

REGIONAL COUNCIL

February 26, 2004 – 12:00-2:00 p.m.

Xactware, 1426 East 750 North, Orem UT

ATTENDEES

Anna Larson, DWS
Bill Delaney, Alpine School District
Bill Young, Wasatch County Council
Bryan Kessinger, DWS
Casey Peterson, DWS
Christie Hulet, Micron Technology
Darren Fox, Department of Health
David Ostrom, DWS
Debbie Fotheringham, DWS
Debra Van Leeuwen, Bear Creek Country
Duane C. Frisby, Vocation Rehabilitation
Jay Butler, DWS
Jeff Lindstrom, Orem Red Lobster
JoAn Gerber, DWS
John Talcott, DWS
Julia Mohr, Mountainland CC Resource & Referral
Julie Lay, DWS
Karen Daniels, DWS
Karen Larsen, DWS
Karen Ritchie, Nature's Way
Karlyn Norton, Xactware (Hostess)
Kelly Liljenquist, Nestle
Ken Walker
Larry Ellertson, Lindon City
Melissa Finch, DWS Mountainland Region Director
Myla Dutton, Community Action Services
Neal Anderson, DWS
Paul Magleby, Magleby Construction
Rickie Bryan, AFL-CTO
Rob Brems, MATC
Rod Crockett, Applied Tech Education
Ron Tiffany, Veterans Representative
Shauna Mace, DWS
Violet Smit, DWS
Wendy Hughes, DWS

EXCUSED

Bill Hulterstrom, United Way
Darin Peirce, Macey's
Gary Ashby, GHA
Jared Haines, MATC
Sherami Jara, DWS
Steve White, Utah County Commissioner

ABSENT

Brad Whittaker, CEDO
Joseph Miner, Human Services
Ken Fisher, Geneva Rock
Tim Dahlin, Park City Christian Center

GUESTS

Christopher Love, DWS
Debbie Green, Alpine Dental Labs
Jim Evans, Xactware
Matthew Lunceford, Alpine Dental Labs
Patrice West, DWS

WELCOME – Ken Walker, Chair

- We express appreciation to you for taking time to attend helping us move forward with issues and celebrating successes.
- Thank you, Karlyn for hosting.
- We offer Darren Fox with the Department of Health a special welcome. We look forward to working with you.
- Bill Delaney is also a new Regional Council member. He is assistant superintendent to seven schools in the Alpine School District and represents the Public Education on the Council.

- Utah Department of Workforce Services Mountainland Region Monthly Budget Report FY04 through January 31, 2004 was distributed. Total office budget percent of year is 58.33% with the percent of budget at 55.65%.
- **November 20, 2003 Minutes**
 - **Spelling Correction:** From Richie to **Ritchie**
 - Bill Young motioned for approval.
 - Rickie Bryan seconded.
 - All were in favor of approval as corrected.
- Summary of January 14, 2004 State Council on Workforce Services (Tab 7) included:
 - Welcome and Introductions
 - Approval of a “consent agenda” of Action Items
 - State Council awards presentations
 - Executive Director’s Report
 - Legislative Update
 - Council Trained in Equal Opportunity Compliance
 - Youth Council discusses transition to adulthood program
 - Cultural Integration Advisory Council (CIAC) 7 goals for the year.
 - Operations and Performance reviews training provider process and approves WIA 5-year State Plan
 - Business Services and Marketing Committee reviews new marketing plan.
 - Regional Council Chairs Committee hears reports, i.e., B. O. R. N. (Big Opportunities in Registered Nursing)
 - The official minutes will be posted to the Internet.
- Ken Walker will be attending the NAWB 2004 Forum in Washington D. C. in March. He will participate on a panel. This will get Mountainland Regional Council some exposure.

OUTSTANDING CUSTOMER SERVICE RECOGNITION

- Matthew Lunceford, Alpine Dental Labs
- Debbie Green, Alpine Dental Labs
- Patrice West, DWS
- Neal Anderson, DWS
- Story: Matthew successfully completed denture training, but was having difficulty in finding work because of a deafness handicap. Patrice West, an employment counselor in the Spanish Fork Employment Center, and Neal Anderson, a Business Consultant established an On The Job Training (OJT) with Debbie Green, Alpine Dental Labs September 17, 2003. DWS, Vocational Rehabilitation, Dental Labs and Matthew worked together. Dental Labs had 3 employees train and learn Sign language. Also, note pads were furnished to all employees for written communications. Today, Matthew is a successful employee of Alpine Dental Labs!

WDID (Workforce Development Information)

- Goal: Seize maximum access to open position recruitments by building awareness of DWS brand, Business Services, Web Site www.jobs.utah.gov, www.jobs.utah.gov/solutions, etc.
- Target Audience: Senior managers responsible for hiring; business services, health care, manufacturing, retail, transportation/communications/public utilities, region specific industries/employers
- Message: DWS connects business with solutions.
- Marketing Strategies: direct mail, print, radio spots, publicity/earned media, internal communication, campaign. Employers calling in will be tracked. These numbers will provide the success measurement.
- Direct Mail to Employers

1. February 1 Executive Director's Letter (If you currently use DWS services, you would receive the February 1 Letter from Raylene Ireland. Those who do not use DWS would not have received the letter.
 2. March 1 New Business Services Collateral
 3. April 5 Preconceptions/book Offer
 4. May 5 Testimonials/white paper
 5. June 7 Five-in-one Poster
- **ACTION ITEMS – ALL** Ken Walker, "As a Council, there is a lot we can do to help with this campaign. To begin with:"
 1. Get a list of businesses being targeted. The list is broken down into Counties.
 2. Go down the list and see which of those businesses you associate with, work with or have interacted with. Are there others who could be receiving the information?
 3. Contact those particular businesses and bring to their attention that the campaign is going on and that they will be receiving information.
 4. Offer to have each one contact Dave Ostrom, 344-1235, for further information and/or answers to questions. The Business Counselor column suggests DWS may already have had some contact with the Employer, but is not working with them now.
 5. Likewise, if some of you in this room do not use DWS services, get involved and find out what is offered.

XACTWARE SPOTLIGHT – Karlyn Norton

- James Loveland who could not read his own handwriting so scoured for something that would help building contractors with estimates founded Xactware in 1986.
- There are 168 employees who are housed in this Orem facility with the exception of 2. Turn over is low. Xactware executives truly care about the employees, and the employees care about one another.
- Xactware produces easy-to-use estimation software designed specifically for contractors, insurance carriers and property adjusters.
- Training seminars and workshops are based on active, hands-on learning techniques. Options: Web-based, onsite, train-the-trainer.
- Marketing techniques: A web site is available, but the products are not in stores. There is a National sales group.
- The pictures hanging on the walls in the building are from employees who have gotten the photos from trips they have taken. Employees submit photos; Xactware brings in professional photographers to judge the pictures; the winning pictures are then used for office décor!

UI (Unemployment Insurance) TAX RATE OVERVIEW – Chris Love

- Utah's estimated average employer tax rate (0.30%) compares very favorably with other States – *Tax Rates CY 2003*. Average Tax Rate is based on total wages in taxable employment.
- Formula used to calculate an employer's rate:
 - $\frac{\text{Benefits Costs}}{\text{Total Taxable Wages}} \times \text{Reserve Factor} + \text{Social Tax}$
 - Over 50% of Utah employers presently have no benefit costs and are therefore liable for social costs (the minimum rate) only.
- Impact of 2004 UI Tax Increase (Hypothetical)
 - 1.2 = Reserve Factor
 - .004 = Social Cost Rate
 - \$22,700.00 = Taxable Wage Base
 - Example: An employer with 25 employees earning \$22,700 or more with no benefit costs if social costs were set at .002 for the 2004 rate year, the total state UI tax obligation would be

\$45.40 per employee for a total of \$1,135 for the company. At .004 the tax liability would increase to \$90.80 per employee for a total of \$2,270 for the company.

- Definition of Max. Adequate Changed from 24 month to 19 month
- Raised Max. Weekly Benefit Calculation from 60% to 65% of Average Weekly Insured Wage = about \$30 per week.
- The Reserve Fund balance is expected to be approximately \$300 million by 2004 year's end. These funds are projected to return to the minimum acceptable level/break even point of approximately \$600 million by 2007.
- The 2004 Maximum Weekly Benefit Amount for Utah is fairly high at \$377. The proposed benefit cut would reduce the \$377 by about \$16 with benefits returning to 65% as the trust fund reserves grow.
- The \$8 billion Reed Act funded five additional weeks of benefits. Each state's share was based on its proportionate share of FUTA taxable wages for calendar year 2000. Utah received 62 million.
- Q: What is being done to address UI fraud?
A: a) a group of 10 to 12 employees do nothing but investigate and prosecute. b) A number of cross-match sophisticated tools are used to detect fraud, i.e., New Hire Registry, age data that reveals who has gone to work but still draws UI, etc. c) Access to the National Hire Registry would be most helpful, but Utah gets none of this information.
Q: Was the Federal money once State money that was placed there?
A: Yes, that is the source of the monies. It is FUTA money – 6.2% on the first \$7,000 of earnings. For each employee who earns \$7,000 - \$56.00.
Q: What happened to the Reserve Funds?
A: Economic down turn impacted to a greater degree. Persons had higher earnings that made it difficult to find comparable jobs and tended drawing UI longer.
Q: What determines who gets benefits?
A: This is a whole presentation in itself. There are very valuable seminars available on both benefits and tax. It is recommended that these sources be used. UVSC may be having one in March 2004.

APRIL 29 RETREAT

- 8:30 a.m. – 4:00 p.m.
- Homestead Resort – Timpanogos Room, 1-888-327-7220
- 700 North Homestead Drive
- Midway, Utah 84049
- Guest Speaker: Breda Bova, MS, PhD – Associate Dean for Undergraduate Studies and Community Outreach for the College of Education at University of New Mexico
 - Identify the four generations in the workplace. Develop strategies for managing the four generations in the workplace.
 - Develop retention and recruitment strategies for the four generations in the workplace.
- **Preparations**
 - Have the Committee Action Plan preliminaries complete.
 - Finalize and report at the Retreat. The year we follow is July 1 to June 30.
 - Get excited and most importantlyCOME.

COMMITTEE/TASKFORCE DISCUSSION

- Employment Services (Job Seekers: Nursing Shortage, Veterans – Resources, Three-Way Partnership)
 - Rob Brems, Chair
 - Ken Walker
 - Brad Whittaker

- Steve White
- Gary Ashby
- Christie Hulet
- Melissa Finch
- Staff: Karen Larsen, Shauna Mace, Violet Smit, Casey Peterson
- Business Services (Employers: Worksite Learning, Statewide Marketing Plan, Partnering with Education, On-Line Services, Employer Recognition, Outreach)
 - Jeff Lindstrom, Chair
 - Kelly Liljenquist
 - Karlyn Norton
 - Ken Fisher
 - Paul Magleby
 - Debra Van Leeuwen
 - Staff: David Ostrom, Karen Daniels, Debbie Fotheringham
- Eligibility Services (Supportive Services Customers: Cultural Diversity, Community Partners, Community Awareness and Education)
 - Karen Ritchie, Chair
 - Ron Tiffany
 - Myla Dutton
 - Bill Hulterstrom
 - Joseph Miner
 - Larry Ellertson
 - Darren Fox
 - Staff: Anna G. E. Larson, Jay Butler
- Youth (Ages 14 to 21, Identify resources for youth – workforce development, Opportunities for non-WIA youth, School Outreach, Alternative Education, Mentoring/Outreach to classes, Vocationally directed visits)
 - Rod Crockett, Chair
 - Rickie Bryan
 - Duane Frisby
 - Tim Dahlin
 - Darin Peirce
 - Bill Young
 - Bill Delaney
 - Staff: Wendy Hughes, Bryan Kessinger
- Executive Committee (Facilities – Heber/Park City Leases, Partnership with media, Long-term planning for facilities, H. R. issues – best practices)
 - Ken Walker
 - Jeff Lindstrom
 - Melissa Finch
 - Rob Brems
 - Rod Crockett
 - Rickie Bryan
 - Steve White
 - Deborah Van Leeuwen
 - Ron Tiffany Karen Ritchie
 - Staff: John Talcott
- Note:
 - The Committee memberships are not set in stone. This is a beginning.
 - Try to be flexible, make time and help make this happen.

COMMITTEE BREAK OUTS

- Dismissed for break out at approximately 1:15 p.m. Reconvened at 1:50 p.m.
- **Turn in your Committee notes to Jo An as soon as possible.**
- Anything to bring up? Nothing.

NEXT MEETING - April 29 – 8:30 a.m. at the Homestead

ADJOURNMENT

- Thank you for all of your time. It is very much appreciated. “A year ago today three people pulled me into a room and asked me to be Chair of the Mountainland Regional Council. I inquired – How much time will this entail? Answer: about 17 hours a month. However, I now have 2-full time jobs, but I have not regretted this decision. It is exciting to get acquainted, interact and associate with you. I very much appreciate this opportunity.” –Ken W.
 - 2:02 p.m.