

Jeremiah W. (Jay) Nixon
Governor

Mike Downing, CEcD
Director



Julie Gibson, Director
Division of Workforce Development

Maida Coleman, Exec. Director
Missouri Workforce Investment Board

Keith Gary, PhD
MoWIB Board Chair

Missouri Workforce Investment Board

July 11, 2014

10:00 a.m.

American Legion Post 5

Jefferson City, Missouri

Members Present: Keith Gary (Chairman), Matt Aubuchon, Garland Barton, Martha Ellen Black, Herb Dankert, Mike Downing (DED), Wayne Feuerborn, Rep. Lyndall Fraker, John Gaal, Ellie Glenn (HSS), Eva Danner Horton, Reggie Hoskins, Ron Lankford (DESE), Neil Nuttall, Mike Pantleo, Jeanette Prenger, Amy Sublett (DWD), Josh Tennison, Bill Thornton (MDHE), Cheryl Thruston, Len Toenjes, and Kelly Walters

Members or Representatives Absent: Alyson Campbell (DSS), Cara Canon, Don Cook Sr., Mike Deggendorf, Sen. Tom Dempsey, Julie Gibson (DWD), Rick Gronniger, Rep. Michele Kratky, Birdie Legrand, Sen. Will Kraus, Bill Skains, LeRoy Stromberg, Ray Tubaugh, and Anthony Wilson

MoWIB Staff: Maida Coleman and Glenda Terrill

Other Attendees: Sheila Barton (TAACCT), Roger Baugher (DWD), Tracey Brown (DWD), Steve Coffman (DESE), Dennis Hall (DWD), Don Holt (St. Charles WIB), Gordon Ipson (NE WIB), Jasen Jones (SW WIB), Clyde McQueen (FEC-KC WIB), John Pime (Ozark WIB), Suzanne Richards (W. Central WIB), Alan Spell (MERIC), Bragg Stanley (DESE), Molly Tallarico (DWD), and Yvonne Wright (DESE-VR).

A. Call to Order, Welcome and Introductions:

Chairman Keith Gary called the meeting to order at 10:00a.m. Dr. Gary called for introductions from Board members and guests.

B. Approval of Board Meeting Minutes

Dr. Gary called for revisions and/or comments to the April 11, 2014 meeting minutes. With no changes voiced, a motion was made by Len Toenjes to approve the meeting minutes, seconded by Herb Dankert. Motion was approved.

421 E. Dunklin Street • P.O. Box 1087 • Jefferson City, MO 65102-1087
(573) 526-8229 • Fax (573) 751-3461

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C. MO CWRC and NCRC—Molly Tallarico

Ms. Molly Tallarico, DWD, presented the counties of Audrain, Benton, Pulaski, and St. Charles to be recognized as Work Ready Communities in Progress. Dr. Gary made the following motion: “I move that the Missouri Counties of Audrain, Benton, Pulaski and St. Charles be recognized as ‘*Work Ready Communities in Progress.*’ I further move that these 4 counties be given until July 11, 2016 to submit the appropriate application documents required to meet full certification. The motion passed unanimously.

Ms. Tallarico also presented the counties of Henry, Jefferson, and St. Francois to be recognized as Certified Work Ready Communities. Dr. Gary made the following motion: “I move that the MO Workforce Investment Board, having been presented with the overview and recommendations from the Review Team, and having representation for the MoWIB Board on such team, having met 100% of their qualifying goals, approve Henry, Jefferson, and St. Francois as “Certified Work Ready Communities’ effective July 11, 2014, and recommend to Governor Jeremiah “Jay” Nixon that these counties be accepted as such.” The motion passed unanimously.

D. Trends in Career Center Customers—Roger Baugher

Mr. Baugher said customer flow has changed in each region following a similar pattern for customer traffic. In July 2012 is when we started the economic downturn and looking at changes in UI benefits and 4-week reporting changes which is an impact. Our economy was starting to improve some which also impacted the number of customers coming into the career centers. All the regions have been affected. In July 2012 we were seeing over 64,600 customers. By July 2013 that number was down to slightly over 50,000. By May 2014 the number has decreased further to around 35,900. The Unemployment Rates impact our numbers, July ’12 unemployment rate at 7.4%, July. The unemployment rate dipped to 6.1 between April-May ’13, then back up to 7.1% by June ’13. Trended down from August through December ’13 and back up by January-February ’14 at 7.6%, as of May the rate was 6.1%. While there’s a connection to the employment rate it isn’t the only reason for the decrease in customer traffic.

We have to consider some next steps. We want to look into the data in jobs.mo.gov and find out if our system is being used more. We need to find out where people are going for their services. Certainly more people are going on-line and may not be signing in to our system. We also think we need to do more marketing to get more people to use our system. We’re also interested in studying the long-term unemployed (more than 26 weeks unemployed). What happens to people once they no longer receive UI assistance? How do we contact these people to help them get employed? We want to increase our employer based job orders such as targeting efforts for Show-Me Heroes. If you haven’t been on job.mo please go to the site and place your job orders with us. We’ve talked to community colleges to get their students to register. It’s critical for people to use our system. We also want to increase our on-line products and services.

Mr. Baugher said there will always be a base of people who need our services. We need to know how to provide the best type of services especially in this electronic world.

Dr. Gary asked for questions. Dr. Gaal asked Mr. Baugher if at our next meeting he could provide update on how well the show-me heroes is working and how we might be able to help. Mr. Toenjes suggested we also hear back on the activity of the job, just to compare that with what's going on in the economy. Mr. Baugher said both requests were good and he'd put some information together to present and talk with Ms. Coleman to get on the agenda.

Mr. Baugher added that our system has about 5 million records of job seekers that have accessed our system at some point. Currently we run about half a million active job seekers which includes about quarter of a million actively looking for work for around 15,000 jobs at the most. We need to increase that balance and get more jobs listed, MoWIB can help us with that, go to our site, and list your open positions. We can also provide you information about how many jobs are listed, how many employers list those jobs which are also a key component and then how many job seekers are out there. We can put some of that together for your next meeting.

Mr. Baugher was asked if he has any data regarding the number of job seekers who actually found jobs on that database. Mr. Baugher replied that it's very difficult to connect those dots and we've been trying to figure out better ways. He added that we have a strong connection with the UI system so we know the wage credits of people, when they became employed but it's very difficult to connect to which job they got. The major glitch is that no one really wants to ask employers to tell us what job you hired somebody for. We need to know the ONET code. We can get to the industry a person works in but not the specific job. For example a clerical person who goes to work for Ford Motor Company is classified as an auto worker, not a clerical position. We will work on putting together additional information for you. Mr. Baugher concluded asking the Board to go to jobs.mo.gov and to look at the information, even if you're not listing a job, the site changes all the time with new data and contact me if you have any questions.

Dr. Gary said one thing he's missing from the Next steps is a recalibration or review of the Next Generation Career Center model. With the decreased traffic as well as some of the state cuts impacting staffing at the local level, it seems that there needs to be reviewed and possibly recalibrated. Mr. Baugher said discussions have taken place but with the decreased traffic flow we do not see a need to change our approach back to the way it was where you had to gather all sorts of innocuous documentation and keep paper files and all those type of things. Mr. Baugher continued saying that that piece is really the foundation of the Next Generation Career Center model, the streamlined documentation piece, so we can serve more people. I think we need to look at what services are we making available. We need to make sure that the services are available and make them more efficient. That may be part of the conversation we certainly shouldn't leave out when we reevaluate it.

Dr. Gary said Roger has provided the State view and he'd be interested in hearing from any of the local WIBs about this particular issue and if so we'd love to hear from them.

Mr. Clyde McQueen from Kansas City/FEC said the data piece Roger spoke about has been extremely helpful for us and we took it a step further. From the data we've been able to map where the people are coming from, what towns we're placing people in and how many people we serve, what offices they go through, etc. We're also able to cross-match that with what type of jobs they're seeking. When the UI requirement dropped our customer traffic dropped dramatically.

What gets people into the centers isn't a program, it's a job. Anytime we advertise employment opportunities, people come. Then we're able to cross-match with what type of jobs they're seeking and get them back into the programs. The number one thing we market is OJT and combining with classroom training. We don't have people who meet 100% of anything. We are challenged to make sure that the persons who come in our centers are able to move up. We have to be able to respond quickly to businesses. I have lot of jobs but I don't have the skilled people to make the match, so I've got to make the training programs accelerate the pace, so it means a more on-demand training. We work with the community college and our four-year institutions both can do training triggers in 30 days but it's all customized, not off-the-shelf and not all are credit-based. We've articulated between credit and non-credit training but we use the employers for credentialing. From there the colleges create the curriculum, they train.

Ms. Suzanne Richards (W. Central) said she's from a predominantly rural area with Sedalia being their largest town of 30,000 people. We've gone from seen career centers for 13 counties down to three full service centers and as a result we've had to look at doing business a different way. We write a lot of OJTs and our mixed next generation career center team goes on the road to those rural communities. We work closely with our training providers and when someone is coming out of training we immediately try to write an OJT for that, that's a great transition.

Mr. Gordon Ipson (NE WIB Chair)—the traffic flow has changed, the customers we are seeing has changed, and we're currently trying to adapt how we work with that individual. Adapting is something business always has to do and I think all of us are doing that and you shouldn't doubt it.

Mr. Don Holt (St. Charles County) said that they're taking apart their entire service delivery system, looking at how that works and what they need to modify to work with different customers. We're seeing at least a 400% increase in the number of jobs listed in the system for my region as compared to a few years ago. However, we're still a long ways from having an appropriate number of jobs available for the number of unemployed. Rough numbers, we could have 1,000 jobs wanted by 9,000 unemployed people. We are tearing apart our delivery system for those coming through our front doors and with the huge numbers change we're delivering a more effective service to those people.

Mr. Jasen Jones (Southwest) added that it's a different operational model that I think you're hearing a common theme, it's not a facility-based model either or bricks and mortar. We're trying to get into the community and into the virtual as much as we can.

Dr. Gary thanked Mr. Baugher for his presentation and reminded the Board that at our last meeting we reactivated our Awareness Committee to assist with advocating for the system and we'd like to be involved with whatever effort goes into the marketing process.

E. 21st Century Healthcare—Clyde McQueen

Mr. McQueen said the 21st Century Healthcare Works Program, Health Professional Opportunity Grant (HPOG) was a partnership which included: the Full Employment Council (FEC), the Kansas City and East Jackson County Workforce Investment Boards, the Division of Workforce Development, the MO Workforce Investment Board, MO Department of Social Services/Family Support Division, Local Investment Commission, Workforce Central, University of Central MO, Metropolitan Community College, Jewish Vocational Services and the United Services Community Action Agency. Funding provided by: the Department of Health & Human Services (HHS), Administration for Children & Families Program, and Office of Family Assistance.

HPOG 5-year, \$5 million grant period from September 30, 2010 through September 30, 2015. The grant targets low income adults, food stamp recipients, TANF recipients, economically disadvantaged youth ages 16-24, and low-wage healthcare workers seeking career progression in the healthcare field. The target region includes the MO counties of Clay, Platte, Cass, Ray, and Jackson.

FEC is supported by contractors and program partners, including the MO Career Center, local and State of MO Workforce Investment Boards, MO Apprenticeship Agency, state and local assistance programs for TANF recipients, and programs for economically disadvantaged youth.

Program Goals: Enroll 802 participants in training and education programs; train 520 participants to program completion, and place 353 participants in employment. Cumulative Program Performance Sept. 30, 2010-June 30, 2014: 775 enrolled in training, 424 completed training, 261 employed in Healthcare and 302 employed outside of Healthcare. Average wage reported \$13.95 per hour.

HHS has funded ABT Associates and The Urban Institute to conduct two related research studies of HPOG to learn how well the program works. The evaluation will describe and evaluate how HPOG operates.

In an effort to develop apprenticeships for healthcare occupations as part of the HPOG program, FEC officers, 21st Century Program Management and the Workforce Development team has met with the Department of Labor's (DOL) Office of Apprenticeship representative for the Greater Kansas City area. Projects have been initiated with DOL to establish a sustainable apprenticeship within the Greater Kansas City area. The Apprenticeship program will be piloted with area employer partner John Knox Village. The Trainees would have completed their classroom training through the HPOG grant at an area school and DOL would have approved the curriculum. The length of the On-the-Job learning and the apprenticeship will be 700-1200 hours which will include competency areas that have been identified by the employer that will help the apprentice attain a basic level of mastery across all competencies so that they can successfully integrate in their work to reach the Skilled Level in the healthcare occupation.

Dr. Gary asked for questions or comment. Dr. Gaal commented that he's very pleased to see this work taking place on behalf of the apprenticeship because he sat on the federal advising committee on apprenticeships from '03 to '10 and they were always looking for non-traditional areas to go

into and actually start to register apprenticeship programs so it looks like you've taken some steps with the pilot to try doing just that. Would this type of approach to apprenticeship be replicable in other areas? Mr. McQueen confirmed that that the pilot approach could be replicated from a credential standpoint and tiered. Mr. McQueen saying the KC region had piloted a tiered credential with UMC for CNA's and had subject matter experts from companies that taught the classes which is why we have to have a credit and non-credit articulation agreements.

F. NGA Grant Application—Alan Spell

Mr. Alan Spell said that the 2022 long-term job openings projections will be out within the next couple of weeks. We'll develop some STEM research from that, our career grades report which is the way we rank all jobs based on their wages and growth. At your July meeting I handed out a skill gap analysis. In the whole state we had big gaps in job seekers not chasing after STEM jobs and a lot of healthcare jobs. In the rural areas the dominant gap was in healthcare. St. Louis and KC top jobs are in STEM. The report, "*Closing the Gap*" is currently on our website for review. Top skills employers are looking for: sales, accounting mathematics, communication, problem solving, Microsoft excel. Last month MERIC released the new *Explore Outcomes*, the first tool linking higher education and workforce.

When the Governor heard about the National Governor's Policy Academy he was excited. It's a 2-year program for \$170,000. Talent supply and talent demand dashboard. We're still missing data such as from private schools; we're also missing certificates. The community colleges are working on a similar grant. It boils down to obtaining social security numbers but there's a lot of concern around releasing the numbers. We'll find out in August if we receive the grant or not.

Issues to consider: ensuring goals and actions are aligned, tracking certificates and private schools better, overcoming policy and technical hurdles to data collection and communicating information well. The grant would be led by the Governor's Office and integrated with MoWIB. The \$170,000 would be used for: 5 policy meetings, hiring a facilitator and report writer, developing model legislation and agreements and planning for talent supply/demand dashboard.

Dr. Gary asked if there were some roles and responsibilities for MoWIB with the grant and to be a part of the NGA Leadership Team. Mr. Spell said the grant required a coordinating body to coordinate efforts and with business representation and MoWIB already has that. While the Governor's Office has the lead on the academy we've got to have all the state agencies involved and businesses. We estimate the leadership team would consist of approximately 15 people, but it could grow to 30. There may even be a subgroup tasked with coming to the meetings and helping guide the outcomes because in the end we want to make sure our efforts are well aligned.

G. Workforce Update—Amy Sublett

Ms. Amy Sublett said that the Workforce Investment Act was reauthorized this week by Congress. The new law is called the Workforce Innovation and Opportunity Act. There are some changes in the new legislation, refer to the side-by side comparison at your desk. For this Board one of the items of interest is reducing the number of required members at both the State and Local levels. It also restores the state Governor set aside funds from 5% to 15% which is used for special projects. In on-going months it won't be a full implementation like in 1998 with WIA but there will be some transitioning and changes. Another important point is it does include for planning Vocational Rehabilitation (VR), Adult Education for the state's overall plan.

We've had a rash of several grants made available to the state and regions. MO just received a \$6 million dollar National Emergency Grant (NEG) geared towards the long-term unemployed. This grant will team up some work-based OJT with shorter time training. This is a 2-year grant applies for all regions. The last item has to do with the state budget. We received word that for a number of reasons that our customized training funds have been withheld and depending on how revenue looks over the next few months and what takes place during the September special session will partially determine whether or not those funds are restored.

H. Pathways to Prosperity—Bragg Stanley

Dr. Bragg Stanley (DESE) said the issue before us is based on the Harvard Graduate School of Education released the Pathways to Prosperity report in February 2011 asking: Why haven't we made more progress in improving education in the US? To what extent are we preparing young people to lead successful lives as adults? At the end of the day, do they have sustainable careers? What could we do differently to better develop students' college AND career readiness and success? Bottom line: (at least) 50% of 25 year olds are not prepared for the workforce. By 2020 College for All needs to be broadened to include post-high school credentials which can be earned in many ways: community college, apprenticeships, the military, four-year colleges, meaningful OJT. Keep in mind that by 2020 since 65% of all jobs will not require a BA.

Occupation Matters: 43% of young workers with licenses and certificates earn more than those with an associate degree; 27% of young workers with licenses and certificates earn more than those with a bachelor's degree; and 31% of young workers with an associate's degree earn more than those with a bachelor's degree.

Guiding principles of Pathways to Prosperity: Prepare students for both careers and PS education; insight to a wide range of PS opportunities; connect academics to real-world applications (CTE is an excellent model); partnership with local employers.

Students will be college and career ready because students have developed and are implementing rigorous and relevant personal plans of study based on well defined pathways that include work-based learning opportunities; state and local policies are established or modified to facilitate aligning educational outcomes from pre-K to post-secondary education so that formal and informal learning opportunities are as robust as possible; and employers in high growth MO industry sectors

are engaged with education in the state to ensure that high school graduates acquire the competencies and credentials needed to ensure student employability and college entry.

What we need to do together:

- Develop a set of shared values and vision as it relates to our young people and the future of our society
- Develop common messages and plans that ensure stakeholder alignment on visions, strategies and action plans
- Establish a set of metrics and governance structures amount key stakeholders
- Identify, integrate and prioritize stakeholder resources to execute stakeholder actions focused on achieving the vision
- Monitor and help shape key education and future workforce federal, State and Local legislation policies.

Getting started locally:

- Determine Pathway(s) to implement that is based on workforce needs, using data to guide decision making
- Develop/enhance a program of study for the Pathway
- Establish the Pathway team by getting commitments
- Provide externships for the Pathways Team
- Provide professional development to guide teachers in incorporating the externship learning into lesson plans and project based learning experiences
- Review/evaluate/enhance the implementation of the district's comprehensive guidance and counseling program
- Identify students who have an interest in the pathway to enroll in the courses (Missouri Connections)
- Schedule and develop work-based learning experience for all students K-12
- Pursue dual credit/dual enrollment agreements with post secondary institutions so high school students can earn college credit.

Dr. Gaal commented that Dr. Stanley is one of the strongest supporters of career and technical education he's ever met at DESE. Dr. Stanley complimented Commissioner Nicastro's leadership for MO being where we are today with Pathways to Prosperity. After the Commissioner convened a meeting in St. Louis, soon after the release of the Pathways report, bringing 50 leaders' together one of the researchers from Harvard said, "Missouri is going to be one of our charter states in our pilot program."

Dr. Gary thanked Dr. Stanley for his presentation and added that we can all philosophically agree that Pathways to Prosperity makes sense and MoWIB would support the state in their efforts. One place I think we can contribute is what we talked about at our last meeting, sitting down with industries that are in the DED identified clusters and gather intelligence on skill sets that are required for entry-level positions. We can be a resource for education, K-12 and high education on letting folks know actually what is required would be a big contribution to this overall.

I. Chairman Report

Dr. Gary said he didn't have much to report; we did some heavy lifting at the last meeting reactivating a couple of committees. Our next NGA meeting is coming up in a couple of weeks, I can't attend but Maida will be there and I'm sure she'll provide us an update.

Dr. Gary suggested having one of our meetings conducted electronically, possibly the January meeting. A number of meeting noted agreement. Dr. Gary said it takes awhile for the State to signoff and organize this.

J. Staff Reminders—Maida Coleman

Our next meeting will be **September 3rd** at Tan-Tar-A. Please note the date change as well as time, meeting starts at 1:00pm. The September meeting will be held in conjunction with the Governor's Conference on Economic Development. As usual we will pay for your conference registration and one night's hotel lodging. We have some excellent speakers for the conference including Thomas Friedman who wrote *The World is Flat*. We're looking forward to a good turnout and as always we appreciate your participation. If you have any questions please get in touch with Glenda Terrill or me.

K. Old Business/Questions/Comments

Dr. Gary again acknowledged the LWIB Directors and other representatives. The Board appreciates your interest in attending.

L. Adjourn

Dr. Gary adjourned the meeting at 2:00pm.

Approved:



