

**Department of Workforce Services
Mountainland Regional Council
June 25, 2009
NuSkin Enterprises**

ATTENDEES:

Brad Whittaker, Community and Economic Development Orem
Brent Platt, Division of Child and Family Services
Clay Christensen, Mountainland Applied Technology College
Darren Johnson, Vocational Rehabilitation
Debbie Shoemaker, Utah County Health
Debra Pritchett, Utah County Commission
Gary Ashby, GHA
Gifford Briggs, Big-D Construction
Gina Olson, Intermountain Health Care
Jill Shroyer, Homestead Resort
Julia Mohr, Childcare Resource and Referral
Julie Lay, Department of Workforce Services
Karen Larsen, Department of Workforce Services
Karlyn Norton, Xactware
Kendall Crittenden, Wasatch County Council
Kip Bromley, Alpine Adult Education
Lacey Cherrington, CheckNet
Maira Lesa, WIA Youth
Marlene Pelham, NuSkin Enterprises
Paul Kennard, Wasatch County Economic Development
Rebekah Olsen, United Way Utah County
Rickie Bryan, AFL/CIO
Sam Jarman, Alpine School District
Shelly Ivie, Department of Workforce Services
Susan Thackeray, Utah Valley University
Todd Harris, NuSkin Enterprises
Todd Herbert, Todd's CDL

EXCUSED:

Bill Hulterstrom, United Way Utah County
Brian Christensen, Utah School Employees Association
Britt Mathwich, Homestead Resort
Dave Cook, Clyde Companies
Deborah Van Leeuwen, Wasatch Community Council
Gerald White, Utah National Guard
Jared Ferguson, Provo School District
Jeff Lindstrom, Iggy's Sports Grill
Myla Dutton, Community Action
Pamela Niece, Intermountain Health Care
Ralph Clegg, Utah County Health
Tim Dahlin, Park City Christian Center

GUESTS:

Diane Lovell, Department of Workforce Services
Kristen Cox, Department of Workforce Services
Lisa Birch, Pathways Coordinator
Thalea Longhurst, Utah State Office of Education

WELCOME – Todd Herbert

Todd welcomed everyone and thanked them for attending. Thank you to Todd Harris for hosting us at this lovely facility. Welcome to Thalea Longhurst and Kristen Cox who will be presenting to us later in the agenda. Welcome back to Brad Whittaker as a return council member representing economic development in Orem.

APPROVAL OF MINUTES – Todd Herbert

Todd moved for approval of the June 25th minutes as written. Clay moved for approval. Marlene seconded the motion. The motion carried.

RECOGNITION – Todd Herbert

Wanted to take the opportunity to recognize several council members who have served for 4 consecutive years or longer. Though several members are not here today we will recognize them and provide their award at our next meeting.

Gary Ashby - member since 1997
Bill Hulterstrom – member since 1997
Myla Dutton – member since 1997
Tim Dahlin – member since 2001
Britt Mathwich – member since 1999
Deborah Van Leeuwen – member since 2002
Rickie Bryan – member since 1997

MEMBER SPOTLIGHT – Todd Harris, NuSkin (video shown)

I'm an Organizational specialist – not PR person. Company founded in 1984 - good marketing opportunity with no bad products in it. Store products have ingredients that aren't good for you. Business model is multi-level marketing company – skin care products. Had good success last year with \$1.2 billion in revenue, hoping to go to \$1.3 this year. Grateful to be doing good this year. Have 3000 employees worldwide - 1100 employees here in corporate office. Operate in 48 countries worldwide. Proud of employees and the business donating \$17.8 million to children's causes around world. Feel passionate about. Hope we are a good corporate citizen. Interesting how few people know about them in Utah. Glad that you're here. Welcome.

YOUTH COUNCIL UPDATE – Maira Lesa

Oversee WIA youth program for Mountainland area. Work with Jared on a lot of special committees. Trying to find resources available in region for youth. At each meeting partner presents and gives information on services they offer. Community Action and Boy Scouts of America presented at last meeting. Recognize successful youth. Working on resource sheet that contains brief summary of services available in community with contact info and locations for services for those youth who have or are dropping out of school. Hoping to finalize in July. Will share with full council upon completion

Still reviewing the Work Skills curriculum and how to start workshops within DWS.

EDUCATION PRESENTATION – Lisa Birch and Thalea Longhurst

Understanding secondary education pathways.

Lisa is Pathways coordinator for Mountainland Region – Education responsible for career pathways in 7 different districts. Two Higher Ed partners are MATC and UVU. Work closely

with colleges for certification or current enrollment for better prepared for college or post high school training.

Career pathways is relatively new program – came out of Carl Perkins federal funding. Federal initiative to help students identify classes that are more relevant to interest in high school to be better prepared for college or training programs or workforce. In second year of career pathways federal government has model but let states develop own models to be more specific to local areas. State of Utah Career pathways model = Money is used for career and technical education.

In Career and Technical Ed help students with careers as opposed to academic. (Video shown)

Big part of pathways is need to match what students learn in school and what they might do in future. Through CTE shows student why and how it relates to future job.

Book provided – challenge to get students and parents to understand program and what's available. Pathways change a lot because classes change. All pathways have a map that helps students know what classes students need in high school to graduate and area of study. Start talking to students in 7th grade about career to introduce them to 8 areas of study. Start preparing students by taking math, English to graduate so don't get behind when in high school. 1.5 classes in CTE are required to graduate. 8th grade have couple of opportunities to take CTE classes but start talking about careers and interest, personality and interest tests. Region felt like students reacted very well to interactive media so with help of UVU produced video game for 8th grade students to build pathway in area of study they liked. Gave one to each council member. Interactive game and flash drive. Big success - teachers and students loved them. Increased attendance by 15% with parents going to night orientation by giving away the flash drives.

Every program study has map that starts in 7th and 8th grade but most in high school years with suggested courses to take, not just CTE courses. Not a lot of time for students to take courses in CTE in high school if not caught up. Also helps students understand better if they really want to pursue a potential career based on classes required.

61 pathways but change yearly based on new technology and workforce changes. A lot of parents don't know what graduation requirements students need but now can see and opens up line of communication on career choices. Also give students folders with SEOP to open conversation about pathways. Counselors and teachers at school have this information to talk to students about class in pathways and how they fit into different pathways. Where do they get the courses listed? Sometimes through high school or MATC either through concurrent enrollment or live interactive learning. Don't go on UVU campus anymore for classes. MATC has CNA courses. Have to be on target to graduate and not be behind or they can't take these courses. Tuition is free for courses at MATC and concurrent enrollment while still in high school.

Thalea – all courses in blue area on map - the reason on list is approved high school courses. Every school is different so some places may offer every one class as high school course, some may go off campus to ATC.

Pathways concept has been around for approx 3 years. Go to website to see individual pathway maps will only see specific areas. Only focused on CTE areas because of federal monies requirements. Hoping to incorporate additional pathway areas at a later date.

Would it be possible to get this information to 6th graders and parents as they're planning for 7th grade and may be more advanced? Would like to reach students earlier but it's all about money, hopefully counselors are getting to know program that they can help students earlier. Need

marketing and need parents to help marketing. Counselors go to courses each year to be re-certified and understand the changes. Really great counselors but have too many students to deal with so sometimes get overwhelmed. Teachers are great resource for pathways if see same students coming to particular areas of study. Website = Career pathways.utah.org

Understanding Adult Education pathway – Kip Bromley

Not all jobs require 4-year degree. Help students get GED or high school diploma. Help students improve skills for job access or to go to college to not take remedial classes in school. GED elevated status – started with WWII because of men going to war before graduation. Morphed into test that will now let them be awarded high school completion diploma. TABE – Test Adult Basic Education, useful tool. Grades 1-6, 6-9, 10-12 testing level to see what grade level student is at. MATC uses test as well. Want to get to 10th grade level to make progress and pass classes. Offer course work and credit for those seeking particular classes for their employment choices, ie; electrician needing a math course. 150 students helped get diploma and 150 get GED last year. Happy to take all referrals – few students that come regularly and go through high school and have some severe disability. Refer them to other agencies that can assist them. Some have never had opportunity to have education.

\$20 month fee – found that charging fee gets student to buy in. Have vouchers through DWS and Voc Rehab. Evaluation sheets are filled out by caseworkers to see progress and challenges of customer. TABE test lined up with GED and skills necessary to function well in job market and secondary education. Once test is taken talk about goals and scores on test. If not high school ready put them in adult ready curriculum to build skills. High school credit curriculum developed in coordination with high schools, a lot on line. Very advanced. Develop prescription to outline what needs to be done. Let students know that the time it requires is based on the time they dedicate to the program. Work toward goal. Can take revisions of TABE test to see how their skills have improved. Mock GED test. GED is equivalent to 11th grade level in high school and UBSCT statewide test. If person took GED in last couple of years can change it to the advanced title of the high school completion diploma. 16 year olds can now take the test where they couldn't before.

How is Adult Ed advertising this change? Been advertised on an as needed basis based on student identified through parents and administration and teachers that there is a different option with Adult Ed. Training with teachers in Alpine to inform them of the change. The advantage is the stigma a GED can leave with an employer. Talking mostly entry-level jobs. When do students meet with Adult Ed? Sep through Jun are 10:00 – 8:00 Mon through Thur, Fri 10-4.

DEPARTMENT UPDATE/DEMAND DRIVEN – Kristen Cox

Asked for introductions around the table.

In the midst of looking at the “other side of the department, training, workforce development, LMI, employers. Last six month spent time putting together ESD, medical programs, eligibility. 1000 employees encompassed. One of biggest changes in history of department. This week was implementation. Hope to save \$6.5 million dollars without RIFs through attrition. Ripple effect through rest of department. What do we do with workforce development side? Limited resources. Always adjusting to budgets. What do we need to provide the taxpayer for value added? Want to learn more toward philosophical demand drive, employers are primary customer. Best value for job seekers towards jobs in demand. Develop framework on how to organize. What are guiding principles and getting feedback. Challenges – what's real role of regional council and getting feedback correctly? Do we need 5 regions, what's working? How to connect regional council discussions into operations? How to operationalize that to front line

employee? How to support economic development? Is LMI data responsive? Centralized services? Budgets, staffing, training, reducing admin overhead as much as possible. Taking feedback statewide and meeting next week to try to develop a plan. Committed to process improvement.

Biggest role of regional councils – Does economic development use clusters? Yes, to certain degree but not across the board. Do we do good job to support for local economic development. Rely a lot on data from department. Reports are good. Kristen – should we become more regionalized around more of the economic development model? How do we support economic development clusters at regional level?

Changed how employers post jobs, more self-service because of resource reasons. Implications to employers by doing that. Xactware uses self-serve all the time. Got training from offices in beginning but thinks its easy – 95% happy with self-service. Have entry level to high level personnel. This is one of sources for all of postings. Maybe other agencies need more training on process. Only problem is having to do everything online and old items come back to HR and need to change in system but not major problem.

Lacey – uses almost exclusively but gets swarmed with postings who don't feel get qualified people that come. Need type testing component back with DWS. Considered not using DWS because too many resumes that need to be combed through. Xactware has second step to help filter out some applicants. Isims is the secondary application. Would like to see the department subscribe to something like that as think more employers would utilize it.

What do employers want – more workshops, more personalized training, visits to offices, etc? Can't do all of them, what's most important? Employer councils are huge loss when department quit doing them. Don't understand what drove the discontinuation. Different networking community at workshops by DWS vs SHRM and HRAKU. Feel department lost out by not having these workshops because of the outreach and networking.

How else should outreach efforts look? Should employees be coming to new businesses or hiring company base, sending emails contact, what? Customer base is going to change every six months. Economic development and chambers were huge. Go to ribbon cuttings, know new companies coming to town, meet with them about services. Add more prescreening questions about job postings instead of just postings. Add more screening questions to job postings. Personal visits are crucial to establish a relationship with employers. Other industries like IHC are divided into regions which is good because our region is different from others.

Top 3 deliverables for regional council – take information from this meeting. Feel like could give more to the council if asked. So much of what we do doesn't get finished - either state changes direction or people leave.

Key value council can provide – in early days members went to visit with employers and community on what we were and the services the department offered. Also had committees that met and took on assignments.

Deliverables need to equate to value added to core principles to customers walking through the door. Don't want to waste time if you're committed to being on council.

Face of website under what's new, demand driven, directly to website. www.jobs.utah.gov
Kristen and upper management will be looking at the questions on the survey. Julie to send to council. Ask them to identify what region or organization they came from.

MEETING ADJOURNED

Next Meeting at Utah National Guard.