

Eric Hahn, Chair
 Scott Haas, 1st Vice-chair
 Joyce Conner, 2nd Vice-chair
 Robin Baker
 April Gibson
 Darci Gibson
 Anne Goranson
 Mike Johnson
 Bruce Kendall
 Dale King
 Ron Langrell
 Dave Lawson
 Mark Martinez
 Mary Matusiak
 Wayne Nakamura
 Sharon Ness
 Tim Owens
 Dona Ponepinto
 Patty Rose
 Ron Thalheimer
 Blaine Wolfe

**WDC Meeting
 Agenda
 February 19, 2015
 3:00-5:00 p.m.
 WorkForce Central
 3650 S. Cedar St, Tacoma**

- 1. Welcome/Introductions**
- 2. Public Comment**
- 3. WorkForce Central Executive Board update – Eric Hahn**
- 4. Action items**
 - Approve November 20, 2014 and January 26, 2015 minutes
- 5. Review WDC and Executive Board Workforce Development System Key Elements**
- 6. Workforce and Industry Demand Overview and Discussion**
- 7. Local Priority Focus Discussion**
- 8. Overview of Key WA State workforce development programs, funding and outcomes**
- 9. WDC Committee Formation Update and Planned work ahead**
- 10. Pew Charitable Trusts Convening invitation of select group of workforce leaders/areas**
- 11. Other business**
- 12. Adjourn**

Future meetings:

WDC One-Stop System Operator & Partner Committee – Ron Thalheimer, Chair	March 3, 2015	8:30-10:00 a.m.
WDC Coordinating Committee – Eric Hahn, Chair	March 10, 2015	3:00-5:00 p.m.
WDC meeting	March 19, 2015	3:00-5:00 p.m.
NAWB 2015 Forum (National Association of Workforce Boards)	March 28-31, 2015 Washington, DC	

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Jo Ann Baria
Steve Brock
Joyce Conner
Louis Cooper
April Gibson
Darci Gibson
Anne Goranson
Dr. Charles Horne
Russ Johnson
Bruce Kendall
Mark Knowlden
Dr. Ron Langrell
Vance Lelli
Robin Lester
Ruth Lobe
Dennis Loney
Mark Martinez
Mary Matusiak
Isa Nichols
Ricardo Noguera
Tim Owens
Tom Pierson
Robert Poole
Barry Ray
Patty Rose
Thomas Seigel
Deb Shanafelt
Janette Simon
Anne Sprute
Kendrick Stewart
Blaine Wolfe
Michele Johnson, Emeritus
Kathryn Nelson, Emeritus

WDC Meeting
Minutes
November 20, 2014
3:00-4:00 p.m.
WorkForce Central
3650 S. Cedar St.

Attendees: Eric Hahn, Joyce Conner, April Gibson, Darci Gibson, Russ Johnson, Ron Langrell, Robin Lester, Mark Martinez, Mary Matusiak, Tim Owens, Patty Rose
Staff: Linda Nguyen, Deborah Howell, Pamela Carter, Marta Gronlund, Brent Capatch
Guests: Michael Vu, Jamie Walker

- 1. Welcome by Eric Hahn at 3:01 p.m.**
- 2. Public Comment - None**
- 3. Action items**

- **Approve October 16, 2014 minutes** – Motion made by Tim Owens, seconded by April Gibson. Approved.
- **WIA Youth Council Recommendation to approve Service Provider**
Motion made by Tim Owens, seconded by Russ Johnson – five proposals submitted, three went through technical review, scoring committee and bidders interviews. ResCare is a private national corporation with headquarters in Louisville, KY, they are service providers in Snohomish County & Clark County, and they scored highest and were selected. They have infrastructure and social media and technology in place they will share and use with local providers. WIOA law emphasized significant use of technology and innovation in new bill as part of the criteria. ResCare uses an enormous amount of technology and they can serve more youth than others for the same amount of funding, the training will be tailored to provide the job skills sets and address the gaps. They have established business partnerships nationally to bring and a replicated model to operate in the local area, and leverage with the community based operations, outreach to youth is very innovative using social media and technology to reach youth. They will establish a site here in Tacoma and go out to community to reach the youth; they will hire staff locally, with the key hire will be the project director to run operations locally. Robin Lester asked about the real time portal. Joyce Conner shared that it's a career build portal with data for the Pierce County region, data is based upon jobs in a specific geographic region, tells you how many jobs in a specific skill set are available and what the demand jobs are, keeping up with the changes of the highest demand jobs over time. They train the youth for the jobs that are in demand their business partnership make connection quicker. Mark Martinez asked about the oversight. Linda Nguyen shared there will be more oversight, a plan of action, a business plan to start work January 2015. There will be monthly benchmarks in performance based upon enrollment and output and progression in relationships. This is an 18 month contract in 2014 school year serve 132 out of school youth, in 2015 school year serve 263 out of school youth. Working with incumbent operators and ResCare over next few months to transition youth. Approved. Robin Lester opposed. Executive Board voted to approve recommendation, if the WDC concurs and approves.

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4. WIOA WDC Transition

- **Local Elected Official's decision about new WDC membership** – WIOA set up distinct criteria of who should be on the Workforce Investment Board – the WDC with the qualifications and number on the council for an optimal number of 19 and we will have a total of 23 from businesses and core partners. The local elected officials have appointed the following: Eric Hahn - General Plastics, Scott Haas- ThyssenKrupp Aerospace, will get a representative from Boeing, Darci Gibson - MultiCare, April Gibson – Puget Sound Orthopaedics, Dale King – Tacoma Rail, contacted Rod Rasmussen regarding representation from cyber security, Robin Baker - Military, Tim Owens - Marshalls, Joyce Conner – Volt Workforce Solutions, meeting with Columbia Bank, looking for representation from Absher Construction, State Farm, Green Mountain Coffee Roasters or Niagara Water. Representing labor is Mark Martinez and Patty Rose and will get a third rep. Dona Ponepinto – United Way, Ron Langrell – Bates Technical College, Mary Matusiak - DVR, Bruce Kendall - EDB, Anne Goranson - ESD, looking for someone from adult/literacy. The structure will include robust committees and outgoing members are encouraged to be part of the committees formalized in January.
 - **Reconstituted committees to be adopted by the new WDC and Local Elected Officials** – the Executive Board will discuss at the December Board meeting. A joint kick-off meeting will be held on Jan 15, 2015 from 8:30-10:30 a.m. Will recruit to join committees.
 - **Chair Eric Hahn: Words of gratitude and opportunities for WDC members to continue their leadership and support** – Eric thanked everyone for their leadership and serving on this council.
5. **Pierce County Career Day video** – Mark Martinez report out the 7th annual career day, approx. 2300 youth participated, served 2600 meals, over 100 presenters, pictures and an article were in the News Tribune. There were over 80 volunteers, it was a good day. There was good participation from the military; they brought 6-7 pieces of equipment. Led tour of 50 administrators from Puyallup school district. Talking mergers with other WDC's in the South Puget Sound area to hold a larger event. Next year's event will be held on Nov 19, 2015.
6. **Other Business**
- a. **Russ Johnson** – there is representation from the military on the new council, but no representation from veterans and Russ strongly encouraged that there be some degree of veterans represented. Linda shared that Robin Baker works with the transitioning service members and veteran piece. There will be an Adult committees and task forces for the veteran population.
7. **Adjourn** – Motion made by Mark Martinez, seconded by April Gibson. Approved. Adjourned at 3:30 p.m.

WFC Executive Board and WDC Kick-off Meeting**Minutes****January 26, 2015****2:00-4:00 p.m.****WorkForce Central****3650 S. Cedar St.****Classroom 1**

Attendees: Joe, Mayor, Pat, Eric, Linda, Deborah, Scott, Ron T, Robin, Ron L, April, Tim, Sharon, Patty, Dona, Mike, Mark, Dave, Cheri, Joyce, Blaine, Darci, Anne, Wayne, Bruce, Dale, Pam

Guests: Jamey Walker, Nick Bayard

I. Call to order by Pat McCarthy at 2:13 p.m.**II. Public Comment - None**

III. Welcome from Pierce County Executive McCarthy – first time in 15 years we have had this kind of legislative reform, there will be some good and some stuff we don't like and that is the nature with this kind of reform, as long as we can be nibble, to align what we do to maximum efforts to get people into jobs and for the business, ultimately the goal behind these reform efforts to move us forward.

IV. Introductions – what was your first job and what lesson did you learn from it

- Eric Hahn– shoveled manure on Dad's ranch/don't want to do that
- Linda Nguyen– help dad at watch repair shop at Sears/don't work with your Dad, boring, need to be in environment with a lot happening
- Deborah Howell – Godfather's pizza/ stand up for yourself
- Scott Haas – Marine Corp Infantry/as an individual, you can make an impact
- Ron Thalheimer – Service Manager for Porsche-Audi-BMW /most people don't like to get \$500-\$1000 bills from an 18 year old kid
- Robin Baker – paper route/carrier had to collect and when people would say to come back tomorrow means they are going to move
- Ron Langrell – dishwasher/\$1.75 hr was a lot of money and ate a lot of food which added up to \$3.75 hr
- April Gibson – McDonalds/ always something to do, never stop moving
- Tim Owens – bag groceries in commissary/make a personal connection with every time you had with somebody, customers would get in your line know you bag the correct way
- Sharon Ness – nurse's aide/liked helping people and became a registered nurse
- Patty Rose – picking berries/didn't like to get up early
- Dona Ponepinto – cashier grocery store/interaction with people
- Mike Johnson – Lamp coast pizza/there is a difference between doing something mediocre and doing something really well
- Dave Lawson – ranches, moving sprinklers pipes and bailing hay/do it right or do it again
- Joyce Conner – local grocery store cashier/enjoy what you are doing and do it with a smile
- Blaine Wolfe – drove backhoe at age 7/pulled over by cop on city street
- Darci Gibson – Godfather's pizza front counter/retail customer service is hard
- Anne Goranson – picking strawberries/impressed the boss picked berries with the workers
- Wayne Nakamura – service station attendant /being a team player is always important
- Bruce Kendall – berry picker/when you get up early you make more money
- Dale King – drawbridge captain/up for ships-down for trains and if you love what you're doing you're not working
- Joe Lonergan – paper carrier/convincing people he would do a better job, to live up to his promise and good customer service
- Marilyn Strickland – Burger King/the job description and responsibilities are important, but more important are the people you are around and the culture of the organization

- Pat McCarthy – food dehydrator peaches pitting/to be as good as the women migrant farm workers, getting paid by box so the more you did the more you made and trade lunch for theirs as they had great breakfast burritos, competition and hard work is good

Exercise to remember this is about workforce development, how to groom yourself with your first job, what do you learn to bring forward to today, lessons learned.

V. Primary Goal of the Workforce Innovation and Opportunity Act - definition

1. Goal: Public & private investments to ensure individuals are employable and have jobs, assuring that business find skilled workers
2. Football analogy:
 - Owners are the investors
 - General Managers – Chief Local Elected Officials – the Executive Board members, the WDC, WFC administrative staff
 - Coach and coaching staff – WDC members
 - Players/teams – operators in the workforce system – K/12, colleges, universities, apprenticeship program, businesses with on the job training, private institutions, community based organizations
 - Fans – job seekers and businesses who need talent to be developed
 - Goals – win – ensure individuals are employable and have jobs, ensuring companies can find and develop top skilled workers to be successful
3. Mayor added definition to winning that our unemployment rate is comparable to Snohomish County and household income goes up with better paying jobs
4. Pat McCarthy added the Chamber's forecast is bleak for Pierce County; the impact of the military drawdown JBLM; the challenges of the slow down at the Port of Tacoma, and economic driver for the county. How to we align what we are all doing. Can we do a better job?

VI. WDC Discussion: What do you think are key elements of an effective workforce service delivery system? What are we doing right and what are we doing wrong?

- It meets the demands of our employers. Find people to do the work.
- All about outcomes – being trained, getting jobs, getting businesses key personnel.
- Impressed with WorkForce Central pro-active approach to pre-screen, majority of workforce obtained through WFC/job fairs.
- Experience of youth council RFP, stressing the partnership whole service delivery model, struggled getting vendors to understand, to make it a true one-touch system was a foreign concept to the CBO's who wanted to follow their own preferences.
- System focused on being social workers, need to get the job seekers skills, can't sacrifice businesses – WIOA, innovation and opportunity in title, and need to make that shift.
- Key word is alignment – right person for the right job.
- WIOA is an opportunity for good paying jobs to impact businesses in the community.
- Need to have a strategy to reduce unemployment with high paying wages, where is the highest unemployment in jobs, to adequately train people into high wage opportunities.
- There are clusters regionally Pierce County-wide identified as particularly advantageous, aerospace, there are resources and training programs within the system to get into aerospace industry and will be in the market for the next 30 years in the Puget Sound area. Determine which clusters to put more funding into as the funding is limited. The workforce system is aggressively meeting needs of industry.
- Aerospace manufacturing alive in Pierce County, Healthcare industry we have two large employers, align programming at Bates/CPTC/Skills Center to help people to get in higher wage jobs. We have clusters identified, but no strategies for other industries, need to articulate to general public.
- Best practices – there are some things that work really well in certain industries and we need to duplicate in industries that aren't producing the right kind of workforce.
- People have the impression that they may need a higher education to work in a manufacturing facility – don't need to be an engineer with a degree to operate equipment.
- The manufacturing academy trains people for manufacturing environment, 17 students per class, increase class size. The program created at WFC, partnership with businesses & public sector, to provide good workers.

- Culture of work – kids have a different mindset, different world view about work, we value ourselves based upon our jobs, cling to old model that doesn't fit, how to create new structures – 16-24 highest unemployment.
- Exposure and awareness of jobs available; develop partnership with sector based approach, colleges connect, expose 18-24 year old group, create career pathway, connect to on the job training and apprenticeship.
- Ron Thalheimer willing to conduct a junior mechanic program through Niagara for kids right out of school with aptitude or desire; and a leadership, management and intern program. How to target, audience, gaps.
- Moving low skilled jobs to 16-24 age groups, saving higher skills technical jobs to those with more experience and long-term employees.
- Cyber security – vested interest in doing an apprenticeship program. People have certifications but no degrees. Schools in Pierce County have cyber security training programs, make the hub.
- Second chance hiring for people with a lot of problems, one element is not just finding the job, some of these people are hard working with levels of abuse and trauma, bright hardworking but put in a mold of one type of worker which debilitates hope. Create pathways for people to overcome barriers. Management plays a role in this process, creating work spaces to compete for, that the first level leader is crucial to succeed in the workplace.
- Mayor stated that on most job applications, have you been convicted of a felony, which unfairly takes out of pool of being considered. Look at policy at city/county level as how that keeps smart people from being employed.
- Part of the Act requires a paid internship – need to focus the placement to demonstrate good work place habits.
- Summer Jobs 253 employments – need business sector participation, ask WDC members to host a kid.
- Educate the companies what we are trying to do.
- Focus to next step – work ethic skills, not just on unemployment, creative way to solve problem.
- Career Coach on-site program on MultiCare campuses for past 12 years to grow existing workforce to expand skills and get advanced higher wage jobs.
- Construction struggle in apprenticeship programs is that people don't look at certifications as a college degree, social idea all work is noble, valuable, still need painters and carpenters that are just as valuable as anyone else. Need to start someplace, where does career path lead you, you can go anywhere you want as long as you have the ambition and drive to do it.
- Expand STEM education.
- Military transitioning – look at the needs, find the short-term 20 weeks or less gap training with partner, need to be given credit for work they have already done, find service member to create that pipeline to get into meaningful employment immediately; struggle to expand to other industries, don't know their opportunities.
- Industry trends – 5 years ago training was hot for cyber security. Are there current trends where we should be training people?
 1. Mental health services.
 2. Commercial truck driver doesn't pay a lot but is a stepping stone, 120% turn over – always a demand, hard work, low wages, away from home for long periods.
 3. Railroad, go to tech school to get degree, people coming out are making 6 figures.
 4. Cyber security, mitigation of threats – 5 steps to go to – network security, database management, software development. Have 2 new hires, one 18 years old; another 21 year old on threat team.
 5. Commercial and personal lenders needed, have own training program w/UWT. The compliance, regulation, unemployment, minimum wage, look at it differently, can't pay entry level at \$15 an hour, tellers need to move up. It takes away resources to train other people. School districts don't make opportunities for kids to learn more – taken out people that want to grow, want everyone to be average – dumbing down of our education system instead of building up.

6. General Plastic's gives everyone a 7th grade math test, about 20% pass, people don't retain what you don't value, no opportunity to utilize.
 7. Robotics is the thing among kids, there are competitions, and Boeing encourages kids to design, write programs & manufacture robotics. Explosion of computing makes robotics robust.
- Key elements of an effective workforce delivery system make sure people are getting equal opportunity, that technology is not just male dominated, and healthcare is not just female dominated. Opportunities for everyone, not gender driven.
 - The Workforce Innovation and Opportunity Act (WIOA) will engage all and make an impact in our community and reduce unemployment.
 - Don't be afraid to say what isn't working, communicate, make pathways known, and be honest about what's not working to create new opportunities.

VII. High Level Overview: Workforce Innovation and Opportunity Act

- A. WIOA – new legislation, focus on I and O – innovation and opportunity, the act codifies your role, signed into law 2014, build on proven practices, alignment/coordination, legislation good through 2020 WIOA (1998 WIA, reauthorized in 2014). Legislation enact July 1, 2016.
- B. Identified 4 core programs that must bring assets to the table – Adults/DW/Youth formula funding, Wagner-Peyser and DVR, a lot of focus on disabled population. Removes 15 programs.
- C. Infrastructure changes – it can be called the Workforce Investment Board (WIB), the Workforce Development Board (WDB) or the Workforce Development Council (WDC) – same role, same responsibilities. Must be business led and business majority. Strategy plan must be developed due end of year taking into account sectors, strategies and goals.
- D. WorkSource Centers – one-stop approach, have to assess every 3 years whether it's being effective.
- E. Changes in performance measures – mandatory measures will be the same for all core partners. Build on best practices, sector strategies, credentialing, career pathways,
- F. Funding changes, want to restore to 2010 funding levels but appropriations is another story
- G. Local Elected Officials roles, our structure is different than the 12 workforce areas in the state, Pierce County has the WorkForce Central Executive Board – Pat McCarthy, Mayor Strickland, Joe Lonergan & Rick Talbert, Eric Hahn as Chair is a member; Pat and Mayor share fiduciary responsibility. WDC members are appointed by the Board.
- H. WDC leads career pathways - bring players together to move forward
- I. Board has asked Governor to designate Pierce County at the local area. WFC has been selected as the administrative entity. Need to compete and procure operators to operate the one-stop system and develop an MOU and Resource Sharing Agreement.
- J. Regional planning – strategies and focus.

VIII. WDC and Executive Board Action Required

- **Approve WDC committee structure and committee membership selection process**
Motion made by Dave Lawson, seconded by Mayor Strickland – forming 5 committees, one coordinating committee will oversee work of rest of committees. Approved.
- **Approve revised WDC By-laws**
Motion made by Tim Owens, seconded by April Gibson – quorum moved from 40% to 51%, if no quorum action items to next meeting, members can give proxies up to three proxies a year. Approved.
- **WDC members sign up for at least one committee**

IX. Transition Next Steps

X. Other Business

- XI. Adjourn** – Motion made by Mark Martinez, seconded by Bruce Kendall. Approved. Adjourned at 4:00 p.m.

KEY Elements of an Effective Workforce Service Delivery System

1. Meet demands of employers
2. Proactive approach to understanding and responding to business needs for talent – Easy for business users to access services – ensure quality services
3. Ensure measurable outcomes – Key outcomes for Mayor Strickland and County Executive Strickland are (1) reducing unemployment rate and (2) raising median household income
4. One touch system for all customers – one place to go to get connected to services one needs
5. Identify, grow and replicate best practices (i.e. manufacturing academy, career coaching, etc) in existing industry and other sectors
6. Help all customers understand that STEM is relevant and important in all sectors and careers – show specific careers and pathways
7. Identify skills needed by employers and train to these skills – may not need a traditional degree or certification to be skilled up for available jobs (i.e. may not need engineering degree to work in an advanced manufacturing company - similar concept as manufacturing academy)
8. Offer more industry certifications, rather than degrees/traditional certifications – i.e. cyber security is a growing focus – Pierce County can become a hub for talent
9. Better understand how young adults view work/work culture and respond to the need by reprogramming services (do focus groups)
 - a. Awareness/exposure
 - b. Career pathways
 - c. Make available paid entry level jobs that are not traditionally offered to young adults

10. Message ALL education and training options not just 4 year programs (target military, young adults, adults, community)
11. Pilot practices to see what works and then expand/replicate i.e. Niagara wants to pilot a junior mechanic program – on the job training model
12. Regional approach/view is o.k. (if people can prepare to work in another county but live in our county, it is ok)
13. Provide viable career pathways and support for people with barriers like those with felony convictions
14. Essential skills (soft skills) and work experience
15. Increase effective leadership skills of front line supervisors
16. Help job seekers understand what an industry and careers within the industry is really like/looks like/feels like
17. Increase business engagement
 - a. We need to ask them to participate specifically
 - b. Provide Technical assistance and support
 - c. Educate/outreach to businesses to better explain how they can be engaged
18. Help 16-24 year olds move into first job and upward from there
19. Message that all work is valuable and that there are multiple paths to different careers
20. Identify transferable skills from formal/informal training that can qualify an individual for available jobs (i.e. a young adult with robotics work may have skills in careers that need programming, designing skills that advanced manufacturers need)

PIERCE COUNTY
WORKFORCE
DEVELOPMENT COUNCIL

Coordinating Committee

Meetings – second Tuesday of the month 3:00-5:00 p.m. at WorkForce Central

Members:

1. Eric Hahn – Chair
2. Joyce Conner – Vice-chair
3. Wayne Nakamura
4. Dona Ponepinto
5. April Gibson
6. Ron Thalheimer

Business Services Development Committee

Members:

1. Wayne Nakamura
2. Scott Haas
3. Darci Gibson
4. Bruce Kendall
5. Dave Lawson
6. Patty Rose
7. Mark Martinez

Adult Services Committee

Members:

1. Dona Ponepinto
2. Mike Johnson
3. Robin Baker
4. Sharon Ness

Youth and Young Adult Services Committee

Members:

1. April Gibson
2. Tim Owens
3. Dale King
4. Blaine Wolfe
5. Mark Martinez

One-Stop System Operator(s) & Partners Committee

Meetings – second Tuesday of the month 8:30-10:00 a.m. at WorkForce Central

Members:

1. Ron Thalheimer - Chair
2. Anne Goranson
3. Mary Matusiak
4. Ron Langrell