



WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

Date: **Wednesday, January 17, 2007**
Time: **8 a.m. – 5 p.m.**
Location: **DoubleTree Hotel Boise—Riverside**
2900 Chinden Blvd, Boise, Idaho
8 a.m. – Joint Meeting of Councils – *Tamarack*
10 a.m. – Meeting of Workforce Development Council,
Economic Advisory Council and
Idaho Rural Partnership – *North Star*
12:15 p.m. – Lunch with Governor C.L. "Butch" Otter – *Tamarack*
1:45 p.m. – Council Business Meeting – *North Star*

AGENDA

8:00 a.m.	<i>Breakfast with Councils</i>	<i>Tamarack Room</i>
	Report from Idaho Commerce and Labor Director Roger B. Madsen	
	➤ Legislative/Budget Briefing	
	➤ Conflict of Interest Update	
10:00 a.m.	Welcome and Introductions	<i>North Star Room</i> Karen McGee, Chair
10:10 a.m.	A New Vision for K-12 in Idaho	Tom Luna Superintendent of Public Instruction
10:30 a.m.	The Entry Level Workforce	Cheryl Brush Idaho Commerce & Labor
	ACT WorkKeys Career Readiness Certificate	Thomas Kilijanek Ph.D. Senior Consultant WorkKeys, ACT Inc.
	U.S. Chamber Workforce Readiness Credential	Pam Lund, Associate Director Washington Workforce Training & Education Coordinating Board
11:30 a.m.	Industry Skill Clusters Focusing the Investments	Georgia Smith, Communications & Research Administrator Bob Uhlenkott, Chief Research Officer Janell Hyer, Supervisor Regional Labor Economists Idaho Commerce & Labor

12:15 p.m.	<i>Lunch with Governor C.L. "Butch" Otter</i>	<i>Tamarack Room</i>
1:45 p.m.	Workforce Development Council Business Meeting	<i>North Star Room</i> Karen McGee, Chair
1:50 p.m.	Consent Agenda (Action Required*) <ul style="list-style-type: none"> ➤ Minutes of September 11, 2006* ➤ Eligible Training Provider List (Transmittal #1) 	
2:00 p.m.	Report from the Chair	Karen McGee
2:15 p.m.	State of the Workforce Report* (Transmittal #2)	Cheryl Brush Workforce Policy Advisor Idaho Commerce & Labor
2:35 p.m.	Program Year 2007 WIA Service Strategy* (Transmittal #3)	Leandra Burns, Administrator Employment & Training Idaho Commerce & Labor
3:00 p.m.	<i>Break</i>	
3:15 p.m.	State Board of Education Key Initiatives <ul style="list-style-type: none"> ➤ Community College Update ➤ Scholarship Programs ➤ High School Graduation ➤ Gear Up (Handouts available at meeting.)	Dwight Johnson Executive Director State Board of Education
4:15 p.m.	Carl D. Perkins Career and Technical Education Improvement Act of 2006 (Transmittal #4)	Dr. Mike Rush, Administrator Professional-Technical Education
4:45 p.m.	New Business Set Next Meeting Proposed date: Tuesday, March 20, 2007 – The Grove Hotel, Boise	
5:00 p.m.	<i>Adjourn</i>	
5-6 p.m.	<i>No-host Reception</i>	<i>Tamarack Room</i>

IDAHO WORKFORCE DEVELOPMENT COUNCIL

September 11, 2006 Meeting Minutes

Call to Order and Introductions

Chair Karen McGee called the meeting to order at 9:00 a.m. Chair McGee announced that several members were absent and offered congratulations to Kara Besst who was absent due to the birth of her second child. She also welcomed Bill Walker for Dick Armstrong, John McAllister for Roger Madsen, and Pat White for Marilyn Howard. She reviewed the agenda noting the special speakers joining at noon.

Consent Agenda

Chair McGee turned the Council's attention to the consent agenda and requested approval of the minutes from May 4, 2006. She then reviewed Transmittals #1, Request for use of the Special Administrative Fund, and Transmittal #2, Workforce Development Training Fund, which sought approval on a new definition of "rural". In response to a question from Dwight Johnson, Leandra Burns said that Canyon County was considered rural rather than urban for this purpose because of its lower than average income levels. Transmittal #3, Approval for One Stop Memorandum of Understanding agreements, was presented, noting that staff recommended approval of those submitted and sought authorization for the chair to approve those still pending provided they met minimum requirements. The Council requested that staff advise the agencies of the importance of these agreements and provide copies when they are approved. Finally, the Chair introduced proposals submitted by the state's education institutions for Community Based Job Training Grants, described in Transmittal #4. She alerted the Council that she would be asking the Executive Committee to develop a process and criteria for future letters of support so that there is an opportunity for broader input from members.

Chair McGee asked if there were any corrections to the minutes of the May 4, 2006 Council meeting. Hearing none, Dwight Johnson moved approval of the consent agenda; seconded by Kirby Ortiz and passed with two dissenting votes.

Chairs Report

Chair McGee shared her experiences at two national meetings. Karen remarked that Senator Enzi, Chair of the Senate HELP Committee, pressed the state chairs to seek reauthorization of WIA. The Senator shared statistics on the need for greater investments in science and math to allow the U.S. to remain a leading economic power, noting the poor student performance in the U.S. compared to other industrialized countries and the relatively small number of engineers (less than 1/3 of those graduating in India and only 40 percent of those from the U.S.). She also shared about her participation at the recent NASWA Conference, offering that Idaho is the envy of many states.

e3 — A Continuing Dialogue (Transmittal #5)

The Chair asked Idaho Commerce and Labor Workforce Policy Advisor Cheryl Brush to report on the series of regional forums held in August as a follow-up to the January 2006 Economic Symposium. Each session was co-chaired by a member of this Council and the Economic Advisory Council. Attendance at each session was 25-30 persons with active participation. The regional dialogues demonstrated the unique character of each region as well as the composition of the dialogue group. Common themes emerged across the state that can be used by the respective councils to direct activities and resources.

Cheryl reviewed the contents of Transmittal #5 which includes an analysis of the common themes identified through the process, regional labor market profiles and issues prepared by the Regional Labor Market Economist for the area, summary of the discussion including the priority issues and recommendations for future action. The transmittal also contains the recommendation that the report be transmitted to the Council's committees to be used in developing an updated strategic plan and a state of the workforce report that can be used to direct further action in response to issues identified at the forums.

Chair McGee started a general discussion by thanking all who were involved in the forums and stating there were many things identified that the Council can and should do. Dwight Johnson noted that a greater percentage of high school vocational-technical students go on to higher education than do non-vocational-technical students. Millie Flandro emphasized the need for high school students to be financially literate and perhaps this would be a role for business. Dwight responded that the Board of Education and the Department of Education are working on this issue. John Currin said he would attend meetings of the North Idaho Manufacturing Association to discuss common needs identified in the Region 1 and Region 2 forums. Dr. Dene Thomas remains concerned that even though the state schools do an excellent job in training technical workers, wages are often too low to keep them in northern Idaho or even the state. Chair McGee concluded the discussion by saying that regardless of the challenges, we need to take action and keep reporting on what we are doing to strengthen Idaho's economy and raise the earnings of workers.

Education Reform Agenda (Transmittals #6, 7 and 8)

Chair McGee introduced Dwight Johnson, Executive Director of the State Board of Education, to present Transmittals #6, 7 and 8 dealing with various aspects of education improvement. Dwight referred the Council to Transmittal #6 and reviewed the Board's proposal for high school graduation requirements and asked the Council to endorse the implementation plan and encourage the legislature to fund the plan. He explained that the Board conducted an extensive feedback process that attracted more than 450 parents, students and community leaders. He noted that the new proposal offers considerably more flexibility than the one considered by the legislature last year but maintains the high standards demanded for further education and work. Vice Chair Steve Ahrens complimented the Board on their efforts, saying the traditional debate must be past tense—to do otherwise is hurting the state and the students. Dr. Thomas also congratulated the Board and offered that paying for entrance exams is a small investment but a major step forward for students who might otherwise not consider postsecondary school. Dave

Whaley said he would vote to support this but that it must be funded. Chair McGee reported that she attended a stakeholders' meeting where the attitude was very much "we can do this."

Kirby Ortiz expressed concern that the new standards could increase dropout rates. Dwight responded that Idaho's dropout rate is currently too high and that the effort must be made to make certain that everyone has an opportunity for success. We need to make sure that more of our students are prepared for the future. Dave Whaley added that we need to ensure that the students have job readiness and life readiness skills along with academic skills attainment. Pat White offered that schools cannot continue to do the same things the same way but must give students the opportunity to learn an enhanced level of skills across the curriculum. Dr. Sue Arnold remarked that it is important for employers to partner with the schools to show the value of the increased standards.

In response to a question about the fiscal impact and why it was denied before, Dwight responded that the impact was estimated at \$1.9 million for the first year. He said there had been concerns about additional math and science, but that this was being addressed by allowing flexibility and skills to be taught using a variety of coursework. He also noted that funding would be directed towards teacher training. Cindy Hedge questioned how schools would recruit and retain quality teachers. Chair McGee responded that the deans of education in the university system are developing plans for teacher training and recruitment of retirees and bright young students. Dwight also shared that the opportunity for those with private sector experience to gain teacher credentials online has been implemented. Dr. Arnold expressed concern that those same individuals are being recruited by industry. Tom Hally expressed his support for paying more for science and math teachers and for paying for tests since this could keep poor people from applying for postsecondary education. Millie Flandro says that these proposals give individuals options to be as good as they want to be.

The Council unanimously approved the implementation plan and encouraged legislative financial support; moved by Steve Ahrens and seconded by Dene Thomas. Dwight asked individuals to offer their support. Steve Ahrens asked for a set of bullet points members could use to make the contacts.

Dwight then addressed Transmittal #7 which sought an endorsement of a proposal for expanded access to postsecondary education. The approach entails expanded access to community colleges, expansion of the Promise A scholarships and new needs-based scholarships. The needs-based scholarship would consider Pell grants (which have not kept up with the costs), parent and student contributions and then fill in the gaps. Regarding the community college, Dwight clarified that the recommendation would not address governance issues (statewide vs. community), but is intended to bring greater access to community colleges across the state to allow for more affordable access to life-long learning. John Currin remarked that we need some level of postsecondary education for new jobs and that employers need to demand more. The Council was unanimous in its support of the proposal; moved by Steve Ahrens and seconded by Dene Thomas.

Dwight explained Transmittal #8 which discusses a six-year, \$18 million grant, to provide career awareness and four-year scholarships for low income students in schools by 50 percent or more

of the students eligible for free and reduced price lunch. Dwight remarked that the GEAR UP grant will provide additional resources for staffing for guidance and counseling, development of curriculum and awareness campaigns to educate parents and students about the opportunities that can be gained by postsecondary education. The strategy will be to obtain state funding for the effort after the program goes away and to leverage funds to include awareness in other schools.

Governor's WIA 15% Reserve Account (Transmittal #9)

Idaho Commerce and Labor Employment and Training Administrator Leandra Burns referred to Transmittal #9, which establishes an industry-based worker training program. During the regional e3 dialogues held throughout the state, manufacturing-related businesses noted the challenges they were facing. Many expressed frustration with recruiting and retaining a quality workforce for their operations. Employers attributed this to lack of training, lack of awareness of occupational opportunities and low wages.

More analysis of the situation is needed to help pinpoint the root cause(s). To identify the systemic issues, industry leaders, along with local partners from education, employment and economic development, need to work together to create solutions and identify resources that are necessary to resolve the issues encountered by this industry.

Staff recommended \$300,000 of the Governor's 15% WIA reserve funds be set aside to establish a pilot program focused on the manufacturing industry. These funds would be used to match employer skill training investments. Staff requested the Council's guidance and direction to help focus on potential targets, possibly by using and reviewing labor market information.

Dave Whaley made a motion to accept the recommendation, which was seconded by Dwight Johnson. The Council unanimously approved the motion.

Lunch presentations:

1) Recognition of Long-Standing Council Members

Cheryl Brush came to the lectern to acknowledge the service of the long-standing Council members. She provided some historical perspective on how the Workforce Development Council was created nearly 10 years ago. Acknowledgements went to the following members:

1. Chair Karen McGee
2. Millie Flandro
3. Vice Chair Steve Ahrens
4. Dave Whaley
5. Roger Madsen (absent)

Recognition was also given to those who had served as staff to the Council for the 10-year period:

1. Dwight Johnson, currently a Council member, served as lead staff in designing the Council while at Idaho Department of Labor;
2. Jay Engstrom, for service while at the Department of Commerce;
3. Melinda Adams, representing the Commission on Aging;

4. Ann Stephens, from Professional-Technical Education; and
5. Alice Taylor, Idaho Commerce and Labor staff, for providing overall staff support.

2) 2006 Governor's Summit on Aging

Idaho Commission on Aging Administrator Lois Bauer began her presentation on the upcoming Aging Summit by first acknowledging Commerce & Labor's assistance in helping the Commission coordinate, organize and prepare for the Summit. This is the first aging conference to be held statewide since September 11, 2001. Lois noted that this particular conference began on a very somber tone and was difficult for many of those in attendance, but many of the participants wished to remain at the conference to acquire the knowledge and access to resources necessary to help the older population in the state.

The approach to this year's summit was different from previous conferences, offering a variety of tracks developed to address the needs of the attendees. Participants could target workshops most beneficial to their organizations and those they serve. The tracks covered economic and financial impacts beyond work; workplace issues, including targeting employers and how they might replace workers who leave their employ; and multigenerational issues at work.

Lois closed her presentation by inviting the audience to attend and enjoy the conference.

3) Finding the Talent in the Workforce

Chair McGee introduced Steve Wing, Director of Government Hiring Programs for CVS (Customer Value Service) Pharmacy, who noted that 15 percent of all prescriptions in the nation came through CVS.

CVS Government Hiring programs develop relationships with non-profit and faith-based organizations and other government agencies to look for individuals to work for its company, targeting participants from such programs as Welfare-to-Work, Work Opportunity Tax Credit (WOTC) and WIA. CVS has partnered its own training program with other assistance programs to achieve success. Since 1996, CVS has helped over 45,000 individuals receive training.

Much of their program's success can be attributed to the interest expressed by youth participating in CVS sponsored programs, such as Pathways to Pharmacy, which targets inner city elementary school students who may go on to middle school and participate in their job-shadowing program. Its high school program, offering 30 positions in a large urban city, attracted over 250 students and their parents in one high school alone.

CVS has programs targeting individuals with disabilities, and currently offers training for work in its photo labs. This program began in Washington, D.C. and is being implemented in select cities throughout the country.

Mr. Wing emphasized that CVS was taking a proactive approach to meet its employment needs, noting that by 2010 the worker shortage in the country would be approximately 10 million people.

Chair McGee asked about engaging youth in public schools, especially in math and science. Mr. Wing stated it was a matter of contacting the right individual, specifically during the middle school years where the need appeared to be the most critical.

4) Workplace Flexibility

Chair McGee introduced Patricia Kempthorne, former first lady of the state and currently Executive Director of The Twiga Foundation. The foundation began focusing on child care issues, but soon realized there were other issues, based on how people worked. The foundation's name comes from the Swahili word for giraffe, which is recognized for its vision, heart and strength. The foundation hopes to base its efforts on these traits.

Workplace flexibility helps to broaden the workforce, which is especially important considering current employment shortages. Practices such as retention-phased retirement help to defer large worker departures over time. This topic and others will be part of the discussion during the Summit on Aging over the next few days, as several companies will be presenting their flexibility policies.

Ms. Kempthorne introduced one of her partners, Marcie Pitt-Catsoupes from the Center on Aging and Work. Ms. Catsoupes has conducted studies on aging and workplace demographics and studies their impact on the workplace. Some of the Center's work has been presented to several state policymakers and employers throughout the country in the hopes of implementing several changes related to workplace flexibility, primarily as it relates to older workers.

Professional-Technical Education

State Division of Professional-Technical Education Associate State Administrator Ann Stephens discussed the changes in the newly reauthorized Carl Perkins Career and Technical Education Act of 2006, which will begin its six-year implementation on July 1, 2007. The purpose of the Act has been expanded and defined as follows:

To develop more fully the academic and career and technical skills of secondary and postsecondary education students who elect to enroll in career and technical education programs by

- Developing challenging academic and technical standards;
- Integrating rigorous and challenging academic and career and technical instruction;
- Providing services and activities to develop, implement and improve career and technical education;
- Conducting and disseminating national research;
- Providing technical assistance;
- Supporting partnerships; and
- Providing individuals with life-long learning opportunities.

Changes in the Act look to provide support to states to help improve the quality in staffing; to support partnerships between secondary schools, other educational institutions, businesses and

workforce system partners; and to keep the country competitive by developing and offering appropriate training to its workforce. The state (PTE) will be submitting a six-year plan to comply with the Act's requirements, addressing both Titles I & II (Basic Grant & Tech Prep).

Highlights of the new Act include:

- A name change from vocational-technical education to career and technical education;
- An increased emphasis on integration of career, technical and academic education;
- Increased accountability;
- Increased requirements;
- Increased professional development requirements; and
- Maintaining Tech Prep as a separate title/funding stream, with performance requirements.

Funding is disseminated as follows:

- 85% of the state's \$7.5 million dollar grant will go directly to basic program funding;
- 10% of the grant funds will be devoted to state leadership, which includes 1% to serve individuals in state institutions (correction); and the remaining
- 5% will be applied to administrative activities.

Accountability/performance will be split into state and local levels, with separate indicators for secondary and postsecondary performance. These levels are to be negotiated three times throughout the plan's life, in two-year increments.

A draft plan should be available in January of 2007 and ready for presentation to the Workforce Development Council in February. Public forums will be held throughout the state and presented to the State Board of Education in April for their approval, to be followed by implementation.

Workforce Information Plan 2006/2007 (Transmittal #10)

Idaho Commerce and Labor Chief Research Officer Bob Uhlenkott presented the Workforce Information Plan for this program year. This plan covers activities funded by ETA as a part of the overall WIA program. Once again, Idaho has received a cut in funding but will still try to maintain an outstanding labor market information program. He noted ETA pays for certain products while other funds, primarily contracts with the U.S. Bureau of Labor Statistics (BLS), pay for the actual data gathering and statistical computations.

The Workforce Information Plan includes these primary products:

- Maintaining America's Labor Market Information System (ALMIS) database which is a warehouse of many LMI data series and is used to drive the content of various internet and published information products.
- Preparing short-term (2 years) and long-term (10 years) industry and occupational employment projections at the state and regional levels.
- Conducting an annual occupational wage survey for over 800 occupations. Data is published at the statewide level and for various substate regions. A biennial fringe benefit survey will also be conducted.

- Publishing a monthly newsletter that provides statistics and analyses of labor market developments in the state and six regional areas. This is prepared by state and regional labor market economists.

Bob noted that for the first time regional industry and occupational employment projections will be based on area-specific models. Previously these projections were breakdowns of statewide projections with some regional adjustments. This product should provide a more reliable source of regional economic and employment trends. He noted that another excellent source of regional labor market information is the Local Employment Dynamics program funded by the Census Bureau. Commerce and Labor also has access to other models used to analyze potential impacts of sudden employment changes, such as a new large business or a plant closure, as well as a network of business and academic analysts. The best sources for this information are the Regional Labor Market Economists stationed around the state.

Dwight Johnson moved the approval of the Workforce Information Plan. Lois Bauer seconded the motion which passed unanimously.

Committee Assignments (Transmittal #11)

Chair McGee presented Transmittal #11 which proposes Council members' committee assignments. In response to a question about each committee's primary assignment, Karen said the Communications and Community Engagement would be responsible for engaging the local areas identifying needs and program priorities—the recent regional forums are a good example; enhancing industry relationships; and suggesting criteria for approving special area projects that have a potential statewide impact—the recent WIRED proposals submitted by area professional-technical colleges fall into this category. The Workforce Readiness/Life-Long Learning will take over responsibility for program planning and oversight, with an emphasis on meeting needs of students and workers. She also noted the Executive Committee includes a representative from each area of the state. Chair McGee asked the Council members to consider their assignment and to contact her to discuss any questions.

New Business and Next Meeting

Chair McGee asked if there was any new business for the Council meeting. There was none. She then said the next meeting is set for January 17, 2007 in Boise. It will be a joint meeting with the other councils under Commerce and Labor's umbrella. A separate Workforce Development Council meeting is set for the following day, January 18, at the same location.

Attendance:

Workforce Development Council
Sep. 11, 2006

Council Members:

Steve Ahrens
Bill Walker for Dave Armstrong
Sue Arnold
Lois Bauer
Kara Besst (absent)
Joe Burgoyne
John Currin
Millie Flandro
Thomas Hally
Cindy Hedge
Pat White for Marilyn Howard
Dwight Johnson
Betty Kerr
John McAllister for Roger Madsen
Shirley McFaddan
Karen McGee
Pat Minegar (absent)
Jan Nielsen (absent)
Kirby Ortiz
Con Paulos (absent)
Jim Schmidt (absent)
Donald Smith
Jim Soyk (absent)
Dene Thomas
Dave Whaley
David Yoder

Guests:

Jim Adams
Melinda Adams
Susan Baca
Rico Barrera
Cheryl Brush
Leandra Burns
Terry Butikofer
Susan Choate
Sue Cook
Connie Cleveland
Connie Cutberth
Dana Durfee
Cheryl Engel
Jay Engstrom
Bob Fick
Barbara Hoenig
Jeanie Irvine
Scott Johnson
Patricia Kempthorne
Debra Klimes
Dale Langford
Kent Mallory
Marcie Pitt-Catsouphe
Georgia Smith
Ann Stephens
Alice Taylor
Randy Tilley
Bob Uhlenkott
Roy Valdez
Irene Vogel
Genie Sue Weppner
Elinda Wing
Steve Wing