

PacMtn Workforce Development Council
Board Retreat Notes
Thursday, January 25, 2018 ▪ 8:00 – 4:00 pm
Hotel RL, Olympia



Board Member Attendees: Bob Hitt, Jim Larson, Mike Hickman, Paul Vertrees, Jim Minkler, David Schaffert, Dawn Murphy, Kairie Pierce, Duane Evans, Michael Cade, Peter Lahmann, Bob Guenther, Jacquelin Earley, Steve Rogers, Derek Epps, Dru Garson, Winfried Danke, Jason Reed

Consortium Member Attendees: Lisa Olsen, Randy Ross, Gary Stamper

Absent: Terri Drexler, John Hutchings, Anne Goranson

Staff: Cheryl Fambles, Bridget Lockling, Corinne Daffern, Sean Murphy, Stacey Anderson, Vanessa Wasman

Guests/Nominees: Bill Sullivan, Diana Murphy, Jason Robertson, Alysha Boysen (AmeriCorps), Nick Oppedahl (AmeriCorps)

I. Action Items & Strategic Discussions

A. Board Discussion: Year In Review – The Homework

- Package #1 Budget and Program Services Performance (Bridget Lockling) Revenue trajectory from PY11-PY16 was discussed showing the annual revenues categorized by the various funds (WIOA Formula, Discretionary, Commerce, WorkFirst, DSHS, State and Other.) There was significant increase in funding for specialized populations through awards from Dept. of Vocational Rehab and Juvenile Rehabilitation Administration to serve those incarcerated and those with disabilities. Revenues have increased by over 36% since PY11. Direct Participants Expenses was discussed, showing Individual Training Accounts (ITA), On the Job Trainings (OJT), Work Experience (WEX), Work Based Learning (WBL) and Support Services. Over 3,500 participants served, over 1,500 participants placed in to jobs from WIOA programs and efforts increased on WEX and WBL.

The PY16 Final Budget Project Tracking was also reviewed showing the various projects, how they are funded, project term dates, participants, project summaries, etc.

Discussion and questions arose about how to better understand the challenges of the outcomes and performance report of PacMtn contractors. PacMtn can obtain and disseminate this information to Board members. Discussion also on federal measure performance and cost per participants in PY17 as well as brief discussion on financial risks and the plan for alleviating such risks such as use of the reserve fund. There was also discussion on project outcomes as well as project outcomes in county by county comparisons.

- **Package #2 Strategic Plan Update of Activities (Sean Murphy)**
Sean reviewed the 4 Year Strategic Plan Goals and Objectives for PY16-PY20. Goals outlined are to develop regional sector partnerships with target industry clusters; develop the PacMtn and WorkSource brands focused on mission, services, and results seen as adding value to the community and creating new funding sources and partnerships; develop strategic partnerships and collaborations that expand the PacMtn mission and facilitate Board Member leadership; and develop programming and solutions to assist specialized populations in enhancing job skills while securing and maintaining employment.
- **Package #3 Program Year End Reports (Sean Murphy & Corinne Daffern)**
The Year End Updates were reviewed by the various programs: MyJob, Camo2Commerce, Business2Business, WIOA Adult and Dislocated Worker and the Workforce System Year End Report. There was brief discussion on the service numbers on the WIOA Adult and Dislocated Worker update regarding the total number of those exiting the program as well as participants positive placement results.

B. Program Spotlight: Serving Youth – Overview of PacMtn Youth Programs, Student Presentation and Board Discussion

Following review of the Youth Services Info Sheet two individuals who participated in youth programs addressed the group. The attendees found their presentation engaging, genuine and helpful in understanding how youth programs help youth and young adults. They were reminded by one of the presenters that, “Someone took a chance on me...someone took a chance on everyone in this room.”

Board Discussion: What are the most impactful workforce activities for the region’s youth? Board and Consortium Members offered the following thoughts, ideas and ask, “How can we better...:

- Offer Uplift! as a paid or unpaid internship?
- assist youth in transportation to and from internships?
- Help youth better understand employer expectations...the world doesn’t owe you a job nor a paycheck. You got to go out and hustle it up.
- inform youth on career learning events, apprenticeship events, job fairs, career fairs, career exploration events.
- Intercept kids sooner with career counselors; electronic interception via social media in elementary or middle school.
- Create more high school re-engagement programs, GED programs and finding hard to locate drop-out students in rural areas.
- Locate HS21+ programs in places where youth are found
- Intervene early such as middle school or even elementary school

Corinne provided an overview of the Preparation for Re-Entry to Employment (PREP) program. Thurston County contracts with PacMtn to provide these services and the WDC is interested in expanding this program to other counties as there are resources available to sponsor the work. Members also offered the following ideas to assist those with criminal background get around their employment barriers:

- “Ban the Box” initiative via group of colleges/tech colleges
- Sealing of youth criminal offense records
- Help employers open screening process for those with felonies, and initiate conversation about the felony,
- Better prepare applicants for these discussions with workshops around this topic.

Learning and Discussion: Economic and Workforce Development:

Jason Robertson presented a learning and discussion topic on Economic Development Council (EDC) Roles and Functions, and introduced Board discussion questions on how EDCs overlap with the workforce system, areas of potential or perceived conflict, opportunities for resolution and priority collaborations moving forward. His presentation is attached herein. For this discussion, the whole group broke into four smaller groups and discussed the following topics: What is the role of EDCs, role of PacMtn and their areas of priority collaboration?

- Team #1:
 - More focused sector work
 - Seeking bigger funding “big bucks” “more bang for more buck”
 - Some of the EDCs may need to know more about what PacMtn does and what could be done in partnership for each area.
 - How can WDCs help advocate a better state funding distribution for EDCs?
 - Jointly produce “White Papers” on topics of mutual interest
 - Assist with reducing barriers that enable access to other federal funding for major economic development projects i.e. transit money
 - Facilitate deeper data analysis to better understand the needs of the communities
 - Acknowledge each plays different roles in regional and local activities

- Team #2:

What are the challenges between EDC and PacMtn?

- There are lots of responsibilities Are there more opportunities for contracting?
- Better coordination of B2B services, and more reports to the Board on B2B work. continue to build B2B relationship with EDC
- More information aimed at what is important to the EDCs
- Determine main/top priorities of PacMtn and EDC and work together on those
- Cluster studies to show industries to attract based on current workforce
- Keep up with partners and changing technology

- Millwright career pathways and work with educators to open these pathways
- More online meetings
- Team #3:
 - Build stronger relationships between EDC, WDC, and Chambers
 - Disseminate information to community participants
 - Understand supply chain gaps and how best to respond
 - Create more One stop shopping
 - Focus on private sector
 - Explore regional economic district and lack thereof
 - WDC to be more of a regional economic force
 - Strategic element from WDC to EDC to take back and implement information
- Team #4:
 - Coordination between PacMtn, EDCs and schools
 - Offer more Try – A – Trade success and more programs like this
 - Intercept youth sooner
 - Implement paid internship programs
 - Robust branding/marketing/recruiting for PacMtn to better educate on what PacMtn does
 - Understand the differences between regions within same counties
 - Create incubators that help small business start ups
 - Work closely with PacMtn and EDCs (“an intimate dance”)

Meeting adjourned at 3:20 pm

Submitted by: Vanessa Wasman, Administrative Assistant

PAC MTN

2018 BOARD RETREAT



WHY ECONOMIC DEVELOPMENT MATTERS

- Job growth and diversification
- Wage growth and income security
- Multiplier effect – more spending and jobs
- Tax revenue – to support essential services and “gap” training
- Vibrancy – to retain and attract tomorrow’s workforce
- Technology transfer – taking ideas from college to marketplace

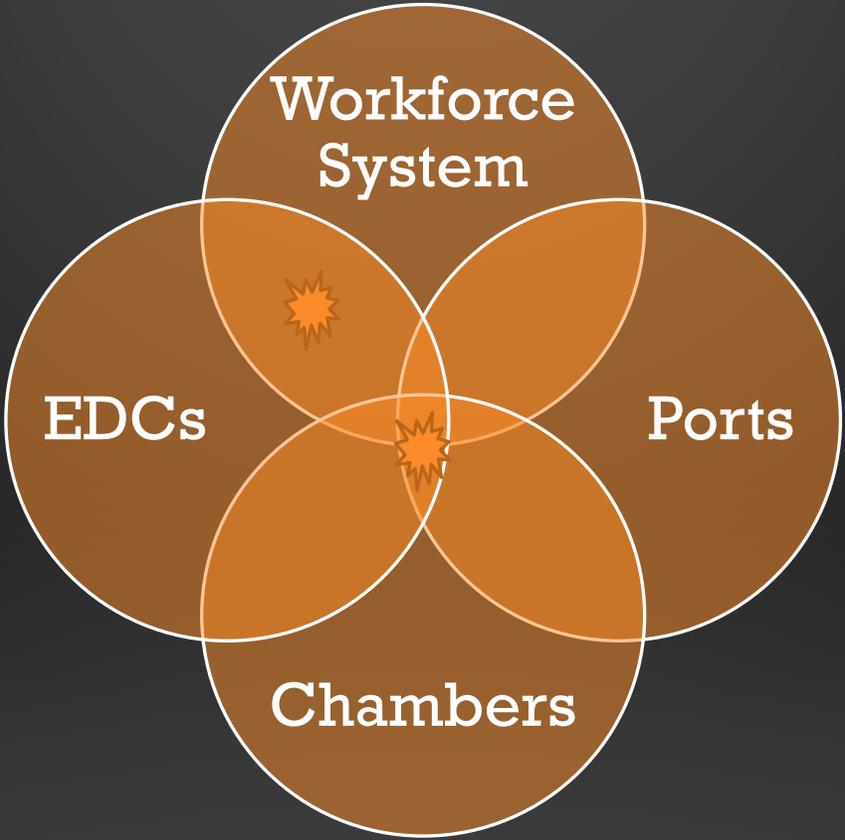
EDC ROLES + FUNCTIONS

- Primary Mission: Recruit, Retain, Expand
- Major Functions
 - Business development and training
 - Business technical assistance + advocacy
 - Strategy coordination across jurisdictions
- Secondary Functions
 - Workforce support (contractually-obligated vis-à-vis ADO status)
 - Research + info
 - Special initiatives

OVERLAP WITH WORKFORCE SYSTEM

Social
Services +
Schools

Employers



Colleges +
Labor

Government

KEY INTERACTIONS

- Sector tracking and labor readiness
- Rapid response labor pool prep
- Training program prioritization and design
- Specialized employment placement

SUMMARY OF BENEFITS (EDC)

- Access to labor pool
- Specialized training
- Workforce and industry data
- Regional perspective
- Place at the table for workforce development policies

SUMMARY OF BENEFITS (WDC)

- Access to employers (with street cred)
- Unique industry data (and feedback loop)
- New or expanded labor placement opportunities
- Board members
- Seat at the table for local plans (e.g. TCEA)

POTENTIAL CONFLICTS

- Employer engagement and messaging
 - WIOA changed the model; change is rarely easy or seamless
- Competition for limited resources
- Regional vs. local performance metrics (Time vs. ROI)
- Equity in participation

LEVERAGING HIGH-IMPACT COLLABORATIONS

- Complete – Industry Cluster Study
- Complete – Internship, OJT Connections
- Complete – Mason County Rapid Response
- Pending – Economic Development District
- Pending – Industry Sector and Employer Services Task Force
- Pending – Pac Mtn Strategic Plan Update + Implementation Support
- Potential – Regional Economic Development Plan (or CEDS)

DISCUSSION

- Economic Development Coordination
 - *Role of EDCs*
 - *Role of Pac Mtn*
 - *Priority Collaboration Areas*
 - *Planning*
 - *Implementation*
 - *Oversight*
 - *Coordination*
 - *Other Special Initiatives*