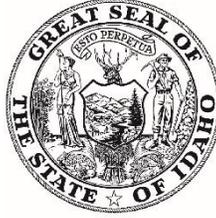


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Executive Director



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Chair

John Young
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 W Main Street, Boise, Idaho 83735-0510

One-Stop Committee Meeting Minutes May 10, 2022

One-Stop Committee Members: Jane Donnellan, ~~Terry Butikofer~~, Beth Cunningham, Korene Gonzalez, Admir Selimovic, Adrian San Miguel, Kristyn Carr, Amelia Valasek, ~~Kristin Matthews~~

Guests: Haley Westenskow, Sarah Nash, MiKayla Monaghan, Nanna Hanchett, Janelle McDonald

Staff: Wendi Secrist, Paige Nielebeck, Matthew Thomsen, Amanda Ames

Called to Order at 10:32 a.m.

Welcome

Roll Call – Quorum Met

Review Agenda – No changes to the agenda

***Approve April 12, 2022 Meeting Minutes**

Motion by Ms. Carr to approve the April 12, 2022 meeting minutes as written. Second by Mr. San Miguel. Motion carried.

One-Stop Operator Update

EO Survey & ADA Assessments – Due September 1

The EO Survey and ADA Assessments are due by September 1. Those need to be sent to Ms. McDonald with Ms. Nash cc'd. If any entities need the survey or report templates, please reach out to Ms. Nash.

Discussion:

A few years ago, the HR director held a training for agency staff where they reviewed the EO surveys, ADA Assessments, etc. ICBVI has a new staff member that would benefit from another training like this.

- This is something that is forthcoming. Many agencies have expressed this as a want/need for their staff. Ms. Nash is unsure of when the training will be developed but it will be a priority to start working on it.
- The intent is for there to be statewide training, but small steps will need to be taken towards that goal.

Business Services Leadership Group

The Business Services Leadership Group is moving to quarterly meetings. The group is currently working on a business services menu that will serve as a desk aide for staff. This “menu” will help staff know which partner provides which services. The group is also planning to begin discussing core goals and goals for each region.

Ms. Secrist and Ms. Nash met with Craig Shaul (IDOL) to discuss how Burning Glass data could be leveraged to support the regional teams. Ms. Secrist and Ms. Nash inquired if it was possible to pull the top hiring employers from each region and using this information to focus the Business Services teams. This data would show who is posting the most job openings. Mr. Shaul is going to talk to Burning Glass to find out if this would be possible. Mr. Shaul is also interested in having a regional Labor Economist attend at least one partner meeting each year to provide information about employers in the region.

Discussion:

At what meetings will this information be disbursed?

- The current plan is to have the above information at the quarterly partner meetings. They are the most well attended meetings and can reach all partners.
- From there, the information can be trickled down to the business services teams.

Why are the monthly meetings being changed to quarterly?

- It was a group decision to change the meetings. A lot of homework comes out of those meetings, so it is more productive to meet quarterly. If the group feels like they need to meet in between the quarterly meetings, then a meeting can be scheduled.

Review One-Stop “Website & Calendar”

IDOL is testing a new website calendar with Equus. The testing has gone well so far. Ms. Carr reviewed the calendar. <https://www.labor.idaho.gov/dnn/calendar>.

Discussion:

IDOL is seeking input from the Committee on what types of information should be housed on the calendar.

- It would be helpful to have a legend at the top to know what the different colors mean.
- Who is classified as a partner?
 - A partner is who the event is hosted by/the program within WIOA.
 - This is something that is going to be discussed during the branding agenda item.
- How do people register for workshops?

- The Equus ones do not require registration.
- If someone did have to register, there should be a place where that would take the individual to the event registration page.
- Is there a spot for an individual to request an accommodation for the virtual meetings?
 - There is nothing on the calendar, but Equus might have something.
 - This is something that should be in the description of every event.
- Thinking about this from an audience perspective, it is a little confusing. As a user, they will be searching for the type of class they want to take. The individual will not know what a partner is, what the colors mean, etc. Someone with no familiarity to the WIOA program might not be able to navigate the calendar. Perhaps things should be organized by types of events versus the partner hosting it.

IDOL updates the WIOA page with the information from the WIOA required partners. During this process, IDOL identified a few issues that need to be addressed.

If anyone has any additional edits for the IDOL site, please let Ms. Nash know.

Next Steps for Data Labs/Mississippi Hub Project

The Idaho Data Labs group gave their final presentation to Data Labs. They had the opportunity to talk to the Chief Data Scientist for the U.S. Overall, the group had a great experience and learned a lot.

Next, the group is going to talk to Mississippi to see what implementation of their business services hub in Idaho might look like.

AJC Certification Policy Review/Update

Ms. Secrist reviewed the AJC Certification Policy. Please see attached document.

There are no recommendations for changes to this policy.

Discussion:

The policy will need to be updated to remove mentions of Live Better Idaho.

Motion by Ms. Valasek to approve the AJC Certification Policy with the removal of Live Better Idaho references throughout. Second by Ms. Gonzalez. Motion carried.

Designation of Local Workforce Development Areas Policy

Ms. Secrist reviewed the Designation of Local Workforce Development Areas Policy. Please see attached document.

Motion by Ms. Carr to approve the Designation of Local Workforce Development Area policy as presented. Second by Mr. Selimovic. Motion carried.

Youth Incentive Options

A request came after the Council approved carryover funds for the summer work experience program, to make changes to the Youth Incentives to help recruit and retain youth. The approval by the Executive Committee on the changes are temporary until the Council can take action at the June meeting. Ms. Secrist reviewed the Proposed Youth Incentives Policy. Please see attached document.

This would be for all youth incentives moving forward, not just the summer work experience.

Motion by Ms. Gonzalez to recommend approval of the Youth Incentives Policy as presented. Second by Ms. Valasek. Motion carried.

AJC Branding Policy Review/Update

The transition of Adult and Dislocated worker provider over the past 9 months has raised questions about how information is communicated to Idahoans about the One-Stop system. The best the Committee has done to date, is creating the one-page joint WIOA flyers. When thinking about how information is shared on workshops, services, etc. it makes the most sense to create a website that houses all partner information.

Does the Committee want to rebrand the One-Stop as a system? We don't have a common identifier to have a website or other resources under.

Ms. Secrist reviewed the AJC Branding Policy. Please see attached document.

Discussion:

What is the right place, direction, etc. for Idaho? How do we help Idahoans see all the resources?

- Having a common name would be one way to achieve this. There are other ways to achieve this as well.
- Is the idea of one-stop center being replaced?
 - The One-Stop Committee is the only entity that calls the centers "one-stop centers." The public does not use that terminology.
 - USDOL requires states to commonly brand under the American Job Center.
 - Idahoans are familiar with IDOL, job services, VR, ICBVI, etc. They do not know the system as a whole. There is no way to point them to resources offered by a system (with the exception of IDOL's new website).
- Creating a new site might not be beneficial either. Building on an existing website might be the best option.
- The key is that there are options out there. The Committee does not have to pick either extreme.
- What led to the dissolution of the Live Better Idaho site?
 - The cost and maintenance. IDHW did an amazing job of being inclusive of all partners but decided to scale back their site to focus on programs offered by IDHW.

- Ms. Secrist looked into acquiring the infrastructure for Live Better Idaho, but it was too expensive.
- A baby step would be focusing more on the AJC branding and making sure that Idahoans know all the partners are under it.
 - The AJC logo needs to be promoted more. It is part of the WIOA regulations. Rather than having a small “proud partner of ACJ” logo at the bottom of materials, it needs to be displayed in conjunction with the entity logos. This would help show the connection between the partners and AJC.
 - A website could be branded under AJC.
- It could be put into contracts for Title II that the colleges have to brand the materials a certain way.
 - Mr. San Miguel will get feedback from the Adult Education Directors.
- There is a natural association with IDOL when Idahoans are seeking employment.
- There is nervousness around making a big change and creating more confusion.

The Committee is in favor with starting to elevate the usage of the AJC logo and branding as a first step.

Between this meeting and the next meeting, each partner should talk to their internal stakeholders about elevating the AJC logo on customer facing materials (digital and print). Discuss what that could mean and open for the system, and also what concerns or challenges that could raise. This will get us one step closer to achieving things that we want to. Our number one goal is to increase the visibility of the One-Stop system.

Motion by Ms. Cunningham to adjourn. Motion carried.

Adjourned at 11:58 a.m.