



WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

EXECUTIVE COMMITTEE MEETING MINUTES

Date: Thursday, May 10, 2018

Time: 10:00 a.m. – 11:00 a.m.

Location: Teleconference

Call In: 1-720-279-0026

Guest Passcode: 470642

Meeting Conducted By: Trent Clark, Chairman

Attendees: Trent Clark, BJ Swanson, Deni Hoehne, Jeff McCray, John Young, Joe Maloney

Staff: Wendi Secrist, Paige Nielebeck, Matt Thomsen, Rico Barrera, Carmela Ramirez, Georgia Smith

Call to Order at 10:01

Review Agenda – No changes

Roll call - Quorum Met

Approve Minutes – April 12, 2018 – Motion by Ms. Swanson to approve the minutes. Second by Mr. Young. Motion carried.

April 5 Meeting Survey Results

Double horseshoe setup was a little awkward.

Meeting was well worth the time and a lot was accomplished.

NIC Sector Grant

Since 2012, Employers in the Health Care Industry have identified critical need for trained and skilled medical support staff such as medical assistants and patient care technicians, which are currently two of the greatest gaps for the industry. December 2017, US CENSUS Bureau found the Idaho is currently the fastest growing state in the nation. It is expected that the population will continue to grow at nearly 3 times the national rate, with the over-65 population accounting for 34.4% of total growth through 2025. Population increases will be clustered in populous areas, with Kootenai expected to be the third fastest growing county. Regional growth and an aging population will continue to drive the demand for healthcare services and increase the need for a trained local workforce. Healthcare support occupations are expected to increase 23.2% between 2016 and 2026, making them



WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

one of the fastest growing occupational groups in the country. Statewide, healthcare companies added 46% to their payrolls over the last decade, and are projected to continue growing. The demand for these services will only increase, nationally and regionally.

North Idaho College has collaborated with the Idaho Department of Labor and a consortium of industry partners to assess and address this need. In addition to the interviews and conversations held with various industry members, partners, and advisory group members, calculated employment projections in the areas of medical assistants and patient care technicians. Region 1 occupational projections show 329 new positions by 2026. Over 200 annual openings are expected for the two positions.

In an effort to train support medical staff, employers like Kootenai Health, Heritage Health, and others have attempted internal training programs to move current employees from CNA to MA. It has also become common to hire uncertified MAs with the requirement that they become certified after a certain amount of time. Concern has been expressed that CNAs and uncertified MAs are currently practicing beyond their education level due to this labor shortage. No one industry partner has had the time, resources, or expertise to provide this technical education.

The implementation of the proposed Health Career Pathways Solutions will include open enrollment seats in the Medical Assistant Apprenticeship programs, which adds 24 more trained Medical Assistants to fill the MA labor shortage. Additionally, once the incumbent CNA's are promoted to either the MA or PCC position, the industry partners will hire new CNAs to backfill and support an ongoing pipeline of job and wage advancement.

North Idaho College has requested an award amount of \$207,590.19 effective June 1, 2018.

This is a good opportunity to educate people and move them into a career pathway.

When we approve this, do we know if they fill all of their possible openings?

- Yes, they report to us monthly and tell us how many people are in the training programs.
- NIC has done some outreach already for these programs

One of the issues is people who were looking for these kinds of opportunities are never notified when these programs are made available. In the past, grant applicants were probably not encouraged to include outreach in their budget requests. Outreach is certainly part of what we expect to see in an application moving forward.

As the Policy Committee is looking at changing the requirements for applications they consider adding something for outreach.

Motion by Mr. Young to accept the recommendation to approve this grant. Second by Mr. McCray. Motion carried.

Clearwater County Micro Grant

Employers across Clearwater County have indicated difficulty in finding able bodies workers with basic workplace skills. In particular, employers in construction, the skilled trades, and manufacturing are not finding entry-level



WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

applicants with basic math, computer skills or awareness of safety practices in the workplace. In addition, the very basic entry-level employers (retail & service) are not seeing applicants with the most basic employability skills. It is widely recognized that across the County the available workforce is constrained as brain drain has been occurring for the past decade and immigration has for the most part been limited to those over 45 years of age (early retirees). Idaho Department of Labor Regional Economist – Region 1, found 2,153 unfilled entry-level jobs in Clearwater County in 2016.

Upon finding no readily available training or skilled workforce, the Clearwater County Economic Development team (including Orofino Builders Supply, SJX Jet Boats, and Mary Anns Grocery) reached out to the Clearwater County Problem Solving Court. The objective was to build a proactive relationship to bolster the skillsets, employability and promotion potential of those individuals committed to turning a negative lifestyle around in more positive directions. Currently, the Problem-Solving Court program has 19 participants between the ages of 20 & 48 in the queue for re-entry to the workforce. The program anticipates at least ten percent of its participants to graduate and go onto higher education with the remaining participants seeking direct entry into the workforce.

The Clearwater County Problem Solving Court program includes a four-phase approach to lifestyle transitioning: Phase 1 Recovery (16-20 weeks); Phase 2 Decision Making (16-20 weeks); Phase 3 Transition to Community (16-20 weeks); and Phase 4 Independence (6 months). Regardless of the phase training, it still does not meet the workforce needs Clearwater County Employers are identifying. The enhanced training will be provided to participants in Phases 3 and 4, as they will have demonstrated an ability to maintain a clean lifestyle and be prepared for positive learning, by adding and enhanced training preparing them for immediate employment with the business partners.

The project team has secured support for the project and positive expression of interest in hiring individuals who have completed the project training from Orofino Builders Supply and SJX Jet Boats. In addition, the project team has support from Mary Anns Grocery, a current employer of participants in the Problem-Solving Court program to provide wage increases to employees who complete the workforce development training. Attached letters of support.

Most of the funds would be used for supplies for the courses (workbooks, calculators, etc.). This grant is reaching out to some of the hardest individuals to service.

Clearwater County is requesting an award amount of \$7,403.25 effective June 1, 2018.

Mr. Thomsen and Ms. Secrist have been thinking about incorporating a "pay it forward" component to our grants. If the program they are implementing is successful we ask them to then pay it forward to the next community to help get them started in a similar program.

Motion by Ms. Hoehne to accept the recommendation of approval of the grant. Second by Mr. McCray. Motion carried.



WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

Collaboration on Outreach & Communications Manager

Our staffing plan for the WDC calls for a person who is going to take the lead on our outreach efforts. We want to make sure Idahoans know about these great programs and opportunities. In a survey Boise State conducted, only 15% of respondents knew where to go to find resources and information on Workforce Development.

We need to make sure that our outreach coordinator is pointing the public to the same resources that the State Board of Education is pointing the public to. Ms. Secrist and Chairman Clark went to Matt Freeman and proposed that the Outreach Coordinator be housed at the State Board of Education to ensure that we have complete alignment with the State Board of Education. This vision has been presented to the Governor's Office and was supported. This Outreach Coordinator will still report to Ms. Secrist.

Outreach Funding Request

This year, the Idaho Legislature approved the State Board of Education's (OSBE) request to utilize a portion of Idaho's Opportunity Scholarship funds to help adults who have started but not yet completed college return to school to complete their degree. OSBE can now award up to 20% of the \$13.5 million for the Opportunity Scholarship to these students. OSBE aims to grant \$1 million in scholarship money to students for the 2018-2019 academic year.

The Committee is asked to approve an expenditure that aligns with the Strategies360 proposal. The total amount requested is \$123,000. These funds would be used to conduct outreach for the Adult Completer Opportunity Scholarship. The need for doing this is right now, but in the future this initiative will be part of the Workforce Development Council's comprehensive outreach program.

We have identified that working with OSBE is one of the most important partnerships we can make. This may be a good opportunity to see what works and what doesn't work before we launch our larger outreach efforts. This is going to give us the data and information we need to put together a comprehensive outreach program. They will be providing us with weekly metrics so we can look at the effectiveness prior to authorizing the digital marketing campaigns in the Fall.

We do have the option of choosing a proposal that is \$40,000 less than the current \$123,000 proposal.

Motion by Ms. Swanson to approve the full amount of the request with the option to pull back funding according to the results presented in July or August. Second by Mr. Young. Motion carried.

Process for Commitment Letters

Recommendation

1. Create a "pre-application" for the WDTF that includes the minimum requirements needed for the scoring matrix.
2. Have the Department of Labor economist score the pre-application.
3. Send the pre-application and per job funding recommendation (based on score only) to the Chair of the Grant Review Committee and the Council Chair or Council Vice-Chair, based on availability.



WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

4. Both must respond in the affirmative to issue a letter.
5. The letter is issued as a "funding estimate" (consistent with Department of Commerce terminology for the Tax Reimbursement Incentive) for up to \$x,xxx per job using language similar to:

This offer is based on the creation/retention of approximately xx jobs at wages exceeding \$12.00 per hour. Employer assisted health benefits must be provided to employees.

This offer is valid for 180 days from the issue date of this letter and may be extended upon resubmission of a WDTF pre-application or application. Final approval and award of a WDTF grant is subject to and contingent upon the following conditions:

- *Contingencies if any. (i.e. number of jobs created/retained, type of training provided, etc.)*
- *Company's submission of a complete, full WDTF application, with all required supporting documents and information, to the Council.*
- *Determination by the Executive Director that all application requirements have been met.*
- *Formal review and approval of the Company's full WDTF application by the Idaho Workforce Development Council.*

Benefits:

- Grant Review Committee Chair and Chair/Vice Chair of Council are involved in every potential project.
- Basing the amount per job on the scoring matrix alone eliminates subjectivity.
- Issuing a "funding estimate" is better aligned to our process where the Council must approve the application rather than a specific individual.
- Executive Director cannot be lobbied for "commitments".

The letter will not change as the Policy Committee continues to refine the metrics. This letter helps level the playing field for all businesses (existing in Idaho or moving to Idaho).

Motion by Mr. Young to approve the recommendation as written. Second by Ms. Hoehne. Motion carried.

Conflict of Interest Policy

We would like to tie our policy to the State Ethics in Government Act, Bribery and Corrupt Influence Act, etc. In the fourth paragraph there is language that come straight out of the Workforce Innovation Opportunity Act. We would like all the Council Members to sign this policy. This is aimed primarily to ensure that businesses who sit on the council are not using this opportunity to benefit their business.

Motion by Mr. McCray to adopt this policy as written. Second by Ms. Swanson. Motion carried.

WDC Operating Budget

Please see the budget report attached.

MOA with IDOL



WORKFORCE DEVELOPMENT COUNCIL

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Please see attached MOA.

Can governmental agencies commit to engagements longer than a year?

- In items 4 and 5 the Idaho Department of Labor is aware that all funding is contingent upon the availability of funds and that the WDC can terminate the agreement at any time. We fully expect to renegotiate this MOA every year.

What are the Collection Costs?

- We have to pay 3% of the costs to collect the unemployment insurance taxes in the state.

The Executive Committee goes on record as supporting the MOA as written through unanimous consent.

State Strategic Plan Requirements

We have to submit our agency strategic plan by July 1. Ms. Secrist will be working with the previous strategic plan, the executive order, and the taskforce recommendations to put a draft strategic plan together and bring it to the Executive Committee.

Legislative Proposals

Any Legislative proposals that we want to make need to be submitted to the Governor's Office and DFM by July 13. We need to be thoughtful about what we want to submit and make sure it is mission critical. The Legislature is going to be anticipating us to present something that gives new and innovated ways to reach our workforce goals.

Adjourned at 11:07

Motion by Mr. Young. Second by Ms. Swanson. Motion carried.