

TRANSMITTAL #7

MEMORANDUM

November 15, 2012

TO: Workforce Development Council Executive Committee

FROM: Roger B. Madsen, Director *Roger B. Madsen*

SUBJECT: Progress Update - Idaho Workforce Development Council Goals

ACTION REQUESTED: Information Only

BACKGROUND:

In September 2011 the Idaho Workforce Development Council established statewide goals and performance benchmarks for Idaho's workforce development system. This transmittal summarizes these goals and identifies current progress towards the established benchmarks.

These goals are supported by the stakeholders represented on the Workforce Development Council and the mandatory* and voluntary programs and services that comprise Idaho's One-Stop System:

- Community Services Block Grant Programs offering Employment & Training*
- Food Stamp Employment & Training Programs
- Housing and Urban Development Employment and Training Programs*
- Professional Technical Education
 - Carl Perkins (post-secondary education)*
 - Adult Education & Literacy*
- Registered Apprenticeship
- Temporary Assistance for Needy Families (or TAFI for Idaho)
- Title I of WIA*
 - Adults, Dislocated Workers and Youth*
 - Veterans*
 - Migrant Seasonal Farm Workers*
 - Job Corps*
 - Native Americans*
- Title V, Senior Community Service Employment Program*
- Trade Act and North American Free Trade Agreement*
- Unemployment Insurance*
- Vocational Rehabilitation* including:
 - Vocational Rehabilitation for the Blind
 - Client Assistance Program
- Wagner-Peyser (Employment Services)*

**Mandatory programs of Idaho's One-Stop system as required by the Workforce Investment Act of 1998.*

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Attachments

Workforce Council Benchmark Progress Report

November 2012

Goal 1 – Create jobs that sustain Idaho workers and grow the economy.

<i>Measure</i>	<i>Benchmark</i>	<i>Progress</i>	<i>Goal</i>
Reduce ID UI rate by 40% by 2015	*8.9% (2011)	7.1% (2012)	5.3%
Reduce ID underemployment rate by 40% by 2015	16.4% (2010)	15.3% (2012)	9.84%
Create 40,000 jobs with 2/3 with wages of \$12/hr. and above with health benefits	603,600 (2010)	612,600 (2012)	643,600
Attain Governor's "Project 60" goal by 2015	\$53.7 billion GDP (2009)	\$53.7 billion GDP (new data avail June 2013)	\$60 billion GDP

**2011 Benchmark data updated to reflect final published rate.*

Goal 2 - Facilitate development of an Idaho workforce that is highly skilled, committed to continuous learning, and aware of opportunities available in the market-place.

<i>Measure</i>	<i>Benchmark</i>	<i>Progress</i>	<i>Goal</i>
Increase Go To College Rate by 30% by 2018	*49% (2008)	No new data	63.7%
Reduce need for remediation for new college entrants by 50% by 2020			
<i>*Students out of HS < 12 months needing remediation</i>	*45% (2010-11)	46.8% (2011-12)	*22.5%
<i>*Students out of HS > 12 months needing remediation</i>	*75.7% (2010-11)	78.9% (2011-12)	*37.85%
<i>All other students needing remediation</i>	*54.8% (2010-11)	53.8% (2011-12)	*27.40%
Ensure 60% of Idaho workers obtain certificate, industry recognized credential, apprenticeship or degree beyond HS by 2020			
<i>Percent of Idahoans age 18-64 w/Associate's or more in educational attainment</i>	*30% (2009)	*32% (2011)	60%
<i>Percent of Idahoan's w/ "some college or no degree"</i>	*30% (2009)	*24.8% (2011)	60%

**Corrections made to measure and benchmark as of November 1, 2012 following verification of data and sources.*

Goal 3 - Support a comprehensive education and workforce delivery system.

MEASURE: Idaho's Workforce Development System will meet or exceed program performance measures.

PROGRESS: Program performance measurement reports submitted for 2012 indicate Idaho's workforce development system is performing at or above established performance measures in all areas.

MEASURE: Establish sector partnerships for each of the targeted industries (health care, technology, energy and advanced manufacturing) by 2012.

PROGRESS: For the past two years the Idaho Department of Labor has implemented a "business solutions" initiative with a sector strategy approach. Working with the Idaho Department of Commerce, industry sector partnerships have been established or expanded for health care, technology, advanced manufacturing and energy as outlined in the Attachment B Sector Strategy Update.

Goal 4- Improve awareness of the workforce system among employers, workers, partners and policy makers and expand its use and effectiveness.

MEASURE: Establish a measure of Idahoans who are aware of the resources available through Idaho's workforce system.

PROGRESS: The Department of Labor conducted a survey of Idahoans in 2011 and will be conducting follow-up surveys during the months of January – March, 2013 via a social media grant which will be used to establish a measure for this goal and identify strategies for increasing customer awareness.

MEASURE: Increase the use of the *IdahoWorks* labor exchange system to list jobs by employers as a percentage of all new hires by 10 percent by 2015 (Benchmark % indicates estimated "penetration rate" based on new hires).

Benchmark	Progress	Goal
49%	**38% (Sept 2011)	59%

***Employer data entry errors may have impacted 2010 benchmark data of 68,853 job openings. Data and measure are being evaluated and may require adjustment.*

“Sector strategies are more responsive to industry demand than traditional job-matching and training services because they are problem oriented, not program oriented; address needs interdependently, not independently; and work with employers in an industry collectively, not as individual firms.”

- The National Governors Association

Aerospace

- An Idaho Aerospace Alliance has been established to promote the industry within the state starting first in North Idaho in 2011 and then expanding to the Treasure Valley in 2012. This alliance has brought manufacturing suppliers to the industry together to address supply chain issues, skills gaps and other challenges. Their first statewide meeting chaired by alliance president, Jim Glenn was held via webinar on Sept. 5th.
- As an outgrowth of this effort, North Idaho College recently received a nearly \$3 million U.S. Department of Labor grant to create an Aerospace Center of Excellence in Aviation Maintenance and Advanced Manufacturing. The new program will provide accelerated training programs leading to certifications in airframe mechanics and aviation maintenance skills. U.S. Assistant Secretary of Labor for Employment and Training Jane Oates visited the college on October 4th to learn more about the training program, but also had a chance to tour Empire Aerospace's new 50,000-square-foot facility and to see what program participants can look forward to in these in-demand careers. For companies like Empire Aerospace access to a skilled workforce is a crucial part of their ability to grow and meet industry demand.

Energy

- The Idaho Energy Consortium hosted “Careers in Energy Week” during October. Governor Otter signed a proclamation declaring October 15-21 Careers in Energy Week in Idaho and highlighted the impact energy has on our daily lives. To help promote Careers in Energy, open houses were held during the week by the College of Southern Idaho, Idaho State University-ESTEC, and Eastern Idaho Technical College.
- The Consortium is currently working on developing internship opportunities for students enrolled in the ESTEC program at ISU and EITC. The INL is a leading provider of internship opportunities and is working to identify worksites with the Lab for students for the coming summer.

Food Processing

- Idaho ranks third in the nation for dairy production.
- The sector strategy effort and a \$3.3 million Workforce Development Training Fund (WDTF) grant were critical elements of Chobani's decision to locate a facility in Twin Falls to produce Chobani Greek Yogurt with plans to have 1,500 employees. They have hired 150 people to date and want to hire 500 by the end of December with a goal to have Idaho yogurt production start in January 2013.
- Jerome Cheese will be expanding in the coming months and we have started discussions on WDTF to assist with training. Exact numbers are not known at this time and further details will be forthcoming.

- Idahoan Foods (awarded \$240,000 WDTF) in Idaho Falls is hiring 60 positions at an average wage rate of \$14.84 per hour. These new positions will be in addition to contractor's current position level of 49 for a total position count of 109 by July 1, 2014.
- High Desert Milk in Burley was awarded a WDTF grant to assist with training 20 new employees for their butter line. This should be operational in early 2013.
- Amalgamated Sugar was awarded a WDTF grant of \$406,000 to train 78 new employees in their sugar beet processing plants in Paul and Twin Falls. These new positions will pay an average of \$14/hour plus benefits.

Healthcare

- The Idaho Health Care Workforce Planning Partnership was established as a committee of the Workforce Development Council. The partnership has convened meetings of primary care providers, educators and workforce experts from throughout the state to focus on the development of a coordinated workforce data and information system. The intent is to establish a strong workforce supply and demand foundation for planning purposes and to inform policy decisions.
- The Department of Labor worked with the Governor's Nursing Workforce Advisory Council to establish the Idaho Nursing Workforce Data Center, which is housed at the department. The 2012 Idaho Legislature passed legislation that allows the Idaho Board of Nursing to use licensure fees to pay for workforce data development.
- Eastern Idaho Regional Medical Center (EIRMC) is adding a Prenatal Intensive Care Unit. It will receive up to \$31,500 in WDTF to train 10 registered nurses and a child life specialist. The average wage for those jobs is \$24 an hour, and the average cost of training was estimated at just under \$2,900. This is the first WDTF contract for a health care provider since the Workforce Council expanded the use of the WDTF to include this industry sector.
- "The Core" enterprise zone in Meridian, Idaho is anchored by St. Luke's Hospital and by Idaho State University's Boise Campus and has three areas of emphasis: 1) Nuclear medicine in conjunction in the Idaho National Lab, 2) Health Care Informatics (use of robotics), and 3) Bio-Engineering (nano-technology). Its mission is to create health care-related core competencies through technology and innovation.
- Steele Memorial Hospital in Salmon currently has eight openings posted with the department. The Salmon Labor Office set up a virtual job fair for Steele Memorial and is marketing these jobs through the department's social media presence to reach a broader audience.

Manufacturing

- The Department of Labor has worked closely with Monsanto in Soda Springs, Idaho to develop an apprenticeship program to recruit and hire 8-10 new employees. Classes will be taught at ISU and participants will be paid \$15/hour during the training for hours worked. Following completion of one year of successful employment they will earn approximately \$25/hour. Monsanto has submitted a WDTF application.
- Cives, a steel manufacturing company, received approval for annexation and zoning from the city of Ucon, Idaho. The initial phase is to hire 75 and by phase three will employ 150. All positions with the exception of six to eight will be hired locally. They intend to start construction immediately and be up and running early next spring. WDTF has committed \$600,000 to this project.

Rec-Tech

- This industry, which includes the manufacturing of bullets, knives, gun, scopes, boats, and bows and other recreational materials, is rapidly expanding within Idaho. As a few examples, there are current WDTF contracts with companies like ATK of Lewiston and PNW Arms of Potlatch who manufactures bullets, and with Nightforce of Orofino who manufactures high tech scopes.

- The Department of Labor attended the Idaho Firearms and Ammunition Manufacturer's Association (IFAMA) exhibition and trade show and gave a presentation on business services to attending employers. We are working with the group's directors to explore ways to grow this sector alliance in southern Idaho and statewide.

Technology

- The Department of Labor has completed a Technology Business Scan. This is the initial step of a larger research study focusing on the technology industry's supply and demand issues. The report is at: www.lmi.idaho.gov/ResearchProjects.
- In October of 2012 the Department of Labor launched its TechJobs microsite: www.labor.idaho.gov/techjobs. The site allows users to access specific technology related jobs as well as information about technology companies, labor market data and links to partner organizations such as Idaho Technology Council, Boise Valley Economic Partnership (BVEP), Kickstand and more.
- Planning is underway with BVEP, Idaho Technology Council and Department of Labor to contract with an advertising agency for development of a web site to promote the technology industry within the state. They are looking to partner with a wide array of stakeholders regarding content and marketing. These efforts are showing the strength of our technology community in coming together to grow and develop this critical sector in our economy.
- The Department of Labor recently partnered with a local technology company, Tribute Media to address a workforce skills gap by creating a 32 hour Introduction to Web Design course covering HTML and CSS, a couple of the most in-demand software skills needed by area tech employers. The event is a not-for-profit series that will offer progressively increasing skills to those interested in working in the field.

Tourism

- The Department of Labor recently met with "Sustain Blaine" to discuss concerns local companies have with recruiting for professional positions in the Sun Valley area. The discussion centered on the potential to develop a microsite to target higher paying occupations to populations interested in living in mountain resort type communities. Utilizing tools within *IdahoWorks* to develop such a site were very appealing to the community and efforts are underway to define the scope of the project.

Trucking/Transportation

- Discussions are ongoing with the local trucking companies and CSI to develop a local truck driver training school in the Mini-Cassia area.
- Loves Truck Stop is opening a new business in Idaho Falls and plan to hire 60 new positions.