

REGIONAL COUNCIL

October 21, 2004 12:00 Noon 987 South Geneva Road, Orem, Utah Room 203E

ATTENDEES

Anna Larson, DWS
Casey Peterson, DWS
Christie Hulet, Micron Technology
David Ostrom, DWS
Debbie Fotheringham, DWS
Ken Fisher, Geneva Rock
Duane Frisby, Office of Rehabilitation
Jeff Lindstrom, Orem Red Lobster
Joseph Miner, Department of Human Services
Julie Lay, DWS
Karen Daniels, DWS
Karen Larsen, DWS
Karlyn Norton, Xactware
Ken Walker (Chair), IHC
Larry Ellertson, Lindon Mayor
Lesa Carter, DWS
Melissa Finch, DWS Mountainland Region Director
Paul Magleby, Paul Magleby & Associates
Marlene Pelham, Farwest Bank
Ranae Knapp, MATC
Rickie Bryan, Union Representative
Rod Crockett, Provo School District/Applied Technology
Ron Tiffany, Veteran Representative
Teresa Meyer, DWS

EXCUSED

Bill Young, Wasatch County
Deborah Van Leeuwen, Bear Creek Country Kitchens
Tim Dahlin, Park City Christian Center

WELCOME – Ken Walker

- Approval of August 26, 2004 Minutes
 - Ken Fisher made the motion to approve as written.
 - Christie Hulet seconded.
 - All approved.
- Voting Cards
 - If you have a **GREEN card** – you may vote on Council proposals/recommendations.
 - If your card is **RED** – please stay quiet!

CHAIR UPDATE – Ken Walker

- Kevin Crandall, former Mountainland Regional Council Chair, has been appointed as the State Council Chair.
- Council of Councils was October 14 and 15 at the Davis Conference Center in Layton Utah. Robert Kirby, Salt Lake Tribune columnist was the keynote speaker for Thursday.

- Breda Bova, Associate Dean for Undergraduate Studies and Community Outreach, College of Education, University of New Mexico was a presenter.
- Regional Council Chairs had break out sessions in the afternoon.
- Ken Walker attended the future demographics of Utah – diversity involved session.
- The State Council approved Mountainland’s Youth Contract.

STATE OF THE REGION – Melissa Finch

- Youth Council
 - The Transition to Adult Living project is aimed at helping youth in foster care, youth aging out of foster care, homeless, low income and court involved. Delivery of youth services is under the Workforce Investment Act (WIA). Provo School District runs this program and youth dollars in the Region. Evaluations throughout the State proved Mountainland to be way above in quality. The Region has been asked if Kathy Dimick and Wendy Hughes would be willing to do in-service training for other Regions.
- Community Networking Fair, November 5 (Casey Peterson)
 - This Provo Marriott event will give community organizations the opportunity to get together, have booths and present what they do and what resources they offer. At present, 42 agencies are participating.
 - Staff will be able to meet and mingle with one another.
 - The general public is not invited.
- Employer related activities
 - October 28 – Provo Employment Center Job Fair
 - The Region has over 1,000 job orders open right now.
 - Employers are invited to attend as well as job seekers.
 - The first hour will be devoted to case managed (intensive services) customers. Employment counselors are doing a lot of one-on-one to make sure the clients are job ready.
 - The following three hours will be open to universal job seekers.
 - Business Consultants will be on hand.
 - November 3 – Summit County Job Fair
 - The unemployment rate for September registered 4.8%.
 - A 70-80% job placement with retention is happening, but we are not seeing income increase in these jobs.

OUTSTANDING CUSTOMER SERVICE RECOGNITION

- Rob Brems, “President of the Mountainland Applied Technology College, has been an integral part of this community as well as Mountainland Regional Council. He has been an active player in the Nursing Shortage Taskforce and through the MATC, has increased capacity for several programs to better assist those seeking an RN degree. Rob has worked to provide added resources for high school students to obtain vocational credits and certifications. As an active participant on the Council, Rob has advised employers on training programs for their employees to improve the quality of their workforce and ultimately the profitability of their business.”
- Because Rob could not be in attendance today, the Council will postpone honoring him and do it in person at a later date.

KINGDOM OF JORDAN UPDATE – Dave Ostrom

- Launching the Kingdom of Jordan's First Employment Center
 - Jordanian VIPs visited Utah in July and requested technical assistance to assist in the creation of the First National Employment Center in Jordan and the Near East Region
 - Raylene Ireland and Governor Olene Walker encouraged Utah participation.
 - Darin Brush, David Ostrom, James Whitaker and Bill Bridge spent time in the Kingdom of Jordan on this project.
- H. M. King Abdullah's plan is to alleviate poverty in Jordan. The National Employment Center (NEC) is to serve as a model and provide public employment exchange. Public assistance (NAF) will be added.
- NEC First Impressions
 - USAID Financing through December 2005 after which time the NEC must be self-supporting.
 - Jordan's people are relatively poor. There is no oil and the tourism sight of Jerusalem has been lost. They rely on foreign aid and tourism.
 - Everyone in the National Employment Center spoke English.
 - Among staff are two Business Consultants and IT support. There is a professional staffing and administration; computer lab and library resource and a training room. The equipment and facilities are modern.
 - Getting jobs seekers into the Center was not a problem. The focus was on getting employers there.
 - Workforce Dichotomy: Highly educated at one end and very poor, illiterate on the other end. Sixty percent of the population is under the age of 30 and 25% is under the age of 12.
 - Labor exchange is by nepotism and favoritism.
 - There are 22 employment centers processing work visas for the import and export of labor. Export of educated Jordanians to gulf countries. Import of foreign labor for service sector jobs. Challenges: highly educated people but looking for jobs outside of the Country.
- The Work Plan
 - The NEC was fully staffed. Employees understood their basic jobs but did not know how to work together. Focused on demand relations.
 - Trained marketing specialists.
 - Facilitated the development of an electronic employment exchange system.
 - NEC did not have a computer to process all of the resumes and was sifting through them. A lot of work has been done on this with the electronic system.
 - Facilitated the creation of a strategic plan for the NEC.
 - Implemented targeted industries; focused on hotels
 - Taught Career Counseling
- Conclusion - A Bright Future!
 - A fully staffed and functioning NEC providing public employment services.
 - Taught/mentored the four-step solution process.
 - Built relationships with more than ten employers, e.g., Arab Bank, Ernst and Young, Safeway, etc.

- Brought in 400-500 jobs into the Center before leaving.
- There are more than 1,000 Job Seekers and growing fast!
- Partnered with the Civil Service Bureau for access to an additional 120,000 resumes.
- An operational plan is in place for the NEC.
- The data base challenges are being solved. Information may even be shared on UWORKS.
- Good will has been built between Utah and the Kingdom of Jordan.
- It was a month of exciting work. Staff were incredible. The Iraq issue was discussed. Cabbies knew a version of most American politics. Most felt very sad about what was happening, the deaths, etc. and felt like the U. S. should not be there. The people are very family-focused and concerned about their neighbors. Generosity was expressed to the Americans who felt very safe while there.
- It was a great pleasure going with Darin. Dave did not eat at McDonald's or Kentucky Fried Chicken while there. A lot of different sites were visited. One day was spent in Israel. This was probably the most difficult day. It was hard to get in, a lot of questions were asked, bags checked, etc.
- The people are wonderful. It was difficult to leave but nice to come home.

COMMITTEE/TASK FORCES REPORTS

- **Eligibility Services** –Anna Larson
 - Objective: “Promote economic stability and self-sufficiency for all Utahns” – Responsible for eligibility functions and community outreach.
 - 58 presentations have been made to partner Agencies.
 - Focus is on the Hispanic, Asian Pacific Islander, Senior and Single Mother populations.
 - Senior Fairs: one was held in August, one this morning. Both of which were very well attended.
 - November 23 – Presenting to Continuum Care.
 - A meeting has been held with the State to develop a brochure for community elders. The brochure will target to help get past the stigma of accepting the benefits they have worked, fought for and earned. Nutrition information will also be included.
 - While continuing to focus on Seniors, beginning in 2005, young-mothers outreach will begin.
- **Business Services** – Debbie Fotheringham
 - Work continues on the December 1 Diversity Conference *Designing and Implementing an Effective Diversity Program in Your Organization*
 - 8:30-9:00 a.m. Registration
 - 9:00 a.m.-4:00 p.m. Seminar
 - \$35.00 Cost includes lunch
 - Presenter Scott Warrick
 - To Register call 1-888-920-WORK (9675)
 - Marketing has been done at the State Council, Council of Councils, Utah County Employers Committee, flyers, etc. Employment Centers and Business Consultants are announcing.

- Utah County and the south end of Salt Lake County are targeted areas, but employers from the whole state are invited to attend.
- Focus will be on private employers who hire diverse population. Business Consultants will do a search, find a list and send out an e-mail telling these employers how to register for the Conference.
- Debbie will be e-mailing an electronic copy of the Flyer.
- Capacity at Thanksgiving Point currently stands at 200. Registration is thought to be close to 100 right now. If necessary, a larger seating capacity at Thanksgiving Point will be arranged.
- **Employment Services** – Melissa Finch
 - As training/employment are developed, attention is given to increase income.
 - Nursing Shortage: The 10 extra students admitted to the UVSC were such a great group of people and now are able to get a nursing education! Another 10 students will begin January 2005. “If we keep up this rate, we will have enough staff to care for all of us!” Rob Brems is looking at starting a healthcare here at MATC, partnering with UVSC.
 - Construction 3-way partnership: DWS/MATC/Employer (Geary Construction of Coalville and Geneva Rock of Orem) Geary Construction has difficulty in finding equipment operators with the needed skills. Geneva Rock could use diesel mechanics. Customer-fit training is needed. Perhaps there will be money to train existing employees in different skills, i.e., cabinetmakers to painters, oilers to diesel mechanics. Also, DWS has customers who have low skills and income, are on assistance but want to get into the workforce. Mentoring and soft skills are needed. The State is working on a soft skills assessment.
 - Job Survivor Skills Taskforce: Worksite experience will get customers a work history and job survival skills. Karen Larsen will draft a charter for this taskforce. Karen Daniels will be the Chair.
- **Youth** – Rod Crockett
 - Rickie Bryan and Duane Frisby serve directly on the Region Youth Council that meets quarterly.
 - The Fiscal Year 2005 will have a 30% increase in financing for the Youth Program. All superintendents in the Region have consented to have Provo School District sole provider. The DWS State Council approved renewal of the Contract for the next 3 years with review each year.
 - Another counselor has been hired giving a total of 7, plus, Kathy Dimick who is directing the program. There are 400 active youth in the WIA services. The waiting list is gone!!!
 - In school and out-of –school youth are getting assistance. Young mothers will be targeted.
 - The National Governor’s Association (NGA) has chosen Utah’s Transition to Adult Living (TAL) initiative as one of their Policy Academy projects. It has been wonderful and we appreciate all who have been giving support to this.
 - Bill DeLaney has retired. Someone else who ties into the Youth Program is needed.

MEMBER SPOTLIGHT – Ranae Knapp

- Founded in 1991 to teach vocational skills and functioning under the UVSC umbrella until July 1, 2004, today MATC offers associate degree training to both high school and adult students. It is one of the largest campuses comprising the Utah College of Applied Technology and responds to the needs of approximately 13,000 individuals annually.
- The Main Campus is located on 987 S Geneva Road in Orem. There are satellite campuses in American Fork, Springville (Nebo Learning Center), Heber and Park City Learning Center.
- Mountainland Applied Technology College (MATC) serves as a community resource responding to the training needs of people and businesses. Micron Technology partnered with MATC for employee computer language training.
 - Experienced computer programmers came on site to teach.
 - Certification was received.
 - Training was less expensive.
- Tell us what you need, and we'll find someone to teach it to your people. Available classes:
 - Chef Prep
 - o The food served today was prepared by high school students with adult supervision.
 - o Those who set the food up and serviced are special needs high school kids.
 - o The majority of students are high school.
 - Cosmetology
 - Public Safety Dispatching
 - Law Enforcement
 - Emergency Medical Technician (EMT)
 - Fire & Rescue Emergency Services
 - Air Conditioning & Refrigeration Technology
- A lot of students are the ones who are not mathematicians, college desired, etc, but they learn a skill and finish something and can be proud of their accomplishments.

PROPOSED 2005 MEETING SCHEDULE for Executive Board, Full Board and State Council

- The companies listed as hosts have not been contacted. **Please let us know if the list is not satisfactory.**
- **Please make these dates priority.** Spring breaks and UEA are cleared.

NEXT FULL COUNCIL MEETING

- December 16
- 12:00 p.m.
- Utah Valley Medical Center, northwest plaza auditorium (old Granite building)

ROUND TABLE

- Question: What is it that would make your life easier or let you sleep better at night?
- Answers:
 1. Finding affordable employee health insurance.

- Small employers cannot afford health insurance for the employees.
 - Are there legislature changes of what can and cannot be done as groups?
Chamber of Commerce cannot go together as a group. Associations are trying to legislate to pass a movement. Consortiums are against this.
 - **Update on legislation group insurance. – Ken Walker**
2. Child Care Issues
 3. Hiring Issues
 - There are 1,000 open job orders, but the jobs are not high paying. Many are in construction or entry level to middle level positions. They are on the Internet website, but people are not applying for them. We do not fully understand the gap between unemployment and the need for employees. Wal-Mart and Kohls have picked up a lot of employees. Utah County has employers on the horizon that will be looking to hire the same type of employees as Wal-Mart. Where are the employees going to come from? More manufacturing is wanted, but Counties and Cities can't seem to get past the infrastructure, roads, railroads, etc. Known businesses coming into the area:
 - o Albertson's – Summit County
 - o Ski Resorts are opening
 - o Cabalas - Lehi
 - It is easy to train the technical skills but very difficult to teach or unteach the soft skills. DWS (Andrea Sutton) is looking at pulling together all resources on job readiness and putting together a packet to train potential employees. Regional Councils will see this training and have the opportunity to give input.
 4. What is true unemployment? There will always be a level of unemployment because some cannot enter the workforce. The percentage will never get to zero.
 5. Labor market information products, including 2004 Wage Flyers, are available on <http://jobs.utah.gov/wi/Regions/County.asp>. Questions may be addressed to Jim Robson (801) 526-9626 and Lisa Nicholson (801) 526-9962. Increased wages may be necessary to retain employees.
- Reimbursement forms for Council of Council mileage and lodging were distributed. Please complete and return to Julie Lay.

ADJOURNED

- 2:03 P. M.