

Workforce Development Council Talent Development Pipeline Committee

Meeting Minutes: May 21st, 2020

In attendance: Nathe Lawver, Helen McGovern-Pilant, Mandy Kipfer, Blaine Wolfe, Patty Rose, Lori Strumpf, Kari Haugen

Absent: Ron Thalheimer, and Mark Martinez

Meeting began at 1:30pm and ended at 2:49pm

I. Welcome- Minutes from previous meeting approved

II. Report from Lori regarding follow up from recommendations made by the WorkSource Business Services Committee in response to the identified workforce pipeline gaps expressed by the Construction Industry Alliance.

Discussion:

Lori provided a recap to the committee of the key things the Construction Industry Alliance had brought to the Business Services Committee (BSC). The first is to have a single point of contact available through the One Stop system. To address this, the BSC is getting ready to launch Salesforce, which is the electronic contact management system shared among 15 partners. If one company reaches out the partners can come together and respond, reducing need for the company to call several contacts. Lori reported that some training around Salesforce has already taken place. This will be shared out with the Construction Alliance that this is moving forward.

The second issue surrounding single point of contact was regarding diversity within the industry and wanting to improve diversity within the apprenticeship pool. The BSC, during the April meeting, shared information about the Regional Pre-Apprenticeship Coalition (RPAC) located primarily in King County, as well as covering Pierce and Snohomish counties. Lori reached out to RPAC about their work and learned that their mission is to increase diversity within the construction industry. RPAC presented to the BSC during their last meeting. The BSC decided to have two representatives attend the next RPAC meeting and report back to the committee.

The third issue that the Construction Industry Alliance voiced, which was brought to the BSC, was that the Construction Industry often struggles with the negative perception that construction is a “dirty job” rather than a professional career. Lori reported back that the BSC recommended she connect with John Page, Career and Technical Education Director for Tacoma Public Schools. Lori contacted John and shared that John holds a weekly meeting with 130 CTE instructors throughout the district. Lori reported that John agreed that instructors probably do not present the industry as a professional career. Lori proposed two separate strategies. The first strategy would be an event, and secondly, a systemic



approach. Lori proposed a presentation during Tacoma Public Schools CTE Instructor meetings, by the Construction Industry Alliance members to talk about the construction industry. Lori said that John is in favor of the idea.

While there are current construction pathways within the school district, Lori stated that it would be ideal to have the Construction Industry Alliance provide information directly. Lori suggested that we video tape a member of the alliance speaking so that we can easily share on the information with other school districts, etc. Another suggestion Lori shared was to gather the case managers and employment specialists within the workforce system and provide a similar presentation to them as well.

The following members of the Construction Industry Alliance were recommended to participate in the presentation, Racheal Pease, Blaine Wolfe, Jeremy Clevenger, and Nathe Lawver. The presentation could be held sometime in June. Kari shared that WorkForce Central created video of the 2019 Construction Career Day, and could tailor this, along with getting input from ANEW (members of RPAC) to include the focus of diversity into the industry.

Lori recommended creating videos of both presenting to CTE, as well as the workforce system case managers and employment practitioners. Kari recommended including Diane Powers, CTE Director of Clover Park School District to reach out to and share with her staff as well. Diane has expressed interest in creating apprenticeship pathways. Blaine also offered that Jill McNally, Absher Project Manager, is the South Sound National Association of Women in Construction, may be a great resource as well to add to the group presenting.

III.Next steps/development of action items re Construction Industry Alliance.

Discussion: Lori reviewed the summary of strategies recommended by the Business Solutions Committee in response to talent pipeline gaps expressed by the Construction Industry Alliance.

1. The Business Services Committee is set to launch Salesforce July 1. This information will be shared on with the Construction Industry Alliance for their feedback.
2. The Business Services Committee will have two representatives attend upcoming Regional Apprenticeship Committee (RPAC) and report back.
3. Construction Industry Alliance to present to Career and Technical Education Instructors piloted within Tacoma Public Schools. Present to workforce professionals as well as school districts.
4. Create a video of the presentation for the information to be shared on and to use in future moments.

Action Steps:

Lori will get dates from John Page for the presentation in June, then send to the group for their input.

Blaine will share Jill McNally's contact information with Lori so that she may connect with her regarding participating in the presentation(s).

WorkForce Central will coordinate the completion of the presentation recording.



IV. Comment Card quarterly report

Discussion: Comment Card Quarterly Report: (Purpose of this is to review whether there is anything in the comment card report, that may inform the WDC TPC of any trends regarding the talent pipeline, for both job seekers and employers). This reporting period includes 1/1/2020-3/31/2020. COVID impacts and subsequent closure of the WorkSource Job Center, happened just before the end of March. This is reflected in the amount of comment cards received. In total there were 300 job seekers and 35 employers who completed a comment card. Lori mentioned that the Center is working very hard to improve employer outcomes, and one of the things implemented within the closure was issuing a QR code by which responses could be obtained.

There have been some very good responses from job seekers, since the closure, regarding the virtual services being offered. Lori mentioned that as the Talent Pipeline Committee we all worry about access and equity, not everyone has access to internet, or the technology to access the workforce system, however those who have accessed virtually and made comments, have reported positively.

One positive comment card was addressed to the Commissioner of Employment Securities Department which stated that while the wait was over an hour, they were very satisfied with the service the staff provided. Nathe pointed out that out of the employer comment cards, one staff was named as providing positive service. Lori pointed out that it is likely certain staff may be more proactive regarding directing customers to the comment card option, as is in any business/industry such as restaurant/hospitality.

V. Report from the Future of Work Task Force.

Discussion: Nathe reported that the Task Force met on the May 20th. During the meeting, the focus has been three different work groups, which met during the month of April, to look at job skills, business needs, as well as business strategies including equity and inclusion. One common thread across the three areas was access of broadband internet as a barrier in consideration of the future of work. It was a recommendation that the Economic Development Board or other entities lobby elected officials for better broadband coverage, and offer a letter of support, to be considered more of a utility, as well as to discover who is on the Governor's Economic Recovery Committee so that the group can make known the consideration/request.

Nathe shared that the COVID pandemic has accelerated the automation, and other areas, by about 3 years. The Task Force has experts in this field willing to be advisors in this capacity when reaching out to elected officials. On another barrier the Task Force identified was childcare. Parents with school age children are in a tough situation, as the economy begins to open, the schools remain closed, leaving parents without childcare. The task force has asked for a two-month extension to address short term needs, as well as long term needs as we position Pierce County to be ready for the next phase of the environment.



Lori added to the Future of work report that the Task Force Identified 11 essential workplace skills required for automation/living in an automated world. There will also need to be a list of all the current training programs at this time, and find out if they train for these skills and where is the gap, and putting together a curriculum modules to train for these skills. Lori explained that we want to work with employers to train current employees in these areas so that they may retain them, as well as to train the talent supply/emerging workforce in these skills.

The 11 identified essential skills are as follows: creativity, emotional intelligence, analytical or critical thinking, active learning with a growth mindset, judgement and decision making, interpersonal communication skills, leadership skills, diversity and cultural intelligence, technology skills, embracing change, digital skills.

Lori added that another aspect of the Future of Work Task Force and that it may serve as a resource for businesses. Businesses could be surveyed for information regarding how things may change as they reopen. Lori mentioned that they would need to connect with EDB to ensure this was not something they are already doing. Helen noted that the EDB and Chamber of Commerce are doing this study.

Helen also stated that the Washington Workforce Association is meeting weekly to discuss things each area is doing statewide, and one thing that has come out is that trainings and knowledge do not need to be siloed. Trainings are being inventoried and made available. Helen made the point that when we are conducting inventory of trainings, we are not limiting ourselves to Pierce County. Lori asked when the business survey would be completed. Helen responded that the survey is dependent on some associations for responses, such as the Hospitality Association. Helen will share on any information with Kari to disperse to the Lori and Nathe.

Kari shared that the REACH center and partners have formed a Career Pathways Committee to provide information, navigation, and resources to young adults. In addition, Career Connect Washington has shared weekly business/industry videos via a live feed with an employer discussing their career path and specifics about the industry they represent.

Mandy updated the committee as well that Samuel Bradshaw, has joined DVR and is partnering with ResCare, among others at WorkSource, to put together some virtual videos with employers in Pierce County who are looking to hire now. This will be done monthly with employers and posted on the WorkSource site.

VI. Discussion of further dates/times/locations for upcoming meetings/reoccurrence.

Discussion: Kari let the group know that we are currently scheduled through June 2020 and asked if the same day and time would work moving forward through January 2021. The group agreed that this time is ideal.

Action Item: Kari will send out the upcoming Talent Pipeline Committee meeting dates and times via calendar invitations.



BOLD GOAL 1

By 2025 the workforce system will reduce the number of disconnected young adults, 16 to 24, by half – from 15,300 to 7,650.

BOLD GOAL 2

By 2025 the workforce system will reduce the number of residents between the ages of 25 to 64 without a High School Diploma or a GED, by half – from 38,475 to 19,237.

