

**MTEC Full Council Meeting  
December 3 – 4, 2001  
Marriott Country Club Plaza  
Kansas City, MO**

Patti welcomed all to the annual December meeting on the Plaza. She started introductions by congratulating Nick Nichols on his appointment by the Governor to the Board of Regions for the Central Missouri State University. Nick has been on the Council for 5 years and will be missed very much.

An adjustment was made to the agenda by moving the MU presentation scheduled for tomorrow to this afternoon.

**Approval of 10/10/01 Minutes**

Virginia Mee moved the minutes be approved as presented. Jim Dickerson 2<sup>nd</sup>. Motioned passed.

**Committee Updates**

◆ **Executive Committee**

**Patti Penny**

Items under the St. Louis Regional Workforce Development Policy Group recommendations were split into four separate issues. Items one and two were tabled until the St. Louis group could present more information. Items three and four were referred to Rick Beasley to do some follow-up and report back to MTEC by early January.

Marty Romitti presented updates on Labor Market Information. David Mitchem mentioned that they were following through on the “New Directions in Workforce Development” proposal that was set forth several years ago. The Combination of economic factors and labor factors are beginning to show improvement and will be used for planning, training, and educating purposes throughout the state.

◆ **Strategic Planning**

**John Dial**

Under tab 3 there is a complete updated strategic plan for MTEC. As the strategic plan is a living document it is constantly being revised.

- ◆ Universal Access; some dates that were revised for Labor Market Information Training and Missouri Training Institute Training at the Missouri Career Centers.
- ◆ Lifelong Learning/Choice; Dr. John Wittstruck is now working with Don Eisinger in place of Dr. Terry Barnes providing input from the Community College perspective.
- ◆ Integration; has had several tasks completed or ongoing.
- ◆ Accountability; One-Stop Executive Committee continues to look at a number of the accountability areas.
- ◆ Diversity; Final Diversity document is ready for distribution copies are included for the Council under tab 5.

◆ **Evaluation and Awards**

**Virginia Mee & John Wittstruck**

There was an extensive conversation about the awards system to see what changes, if any should be made. If changes are to be made they need to be done in a very timely manner so direction can be given to the Career Center. Changes discussed where to link awards more closely with

the objectives of the strategic plan so we can use outcome. Decision has not been if the change can be done this year or next.

Import criteria based on the Baldrige Quality Award guidelines that are used to drive awards. As the conversation has gone forward, we believe the description need to be re-written so they are more focused on issues important to the State Workforce System. The issue of results seems to be lacking and the contribution a local board or career center is making toward the attainment of the performance measures in the plan need to be there also. There should be some kind of record as to what each area is doing to achieve those goals. The committee is considering 18 to 12-month leadway for results based awards. So a plan can be created, carried out and results reported under the criteria of an award.

◆ **Marketing & Communication**

**Jim Dickerson**

Tab 4 has an update but highlights include continuing with the radio ad efforts mainly in the St. Louis area.

Interface with public libraries working through the Secretary of State to provide information on the Missouri Career Centers and Missouri WORKS! to the 389 public libraries in Missouri. Possibly the establishment of Missouri WORKS! as the homepage of computer in their resource center, or at least bookmarked on these computers.

Missouri has been accepted to participate in a federally funded in a six state marketing consortium.

Ben Uchitelle concluded the Marketing & Communication report by furnishing a draft copy of a newsletter that will go out on a quarterly basis beginning next spring to organizations within our State that are concerned with workforce. The committee believes it will serve a very important function as a system wide communication.

◆ **Special Focus**

**Rick Beasley & Clinton Flowers**

Clinton Flowers provided a brief overview of the diversity report. The Missouri Training and Employment council adopted a diversity policy for the representation on local Workforce Investment Boards by June of 2002.

- ◆ Local Workforce Investment Boards will represent the diversity of individuals with disabilities, as well as the racial, ethnic, and cultural diversity of the labor markets within the Workforce Investment Area.
- ◆ Local Workforce Investment Plans will also reflect the racial, ethnic and cultural diversity and representation of individuals with disabilities within the population of each area to the fullest extent possible in the identification of needs within each labor market.

Five forums were held across the State of Missouri representing statewide input from over 200 customers and provider staff from these regions. This developed a “framework” from which local boards could choose to build improved diversity representations.

The report contains all the recommendations but a summary of key recommendations were:

- ◆ Diversify public information and marketing strategies
- ◆ Distribute marketing materials using “non-traditional” location and methods
- ◆ Establish a Diversity Advisory Committee for MTEC

- ◆ Establish local Diversity Advisory Committee for WIB
- ◆ Hold (quarterly) meetings of advisory committee
- ◆ Hold additional multicultural forums, state support
- ◆ WIB diversity should be evaluated
- ◆ A diversity outreach coordinator is needed
- ◆ Need community-wide diversity forums beyond workforce development considerations.

Recommendations that were approved by the committee at the June meeting are:

- ◆ The Council should jointly prepare new public information about the Workforce Investment Act, incorporating the need to value diversity
- ◆ This public information should be used for marketing that serves as “outreach” to diversity interest groups.
- ◆ The Council should establish a Diversity Advisory Committee separately from the Special Focus Committee to enhance its own diversity policy, as well as consider follow-up Diversity Forums at the local level.

Council Recommendations to the local WIBs:

- ◆ *May* establish a local Diversity Advisory Committee
- ◆ *May* establish one seat of membership on the board as a liaison to a local Diversity Advisory Committee
- ◆ Should develop a diversity initiative
- ◆ Should report to the Council status of diversity in the local area.

The report will be mailed out to the local area along with technical assistance information, census figures, marketing strategies and ideas. *The committee recommends that communication about reporting back to the Council, possibly starting at the next meeting, a feel for the diversity in their local areas.*

*Are you expecting the Council to approve each of these diversity plans?*

We would prefer to see it in a section of the local plan, and we would suggest that as part of the plan approval and evaluation we would look at diversity.

*Do you have benchmark data now?*

Currently we have census benchmark data.

*What will be your test of reasonableness be on the degree to which this plan is diverse for this local area?*

*Has the Committee thought through what it will look for and how many disabilities need to be represented?*

All the Committee has asked so far is for the areas to report back. A test for reasonableness has not been determined.

*Has there been thought to change the name of the Special Focus Committee to Diversity Advisory Committee?*

Patti answered that Special Focus was created to take on special issues that the Council deemed the need to be investigated and to determine if we need to move forward in a certain area.

Clinton expanded that he thought the recommendation from the Special Focus Committee was clear that since communication with the local areas and keeping them knowledgeable as to what we are doing, it might be beneficial to have a special committee just for this issue. It would lend more credence to the effort.

*Doesn't MTEC's by-laws have committees set and wouldn't it involve a change to the by-laws to change a committee?*

Yes.

**Jim Dickerson moved that the question as to whether a new committee should be established or whether the name of the Special Focus Committee should be changed to Diversity Advisory Committee be moved to the Executive Committee.**

**Ben Uchitelle 2<sup>nd</sup> with the understanding that during this review process that the Special Focus Committee will keep working on this project.**

**Motion Passed.**

Rick added that a number of people were very instrumental with the forums and putting the guidelines together. Clinton Flowers did most of the design and coordination of the focus groups across the state, Glenda Terrill, MTEC Staff, Saralinda Viggers, DOLIR, and Brenda Ancell.

John Dial added that it was a nice piece of work and all involved needed to be commended. He also wanted to caution the Council to be very careful about getting into quotas and things like that with the local boards. You have to realize some boards will have more diversity opportunities than others and they should be held to it. You may also have the population but not the willingness to serve.

◆ **National and State Issues/Initiatives**

◆ **Missouri University Report**

**Dr Peter Mueser & Dr. Phillip Miller**

Dr. John Wittstruck asked to give a personal welcome to one of the presenters of the MU report, Dr. Phillip Miller. Dr. Miller's father was Dr. Wittstruck's professor who taught him how to use history, approach problems, think critically, and had a lot to do with what he is today. He wanted to say publicly to Dr. Miller that he wished his father were alive so he could thank him personally and welcome to Missouri.

Dr. Peter Mueser gave the presentation. This report looks at various services on outcomes for recipients and is a follow-up of the report presented at MTEC in June.

A full report was submitted but a summary can be found under tab 10.

Research question were,

- 1) How much do participants gain from services?
- 2) Do some participants gain more than others?

This report controlled for personal characteristics and is the first to consider how impact differs across types of participants. It focuses on leavers, participants who were not in the program during the following year. The control variables are race, education, gender, age, and geographic region. Service categories were broken down into assessment, support services, job search and readiness, education services, and on-the-job-training/work experience (OJT/WEP).

The main findings of this portion of the study showed:

- 1) Workforce Development System participants gain from the services they receive
- 2) High intensity services (Education, Job Readiness, and Search and OJT) produce greatest gains in earnings.
- 3) Those receiving OJT/WEP experience the largest increase in the probability of being employed

- 4) Women, nonwhites, and non high school graduates benefit relatively more from assessment services.
- 5) The poor employment outcomes for those receiving support services are probably short-term. These individuals continue to receive training.

These results led to these recommendations from the MU research team:

- 1) Try to ensure everyone receives assessment, especially disadvantaged groups (women, nonwhites, high school dropouts). It's relatively inexpensive and it works.
- 2) Encourage participants to participate in intensive services (Education, Job Readiness and search, on-the-job training) when they are available. These get the largest returns
- 3) Do not target services to particular demographic groups: They all benefit similarly
- 4) In the face of an economic downturn, you may focus on the most needy without losing effectiveness.

Next meeting they expect to presented work on the job characteristics that cause people to obtain stable employment.

◆ **General Accounting Office (GAO) Report**

**Rick Beasley**

Several months ago GAO came to Missouri and did an assessment of our system. However the report doesn't mention anything about Missouri, but Rick wanted to make the Council aware of the report coming from D.C. and some of the things we may need to take a look at in the future on how we move the Missouri Workforce into the 21<sup>st</sup> century. The three main issues it covers: 1) That participation in the one-stop is limited by WIA programmatic and financial concerns of the variety of partners; 2) Training options may become limited as training providers drop out of the WIA system; 3) Current operations of Workforce Investment Boards and affiliated entities may discourage effective private-sector participation. Clinton Flowers provided the overview under tab 6.

The One-Stop Executive Team had the opportunity to discuss the report at their last meeting. The Team is fortunate to have Garland Barton as a member. Garland is also the Chair for the South Central WIB. During the discussion of issue three Garland encouraged addition technical assistance on how to entice business to participant at the State and Local level. He also talked about getting the Chief Local Elected Officials (CLEO's) more involved in the process of selecting individuals to the boards and making sure the right people who are willing to spend the time and are committed. Concerning issue one the Team agreed WIA does present some barriers that may not allow us to integrate more effectively but we seem to be working beyond those limitations and are trying to be fully integrated. We think that some of the local staff are going over and beyond the call of duty.

◆ **Workforce Investment Act Annual Report**

**Rick Beasley**

The annual report was due into the Department of Labor today. Roger Baugher and staff, especially Michael Waltman, worked very hard at putting this report together.

Roger explained that the report is required in the WIA, but it also provides the opportunity to inform the public about the activities of Missouri's Workforce Investment System. A couple of highlights include how Missouri did for program year 2000:

- Exceeded its Adult, Dislocated Worker, and Older Youth Entered Employment Rates
- Exceeded its Adult, Dislocated Worker, and older Youth Retention Rates

- Exceeded its Dislocated Worker Earnings Replacement Rate, met its Adult Earnings Change Rate, and missed its Older Youth Earnings Change Rate
- Exceeded its Dislocated Worker Employment and Credential Rate, met its Adult Employment and Credential Rate, and missed its Older Youth Credential Rate
- Exceeded its Younger Youth Skill Attainment Rate and Younger Youth Diploma or Equivalent Attainment Rate and missed its Retention Rate.
- Met its Dislocated Worker program area average (103%) and missed its Adult and Youth program area averages (95%, 89%)
- High point: 128% of projection for Older Youth Entered Employment Rate
- Low point: 60% of projection for Younger Youth retention Rate.

*When compared to other states where do you think Missouri will fall?*

I believe we will have one of the most outstanding reports as far as format, what we talk about and how we talk about it. As far as our performance I really have no idea and won't know until they are all out on the website.

Catherine Leapheart asked of Bob Wilson (USDOL), *When we renegotiate the standards for the next year we have a better idea of what we need to negotiate for, will we be able to negotiate better standards?*

Bob's answer was, we have already within the region renegotiated with Missouri on five of the standards for the second and third years. However, the problem is the nation office has not sent out their approval on those.

Roger pointed out that the five strategic issues were included in the annual report as well as a piece on service integration and measurement alignment.

#### ◆ **Division Results**

**Roger Baugher**

Roger began by defining the strategic planning outcomes the Division of Workforce Development (DWD) used in reporting and how the outcomes are calculated. We look at the same common questions the Council has been dealing with for a long time, 1) Number of people who got a job; 2) number of people who retained a job; 3) Number of people who got a job at a higher wage, and; 4) Number of people who moved from below to above poverty. With the onset of the WIA, reports have been aligned to include un-duplicated data from JTPA and Wagner-Peyser, and outcomes defined in terms that coincide with comparable WIA measures to provide uniform information that is becoming more and more useful for Strategic Planning purposes. Reporting is done on a quarterly basis with statewide totals. DWD is in the process of developing similar information by WIA Region, to assist in local/regional strategic planning.

#### ◆ **Federal Deposit Insurance Corporation (FDIC) Report**

**Tom Wilson with USDOL**

Tom was there to promote a financial education initiative as a tool for the One-Stop Centers to have available as a service. A packet of information was presented to the Council. Tom introduced Elizabeth Kelderhouse and Dorothy Brown who talked about "**Money Smart**", a curriculum FDIC developed and can be adapted as needed for the Centers. The program consists of 10 instructor-led training modules covering basic financial topics. The subject matter begins with a description of deposit and credit services offered by banks and moves progressively to topics such as choosing and maintaining a checking account, the mechanics of budgeting, the importance of saving, and how to obtain and use credit effectively. The FDIC provides the "**Money Smart**" curriculum to interested parties free of charge. They have found it to be most effective on a *captive* audience such as part of a work readiness program.

Members of the Council impressed with the materials and presentation thought it would be more productive if the information & materials were provided to the local areas so they can individually consider the use of it rather than the Council prescribe it's use. Patti suggested presenting the material at the Workforce Investment Boards Chair meeting scheduled for the next afternoon.

Meeting was adjourned until 8 AM the following morning.

## **Tuesday, December 4**

Patti called the meeting to order and welcomed all who were in attendance.

- ◆ **Missouri Economy & MERIC's CareerConnection Initiative**      **Marty Romitti**  
Marty provided an in depth report on Missouri's Economic Condition, information on how Missouri's economy is doing in relation to the US economy. A second piece is a description on the research unit and types of research initiatives that they do and finally he will provide a presentation on their newest initiative called CareerConnections.

Missouri is caught up in a recession much like the US in general but in some ways Missouri is feeling it harder in the manufacturing sector. The report under tab 9 goes into some detail on the indicators the National Bureau of Economic Research (NBER) and Missouri look at. One is nonfarm employment trends, the second, growth and personal income. Then they look at manufacturing and industrial vitality based on the manufacturing sector, and finally consumer spending.

In the past year Missouri has lost about 47,000 jobs, about 1.7 % of the employment base. The unemployment rate in October went up .3 of a % to 4.5% that puts us about the 5<sup>th</sup> highest among our neighboring states.

Marty moved into the next segment of his presentation on MERIC's CareerConnections initiative. The center has launched four major research initiatives in the past eighteen months: *Target Missouri* local and regional economic profiles, *Missouri Interactive* web-enabled databases and Internet map serving, *The Econometer's* ongoing look at economic conditions in the state and nation, and *CareerConnections* workforce information library.

*CareerConnection* is MERIC effort to assist the Council, Local Boards, and Development Offices to understand occupational and workforce information and trends. Some of the first product you will see will include occupational profiles and projects looking at specific occupations. In other words looking at Skill Sets required for different occupations.

During his presentation he also provided samples of research reports that are and can be generated. In conclusion he gave the MERIC web-site [www.MissouriEconomy.org](http://www.MissouriEconomy.org) and thanked the Council for their time.

- ◆ **Service Integration Team (SIT) Report**  
Lindell Thurman began the presentation reading an excerpt from the Federal Regulations issued by the US Department of Labor that he thought summed up what service integration really means under the Workforce Investment Act.

He gave the chronology of the team from the formation on August 10, 2001, to the four state one-stop Tour November 5 – 8, to the next meeting to draft guidelines for Service Integration and Partner Agencies on December 13<sup>th</sup>. The team composed a statement of integration which states, Integration is a combined effort by participating partners to provide a unified system of service delivery of Missouri Career Center customers of which the required elements are: participation and cooperation among all partners, a common vision among partners, an understanding of goals, a clear definition of roles, a triage/common assessment/intake process, a sharing of local resources, a local staff cross training program, and a customer focused delivery of services.

Lindell introduced members of the team who were comprised of staff from partner agencies, local offices, and various service providers. Members of the team presented a synopsis of their 4-State One-Stop Tour. Locations visited were Mattoon, Illinois, Richmond, Indiana, Dayton, Ohio, and Florence, Kentucky. The purpose of the trip was not to see what Missouri was doing better than everyone else but, an opportunity to make the entire system in the State of Missouri be innovative, forward thinking, and allow room for growth not only on the State Level but the Local Level as well. Each one of the sites were innovators in their State and were chosen for their “best practices”. Common opportunities they found in all location included:

- ◆ Unemployment Insurance exchange of information readily available
- ◆ Involvement of Chamber of Commerce and other local government
- ◆ All partners had input on the design of their centers
- ◆ They continue to work on cross-training of staff
- ◆ Mandated partners have bought in to core services
- ◆ All centers have some form of customer satisfaction surveys
- ◆ The commitment from staff at the local level to make the center work

*Ron Vessel brought up “Site vs. System”. We talk about “integration at a site”, however, at all of our local areas it’s a bigger question that a One-Stop Site. It’s a “System” integration issue that we need to address. He emphasized he would be very disappointed if the report from the team, and he has staff on the team, doesn’t deal with the system and how that system is going to communicate more than just how we’re going to operated at a one-stop site. It’s very important and one lease at a time we are getting to co-location and we’re making progress in some area on information sharing but we need to put the “System” in the forefront. That’s why I think this body is here to talk about the system.*

Lindell said on behalf of the team they are will to take on as big a chunk of this as you want them to take on. The Team would welcome any guidance from the Council on amending their charter or the goals they are setting. There are several things the SIT are looking at but they are only characteristics of good systems. It will take people working together at the local area to pull it together. He complemented the Council for it’s strong interest and from the team perspective we do want your support because it does a lot for the team and gives them direction.

◆ **Budget-Unexpendable funds**

**Roger Baugher**

During the Program Coordination Committee report in October we talked about expenditures and how there were underexpenditures nation wide. The Council at that time asked why Missouri had underexpenditures at roughly the 55% range. Staff went back and officially sent a letter to each area asking them to tell us what happen during that first year that caused you to be underexpended, thus providing the report presented today.

Common reasons cited from all fourteen local areas are:

**Overall Reasons:**

- Utilize Carry-in funds from JTPA (First in-First out)
- Staff turnover/training
- Late Contracting, due to late designation
- Positive Economic Environment
- Too may unknowns
- No expenditure requirement
- Low unemployment rate
- Funding reductions announced in March, caused immediate response to carryover as much as possible
- St. Louis County cited their OIG audit settlement as a major reason for not expending the carryover funds as they could have been recovered as part of the settlement.

**Reasons by funding Category:**

*Administration* – Confusion about allowable cost for the Administration Category.

*Adult* – “Work First” philosophy in early months caused operators to not offer training.

*Dislocated Worker* – “Dollar of Last Resort” concept for spending training funds, referral to partner programs, rather than co-enrolling, “looming” Rescission.

*Youth* – Confusion about the structure and process for Youth Councils and Year-round Youth programs.

◆ **Human Capital Development Strategies**

**Carol Conway**

Rick Beasley introduced Carol Conway. Carol is the assistant Director for the Southern Growth Policy Board. Rick met Carol at a meeting of the Policy Board and she talked about Human Capital Development and after seeing her presentation wanted to have her discuss some initiatives that Southern Growth are going to provide.

Carol began with a brief history for the development of the Southern Growth Policy Board. She provided current southern workforce statistics compared to the U.S. as a whole, as well as projections on where we are headed. Vision and goals from a retreat of the Policy Board were presented along with an outline of strengths, weaknesses, opportunities, and threats.

◆ **Work Keys**

**Myra Thompson**

ACT designed Work Keys in response to a public outcry from business & industry for a more skilled workforce. Work Keys contains 8 assessments which measures skills that employers believe are critical to job success. Assessments are administered to students, job applicants, and/or employees to pinpoint their current workplace skill level. Employers can compare the skill levels demonstrated by job applicants to the minimum skill levels required for profiled jobs and quickly determine applicants’ qualification or training needs. Work Keys helps educators and businesses work together to ensure that students leave school prepared for real jobs in the real world. The assessment is EEOC compliant. Missouri has 119 registered businesses who currently have done profiles.

*What happens if folks don’t come up to standards, in other words there’s a skills gap?*

We have two level one skills providers of curriculum in addition ACT provides some targets for instruction.

*Is there any initiative for this to become a part of state government effort or are you selling it to places that see a need for it?*

We have done statewide adoption at the educational level but we also sell it to individuals

*Are there states that have adopted it?*

Yes, Michigan as well as several southern states.

◆ **Other Business**

◆ **2002 Meeting Calendar/Site Selections**

We would like to try one-day meetings. It may require addition work at the committee levels. With many vacancies on committees and several new members this gives us the opportunity to look at the committees. Staff will be sending out a survey as to committee choices. Please let us know where your interest lies.

April meeting will be in Jefferson City on Tuesday the 9<sup>th</sup> due to the Legislation Session.

June meeting will be in St. Louis area on the 18<sup>th</sup>.

Our annual October meeting will be in conjunction with the Governor's Conference. This year it will be October 9<sup>th</sup> – 11<sup>th</sup>.

Patti suggested next year we try to meet in Branson. Brenda will work on what is available and let us know on the date.

David Heath asked if we had a preference to where we would like to hold the meeting in St. Louis? He would like to look into the Boeing Leadership Center and will let Brenda know right away. Patti added it would be really nice if we could also possibly tour Boeing.

Meeting was adjourned.