's and CWDC sub-committees are joined by the Community College System on projects and activities across the state.

Dr. Mary Gershwin, Director of System Advancement for the Community College System, gave an overview of the partnership and identified areas in which the two systems can strengthen this productive interaction.

Funds have been greatly reduced which makes the impact enormous on those that look for higher education possibilities. Perkins goes to high schools and post-secondary institutions, with tremendous participation on the secondary school level. 90% of secondary education students enroll in CTE programs, such as agriculture, business, family and consumer development, culinary and hospitality, guidance health, marketing, special needs (alternative cooperative education), technology, trade and industrial education, and new fields, such as criminal justice, fire science, etc.

The Perkins Act requires that business and community leaders are on the advisory committees. The four key goals under the Act are the same as national programs: improve academic skills, strengthen partnerships between secondary and post-secondary education, prepare for occupations in demand, and invest in high quality local programs. Programs must include basic and advanced academic requirements and must have reticulation agreements in place between

secondary and post-secondary education. It must be shown that there is a job demand for the programs that are in place and all programs are up for re-approval every five years. There is rigorous monitoring that takes place.

There are 13 community colleges statewide. Their success is tied to the idea that they are a gateway to higher education and workforce development. Community colleges are the fastest growing system in the state. They are experiencing growth in all age sectors and have geographic reach across the state. They serve the most diverse population and costs are one-half of the tuition charged at larger schools like CU. In examining students transferring to CU, community college students compare favorably to transfer students from other universities.

The critical challenges that are experienced include a paradox of participation (Colorado is 45th in the nation in education of low income students), a growing demand for programs (more expense), and academically underprepared students (\$3000 more per student to assist underprepared students).

Regarding careers in the healthcare industry, the cost to educate nursing students is higher than the tuition received from students and the gap continues to grow. While a couple of programs have been eliminated, such as Agricultural Technology (due to low enrollment and expense of the program), more nursing programs are being created to meet the community demand. Currently, there is a three-year waiting list for the nursing program.

Brent Ness made the suggestion of charging students in the nursing program a little more since starting salaries in nursing are higher than other careers. Pricing for community colleges is determined by the legislature which makes charging different amounts for different programs more difficult.

Marva Hammons asked if there are any strategic initiatives in the K through 12 administrative system to prepare students for post-secondary education. The Community College of Denver has a program to focus on the underprepared which is funded through grants.

A motion was passed to support the Perkins Act plan.

V. Committee Reports

State Youth Council – Amy Arquilla

The State Youth Council is increasing membership numbers, and recruiting business and WIA membership. They have voted in three new business members, Steve Kerr with the Marriott, State Trooper Deborah Bristle, and a UPS employee. A parent has also applied for membership.

The Youth Council members introduced themselves to the Council.

An update on the Governor's Summer Job Hunt was given. There have been 35,000 youth enrolled in the program since February and 3000 have obtained employment.

They have begun an initiative to go out to the communities and meet with businesses to highlight how the State and Local Youth Councils can help them and to alleviate any apprehension in hiring youth.

The Youth Grant Review Committee will meet July 9th to review the PGL responses.

A motion was passed to accept the Youth Council report.

BOAM Committee – Sue Carparelli

They are working to create a broad understanding of services that are available on a statewide level. They are completing some baseline work, looking at existing marketing, communications materials, public relations and the media, research information, and methods of customer service. From this they will create a strategic plan on how to allocate money and resources. A template has been created for marketing tactics to focus on where the needs for consultation are.

Training and capacity building are important, and they have been successful in having 300 workforce staff members participate in training.

They have been successful in having September designated as Workforce Development month and they are encouraging local region participation. Their next steps are planning for events beyond September. They will be having another meeting in June.

Marva Hammons offered her teleconferencing facility for those that can't physically attend any of the meetings.

A motion was passed to accept the BOAM report.

SDPC – Dr. Roger Smith

They met on June 1st where they heard a presentation on an emerging industry in Nanotechnology. Alex Hall gave an update on the information gathered by LMI, showing a substantive growth in job vacancies. The LMI conference was also well-attended by workforce professionals. George Delaney presented a nursing program proposal to assist with the Community College System's current programs and the needs of the community. Review of new grants will take place in July.

Steve Wright presented a demonstration of the new eColorado Portal which is now active. It reaches across the entire state and can be accessed nationally to provide education and training to those that may not otherwise have access to programs. The Portal was funded through a collaboration of various state agencies. The information that one can access is based on how they log in (education, employment, or business). The Portal links into a national database of information providing which helps keep it relevant and accurate. The website address is www.ecolorado.org.

A motion was passed to accept the SDPC report.

SWIS Committee – Pat Buys

The committee has approved a key tag proposal (aid in tracking client usage of workforce facilities and tools), Wagner-Peyser funding, WIA allocations, the budget for the State Workforce Council, and the advancement of the CIMS program. Booker was commended for meeting all of the standards set by CDLE.

Elise Lowe-Vaughn gave a summary of the WIA Transition Grant which is a collaborative effort among three agencies. It will be used to create a bridge from receiving a GED to obtaining employment or continuing education. The grant allows for computer and technology training and it will assist in the development of assessment tools to determine employment possibilities and skill gaps.

The End-of-Year report is available for review.

A motion was passed to accept the SWIS report.

Adjourn

The meeting was adjourned at 12:15pm.