

State Council on Workforce Services

Department of Workforce Services

140 East 300 South – Room 101

October 9, 2008

State Council Members in Attendance: Kevin Crandall, Darris Howe, Richard Thorn, William Sederburg, Sandy Phillips, Joe Christopher, John Hill, Thom Smith, Toni Ure, Tammie Lucero, Marie Christman, Mary Schumway for Patti Harrington, Russ Thelin for Don Uchida, Todd Herbert for Jeff Lindstrom, and Claudia Berder for Lou Sansevero

Others in Attendance: Mike Richardson, Greg Gardner, Stephanie Smith, Diane Lovell, Lorie Davis, Jon Pierpont, Randy Hopkins, Jan Thompson, John Talcott, Shelly Ivie, Bob Gilbert, Lynn Purdin, Steve Maas, Melisa Stark, Peggy Killian, Julie Lay, Lorri Economy, Susan Wright, Gary Kennison, Connie Laws, Shauna South, Marty Kelly, Bill Greer, Helen Thatcher, David Ostrom, Cassy Hahn, Lynette Rasmussen, Curt Stewart, Russ Thelin, Stanley Ellington, Melissa Freigang, Rebecca Little, Bill Starks, Kate Alleman, Ann Barnson, Tara Connolly, Rod Barlow, Jane Broadhead, Carrie Jensen Hout, Tom Darais, Jared Ferguson, Zenaida Martinez, James Whitaker, Anna Larson

Outstanding Customer Awards Recipients

Kevin Crandall welcomed those in attendance and thanked everyone for their participation. He introduced Curt Stewart who would be presenting the Annual DWS Outstanding Customer Awards. The following individuals were honored:

- Katrice Fielding from Spanish Fork as the TANF Program outstanding customer. Her employment counselor is Christine Ishmael.
- Darren Davis from Milford as the Dislocated Worker Program outstanding customer. Darren's employment counselor is Dennie Tsuya.
- Ammon Larsen from Logan, as the WIA Youth Program outstanding customer. His employment counselor is Vicki Fenton.
- Duchesne County School District as the outstanding DWS employer for 2008.

State Council Business

Kevin recognized and welcomed the new members of the State Council. Sandy Phillips, Editor of the Richfield Reaper, who replaces Dale Peel as Co-Chair of the Western Regional Council and John Hill, Vice President, Human Resources L3 Communications, who replaces Paul Jackson as Chair of the Central Regional Council. Kevin expressed thanks to Dale and Paul for their years of dedicated service.

Kevin also recognized Commissioner William Sederburg as the new Commissioner of Higher Education and new Council member. He noted that Commissioner Sederburg

would be addressing the group later in the meeting. He also welcomed Stanley Ellington as a guest at today's meeting. Stanley is a member of the GOED Board and is the Executive Director of the Utah Black Chamber of Commerce.

Approval of April 10, 2008 Minutes

Action Item: Kevin asked for a motion on the April 10, 2008 minutes. Joe Christopher made a motion that the minutes be approved. The motion was seconded by Darris Howe and the motion carried by unanimous vote.

Training Provider Approval

Action Item: Kevin referred members to the listing of proposed training providers and asked for a motion. John Hill made a motion that following training provider requests be approved:

- Food Industry Training Services
- American Beauty Academy
- Practical Dental Assisting
- Fine Arts Academy of Dental Technology
- An Act of Caring

The motion was seconded by Tammie Lucero and the motion carried by unanimous vote.

Work/Life Award Information

Lynette Rasmussen, Director, Office of Work and Family Life provided information about Utah's Work/Life Award program. She noted that the awards program has been in place for ten years and that this year's process included almost 200 nominations and a total of 21 award recipients for 2008. The mission and purpose of Work/Life Awards is to:

- Educate employers about work/life possibilities
- Provide work/life education in every phase of the awards process
- Create a collaborative competition to reward innovators, leaders and champions
- Provide a platform to foster conversations about best practices throughout the Utah business community
- Provide opportunities to showcase and honor outstanding Utah workplaces

Lynette highlighted the four Legacy Company award winners: ARUP Laboratories, 1-800 Contacts, Future Industries, and Nicholas & Companies, Inc. and shared some of the best practices that make them Utah's top companies to work for. Legacy companies are those that have won the work/life award for five or more years, take an

active leadership role, and support the mission of the work/life award process. New components of the process include best practices tours, workshops and forums; speaking events, mentor companies, work/life roundtable discussions, and collaborative efforts with DWS state and regional councils. Lynette also noted that the nomination process for 2009 begins in January and nominations can be submitted on-line at worklife@utah.gov.

A New Direction for Higher Education

Gary Wixom, Assistant Commissioner of Higher Education, introduced Commissioner William Sederburg. Gary outlined Commissioner Sederburg's prior work as a legislator in Michigan and the President of Farris State University. Commissioner Sederburg came to Utah in 2003 and was appointed as the new Commissioner of Higher Education in August 2008.

Commissioner Sederburg stated that while at Farris State University he conducted a survey of graduating high school seniors and found that 51 percent of the students reported that there was no one assisting them in trying to determine what to do with their lives. He stated that just as there was a need in Michigan, there is the same need in Utah to raise the expectation of students and parents about the need for further education beyond high school. He spoke of the need to align career pathways and curriculum and how to market education and training to the new population of students that are so affected by technology. Commissioner Sederburg reported that he had recently toured all of the university campuses in the state and was very impressed with the facilities and the opportunities available to Utah students. The challenge before us is to better align education and training with the needs of the ever-changing workforce. A specific concern mentioned was the need to identify those skills and abilities that are transferable across multiple careers.

Governor Huntsman's 21st Century Workforce Initiative

Gayle McKeachnie, Director of the Governor's Office of Rural Affairs, provided background information about Governor Huntsman's 21st Century Workforce Initiative and gave a status report of project activities. He stated that the work began last fall when Bill Brock visited Utah and discussed the report prepared by the new Commission on Skills in the American Work Force entitled "Tough Choices or Tough Times." The report explores how the current system of preparing workers for a global workforce in the United States compares with other nations around the world. The report can be summarized by stating that the United States is currently somewhere in the middle and sliding rapidly to the lower end of the spectrum with respect to preparing its workers for the future workforce. After reviewing the information, Governor Huntsman was interested in how Utah compares with other states in the nation and throughout the world and organized the 21st Century Workforce Initiative.

To guide the initiative, Governor Huntsman has appointed a core team consisting of Gayle, Christine Kearn, Director of the Governor's Office of Education, and Kristen Cox, Executive Director, Department of Workforce Services to further research the issue and to find out what is being done in Utah and what further work needs to be done. Governor Huntsman also appointed a 17 member Steering Committee including Gayle, Christine and Kristen. The charge given to the Steering Committee was to guide the research on the issue and to develop and identify any action that should move forward. Each member of the Steering Committee was asked to submit the names of several "experts in the field" who would participate in a series of SMART sessions that used the LEAN and Six Sigma processes to explore several areas that impact how Utah citizens are being trained for a 21st Century workforce.

Gayle reported that representatives from the private sector, education, government and various community groups participated in four separate SMART sessions throughout the summer and had put in more than 5000 man-hours in support of the initiative. The sessions included work on the following processes: governance and organizational alignment, finance, management systems, teacher recruitment, attrition, assessment and compensation, adult literacy/competency development in the workforce, drop-outs, economic development, early childhood education, and curriculum development. The result of each of these sessions was the development of several proposed projects and recommendations that will be reported to the Steering Committee. The Steering Committee will then prioritize the recommendations and make the determination of what is reported to the Governor.

eSkills Project Review

Anna Larson provided an update on the eSkills Occupational Information system that is currently being developed to assist education and business partners with the identification and collection of occupational information to be used to determine the type of skills, knowledge and abilities necessary to succeed in a specific occupation. The data includes information on hundreds of occupations and once the tool has been fully developed, eSkills will be a valuable tool for employers, job seekers, career guidance counselors, etc. The key to the eSkills home page is that it will include links to all of the following information:

- Utah Occupational Report
- CareerOneStop Occupational Profile
- Occupational Summary Report
- Occupational Details Report
- Detailed Work Activities
- Tools and Technology Summary
- Task Frequency Report
- Task Importance Report
- O*NET Information

- Other Resources including Utah Education Training Providers, DWS Careers with a Future, O*NET Toolkit for Business, and Job Description Writer

Anna reported that the project should be completed sometime this fall. Questions regarding information available through eSkills should be directed to Anna at aglarson@utah.gov or by calling her at 801-526-9733.

Committee Reports

Connie Laws reported that Shawn Potter was unable to attend today's meetings and that the report from the Operations and Performance Committee included the following:

- A budget review and the actions taken by the DWS to use TANF dollars and funds in the Special Administrative Expense Fund to offset budget cuts because of a reduction in state revenues.
- A review of the WIA Priority Range Criteria Matrix and the recommendation to slow the flow of available training dollars. Right now a customer must receive a score of 11 to obtain training dollars. The point criteria has not been this high in several years. Due to the rescission and budget cuts received over the last few years, there are not as many training dollars available.
- A review of the annual report to the Department of Labor. The report was due October 1st and is available on the department's website. DWS met or exceeded all outcome measures for the previous year.
- A review of the Incumbent Worker Training Program, which has funded 39 companies and provided training for 1,312 employees based on the current review.

Marie Christman provided a summary of the State Youth Council meeting and reported the following:

- Reports from the Regional Youth Councils and the work that continues to move forward in training our youth and providing them with better skills and training.
- A Central Region FERPA project update targeting out-of-skills youth and the need for a pathway to be developed to address outcomes due to the number of referrals being received.
- During January's meeting the Youth Council will highlight activities in the Mountainland Region and the challenges of Industry at the Wheel and trying to engage youth. Positive examples from other regions include MotorFest, HealthFest, super tours, etc.

In addition to these items, the Youth Council discussed WIA youth training providers. In order for a training provider to be approved, they must receive a score of at least 88 percent when monitored and reviewed by DWS staff. The following approvals were requested:

- YES Program, Central Region - 93 percent
- Mountainland Consortium of Schools – 91 percent
- Bear River DWS Employment Centers – 91 percent
- DWS Employment Centers, Western Region – 97 percent
- DWS Employment Centers, Eastern Region – conditional on the successful completion of a monitoring review
- DWS Employment Centers, Wasatch North Region – conditional on the successful completion of a monitoring review. The prior training provider was under corrective action and the DWS Employment Centers had to provide the service when the contract was terminated.

Action Item: Joe Christopher made the motion that the youth training providers be approved as outlined. The motion included automatic approval of the providers with a conditional approval once the review has been completed and it is found that they meet the 88 percent criteria. If the criteria are not met the approval will be rescinded. Commissioner Sederburg seconded the motion and the motion carried by unanimous vote.

Toni Ure reported on the meeting of the Regional Council Chairs and Marketing Committees. The report included a request to approve a recommendation about the training provider approval process and Toni asked John Hill to present the recommendation.

John stated that the Regional Council Chairs had approved his recommendation that the Regional Councils be given the option to review training provider requests. This would require a change in current procedure which requires the requests to be approved at the Regional Council and State Council level. John stated that the proposal was due to the fact that all training requests are currently reviewed by the state program coordinator. Any requests that do not meet the designated criteria are not sent forward and current federal statute only requires approval at the State Council level. The Central region currently handles 57 percent of the training requests and reviewing each request takes up a great deal of time and effort. The proposal would allow each Regional Council to still have the option of reviewing the training requests if they chose to do so.

Action Item: Toni Ure made a motion that Regional Councils no longer be required to review training provider requests but instead have the option to do so. The motion was seconded by John Hill and the motion carried by unanimous vote.

Action Item: Based on questions about the training provider criteria, Mike Richardson agreed to distribute copies of the criteria to council members and to ensure that the information was included in the orientation packet given to new council members.

Toni reported that the Regional Council Chairs and Marketing Committee members also reviewed progress on the sector strategies that were developed during last year's October Council of Councils meeting. Copies of "Industry at the Wheel – Project Update" binders were distributed to those in attendance and Toni provided a quick overview of the information. Highlights of sector strategy products and services included the following:

- Automotive: scan document, marketing plan, You're In the Driver's Seat brochure, MotorFest magazine, student brochure, and fundraising activities
- Construction: scan document, industry fact sheet, and Construction Super Tour flyer
- Energy: scan document, industry fact Sheet, energy course proposal, WETC Utah's Workforce Challenge Conference, WETC Safety Fest 2008, SUEPA 2008 Energy Super Tour, What's in Your Future flyer, You Can Make The Future Bright flyer, Skill Set Pyramids
- Healthcare: scan document, industry fact sheet, Allied Health Professions Survey, Murray Healthcare Career Day flyer, Uintah Basin High Schools Health Career Day flyer
- Manufacturing: scan document, fact sheet, Gear-Up Career Days, Career Ladder for Advanced Composites, Manufacturing Connection Industry Leaders flyer
- Basic Education: scan document, Ogden Drop Out Strategy draft, HS Dropout pathway, Release from Compulsory Attendance, #2 Release of Information
- Other Tools and Resources: WIRED slide, bio-tech fact sheet, grants update, bio-man flyer 3, CTE DWS slides, Career Events 2008-2009, DWS Career Cafe

Mike Richardson noted that next year the Regional Councils will be able to add selected occupations to their sector strategies to better meet the needs of their individual regions. The department is in the process of developing a template that will lay out the Councils' agendas and activities for next year and provide the opportunity for regions to address skills gaps and curriculum alignment needs.

Kevin stated that with the excellent work of the State and Regional Councils and other groups the wheel is moving with pretty good momentum and that great strides are being made in building the necessary pathways to retool our workforce and in doing the things that need to be done for us to be successful.

Other Business

Kevin mentioned that he had failed to excuse Kristen Cox, DWS Executive Director, at the beginning of the meeting. Kristen is a guest speaker at BYU today and is receiving a distinguished alumni award. Kevin recognized Greg Gardner, Deputy Director, who was in attendance.

Public Comment

Karen Silver stated that she was in attendance representing Salt Lake CAP and while she was a member of the Central Regional Council, she was not representing the Council with the comments she would be making today. She expressed three concerns:

- 1) When searching the internet, she was able to find the agenda for the State Council meeting, but not the Committee meetings held this morning. In addition, the list of State Council members posted on the internet shows several vacancies and terms that have expired. If terms have been extended, the website should be updated and the Council should be more active in the recruitment of new members.
- 2) She suggested that there be more feedback to the individuals that participated in sector strategy development. She personally participated with the education sector group and has heard nothing about what has been done or what would be done. Those who participated should be given updates on the ideas and have the opportunity for additional input and comment.
- 3) As a member of community based organization, she expressed concern about representation on the State Council. She stated her understanding that federal statute requires membership on the Council to include two representatives from community based organizations. Over the ten years that she has been attending these meetings, she has noticed that the community based organization representatives either do not attend or leave the meetings early. In addition, UCAPA has never been contacted for input or comment about issues being addressed by the State Council. It was her request that membership on the Council be reviewed to determine if the community based organizations would be better represented by different membership on the Council.

Meeting Adjourned

Kevin Crandall asked if there were any other issues to be discussed. With no additional business being raised, Thom Smith made a motion that the meeting be adjourned. The motion was seconded by John Hill and the motion carried by unanimous vote. The meeting adjourned at 3:05 p.m.