



THE WORKFORCE DEVELOPMENT COUNCIL OF SEATTLE-KING COUNTY

Going the Distance
2004 REPORT TO THE COMMUNITY

Dear Friend,

What does the WDC do, exactly?

Everyone who works here (and many on our board) is familiar with this question. Not just from new acquaintances, but from family members and long-time friends who have asked it before. Obviously, it's not easy to explain in a few words.

We touch the lives of thousands of King County residents every year — but we don't directly deliver services to the public. (We contract with dozens of community organizations and agencies who serve the public.)

We bring millions of federal dollars into King County every year and oversee the WorkSource system of one-stop employment services — but we're not a government agency. (We're a private, nonprofit corporation.)

We foster connections between stakeholders in business, education, labor and the nonprofit world — but we aren't consultants. (Our role is to find solutions to workforce issues with everyone at the table.)

So what are we?

We prefer to show instead of tell — and that's what our third annual report to the community is about. You'll meet three people whose working lives have tangibly improved as a result of the WDC going the distance: from policy to partnership to funding, and finally to evaluation.

All of our different roles — as a convener, a facilitator, a funder and a leader — contribute to our most important goal: to allow all of us in the workforce to thrive and to be self-sufficient. We hope getting to know us better will inspire you to use us as a resource and work with us toward economic growth and opportunities for all.

Sincerely,

[Handwritten signature of Kris Stadelman]

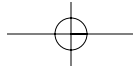
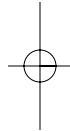
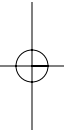
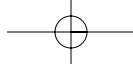
Kris Stadelman
CEO

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Mic Dinsmore
Board Chair

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CONVENE

Under the WDC's leadership, workforce development finds its champions in business, higher education, labor, government, and community organizations. By bringing these champions together around one issue to chart a common course, the WDC builds sustainable success.



CONVENE

CAREER PATHWAYS — *convening is first step toward filling critical jobs*

Spring-
Fall
2002

Coming Together

The WDC and the Washington State Hospital Association convene a panel of leaders from hospitals, labor, colleges, and nursing schools to address shortages in health care staffing.

Spring
2003

Findings Published

The WDC publishes the panel's recommendations in a special report titled *In Critical Condition*, driving creative workforce strategies throughout the region.

Fall
2003

WDC Invests

Over \$166,000 initially invested toward panel's key recommendations, including helping hospital employees move into higher-wage health care jobs that hospitals urgently need to fill.

2003-
2004

Career Pathways Comes to Life

Career specialists stationed at four local hospitals to provide career counseling and connections to health care training, while new funding opens more slots in college training programs.

- Overall, WDC and its partners invest over \$1.6 million to expand training opportunities.
- 165 employees enroll in subsidized health care training.
- 560 employees receive career counseling.
- 132 new openings are created in nursing and health care training programs.

Other WDC Successes, 2003-04:

- In the first step toward convening additional work groups, the WDC reviewed local industry sectors to determine where our efforts can have the most impact on workforce issues. The WDC will lead in health care and information technology, be a partner in construction and advanced manufacturing and seek opportunities to help in biotech and finance.
- The WDC convened more than 160 leaders from the health care industry, the college system and the workforce system to discuss health care staffing shortages at a symposium in September 2003.
- Over 100 employers and others attended a May 2004 WDC breakfast to learn strategies for retaining and promoting immigrant employees, based on findings from a WDC report.
- In fall 2003, the WDC convened focus groups of employers, educators, labor reps and apprenticeship coordinators to discuss how to strengthen, sustain and increase apprenticeship programs.

On the Path to a Better Life

Marina, a 28-year-old refugee from Russia, arrived in the United States with her husband and small child in March 2002. Marina had worked as a nurse in her home country, but, with limited English skills and no certification, she found herself unemployed and on public assistance. Referred by a family member, Marina contacted the Career Pathways program. A counselor met with Marina to learn about her experience and goals, then helped her enroll in English classes and arranged a part-time internship at Northwest Hospital for \$7 an hour. Marina's internship ended seven months later and, with her counselor's help, she immediately started searching for a job in histology (blood work). Within a few weeks, Marina found full-time work as a histology technician, making \$16 an hour.

ADVOCATE

The WDC advocates for workforce development in many ways: by educating legislators as they make policy and funding decisions; by speaking up for career education in schools; by championing those who might be left behind by mainstream employment programs, such as immigrants and people with disabilities; and by acting as a resource on workforce issues for the community.



ADVOCATE

SELF-SUFFICIENCY — *advocacy leads to a career planning tool*

WDC Board Demands Higher Goals

Board decides our programs should measure success based on progress toward economic self-sufficiency, not on a one-size-fits-all poverty line.

Fall
2001

A New Standard for Success

WDC adopts the **Self-Sufficiency Standard for Washington** to track progress of WorkSource customers. The standard shows how much a family must earn to meet its basic needs without outside support, depending on family size and composition and area of residence in King County.

2002-
2003

Policy Becomes Practice

WDC commissions the Self-Sufficiency Calculator, an on-line tool that jobseekers, career counselors or anyone in King County can use to find out whether a particular job will pay enough to cover their family's basic needs.

2003-
2004

Customers Benefit from New Tool

The WDC trains more than 70 case managers throughout the WorkSource system to use the Calculator in career planning with their customers. Information on customers' progress toward self-sufficiency is stored in a database to measure the impact of services.

Other WDC Successes, 2003-04:

- WDC board members hosted five state legislators at a roundtable discussion of workforce issues in December 2003.
- The WDC produced two nationally distributed videos that train workforce professionals to identify adults with learning disabilities so they can succeed in their careers.
- In December 2003, the WDC's *State of the Workforce Report* examined the alignment of workforce supply with demand and advocated for collaboration among economic development, business, education, labor and others to improve this alignment.
- The WDC drew increased attention from the press. Board members and our CEO met with the editorial boards of Seattle's daily newspapers, resulting in the publication of two opinion pieces in April 2004.

A Reality Check— and a Sense of Hope

"The more I use the Self Sufficiency Calculator, the more I realize what a powerful tool it is to me in my role as a career counselor. In my work, the two things that are most challenging are getting customers to truly grasp the reality of their economic situation, and also providing them with a sense of hope and support. The Calculator and the self-sufficiency philosophy help me to do both. The Self Sufficiency Standard provides customers a quick and valuable reality check, and the Calculator offers hopeful solutions by making it easy to chart the financial benefits of various career paths and identifying supports that can help turn my customers' goals into reality."

— Lori Newquist-Carroll

Counselor, King County Dislocated Worker Program

WorkSource Renton

INNOVATE

WDC-funded programs and initiatives never rest on their laurels for long. We and our partners are continually improving, adjusting, expanding and enriching services to meet the changing needs of our customers.



PASSPORT TO SUCCESS — *innovation launches new youth program*

2002-03
school
year

WDC Funds New Model

The WDC funds the Bellevue School District to connect high-school students with disabilities to WorkSource, where they can find work experience, internships and career exploration. **Passport to Success** is launched and 12 students are served.

Spring
2003

A New Curriculum

WDC partners with the University of Washington to develop a curriculum that teachers can use to teach job readiness skills to youth with disabilities.

2003-04
school
year

Teachers Train Teachers

Passport to Success expands to four additional high schools; 85 youth are served. Teachers from Bellevue share the curriculum with teachers at Seattle and Shoreline public schools, who also connect with local WorkSource centers.

Spring
2004

Eyes on King County

Teachers from around the state visit King County to observe Passport to Success and be trained in the curriculum.

Other WDC Successes, 2003-04:

- The WDC funded a training program that upgraded the high-demand information technology skills of 265 employees at 27 businesses — helping them keep their jobs and opening new doors.
- A new barista training program funded by the WDC trains homeless youth in making and serving espresso and helps them find jobs, while offering support in housing, education, and health issues.
- WorkSource, the county-wide system overseen by the WDC, serves more than 35,000 visitors each year — almost 500,000 services in all. Improving the quality of services was the system's top goal last year. Better customer service and better access for customers with limited English or disabilities were the results.

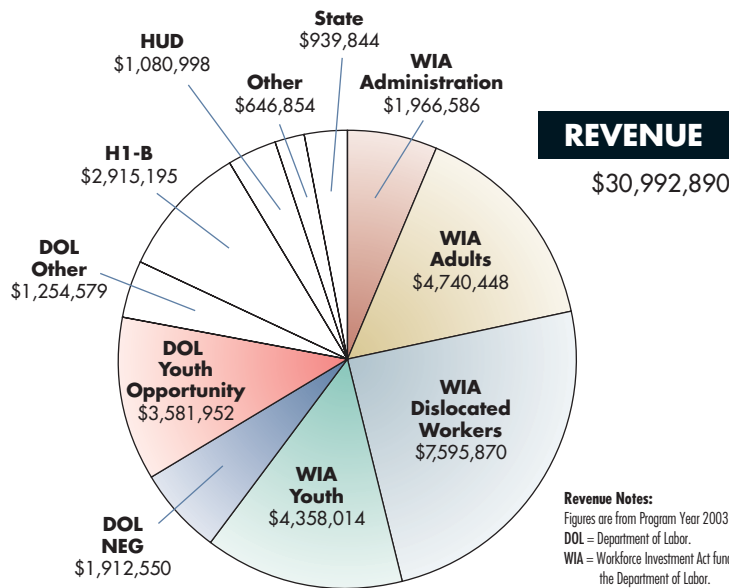
New Horizons

Addie has overcome major challenges, both academically and in her personal life, and has come out shining. As a senior at Bellevue High School, Addie became involved with Passport to Success, visiting WorkSource and taking on an internship as a dental assistant. She has also maintained a schedule that included indoor soccer and two jobs: one in child care and one at a retail store. With the support of her father, she is preparing to move on to Lake Washington Technical College for further career training.

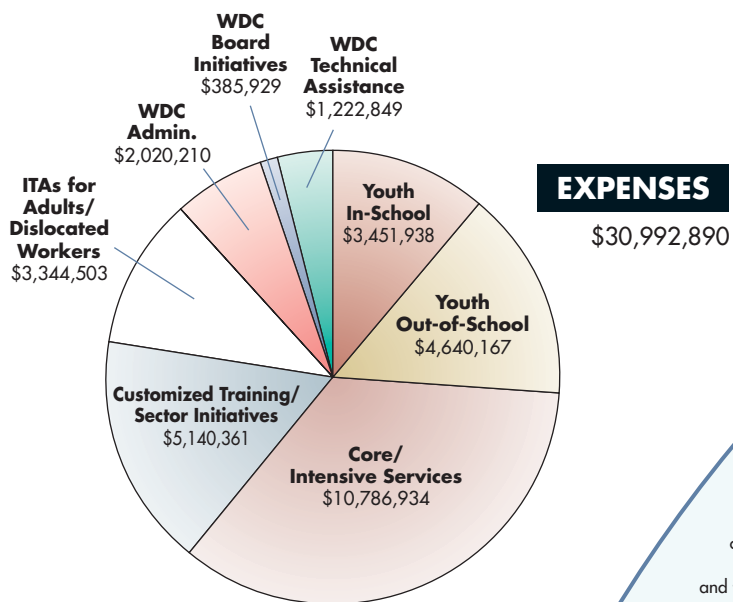
INNOVATE

INVEST

Funding alone doesn't create results. It has to be harnessed to a strategy and focused on outcomes. The WDC's investments are guided by its Strategic Action Plan and by a rigorous procurement process that contracts services to more than 40 agencies throughout King County.



Revenue Notes:
 Figures are from Program Year 2003 budget.
 DOL = Department of Labor.
 WIA = Workforce Investment Act funds from the Department of Labor.
 NEG = National Emergency Grant funds for dislocated workers.
 H1B = Worker retraining funds.
 Other Sources include private foundation grants and other government agencies.



Expenses Notes:
 Figures are from 2003 internal and contractor budgets.
 Core/Intensive Services = Job search assistance, employer services, case management and other services at WorkSource.
 ITAs = Individual Training Accounts that allow customers to choose their own training program.
 Board Initiatives = Funds set aside to support initiatives by the WDC board committees.

WDC HIGHLIGHTS 2003-04

With the help of a new marketing and fundraising plan, the WDC is working to diversify our funding streams. By raising money from private foundations, corporations and other donors, the WDC can let the needs of our customers and the gaps in our system guide our investments, instead of the restrictions of government grants.

INVEST

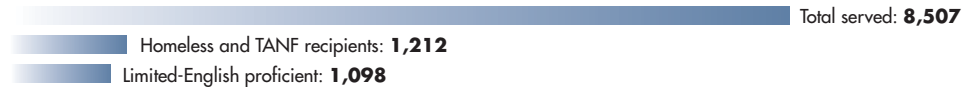
IMPACT

How do we know that the WDC is going the distance for the residents and businesses of King County? Because the results show the follow-through — from a conversation around a table, to an idea for a solution, to funds that make it real — all the way to the new job, new skill or new focus that changes someone's life. The figures below illustrate the impact of the WDC on thousands of lives in a 12-month period (April 2003-04).

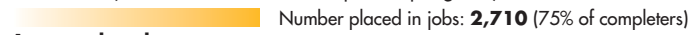


ADULT JOB SEEKERS AND DISLOCATED WORKERS

WDC-funded services for adults and dislocated (laid-off) workers include career counseling, training subsidies and job placement assistance.



Outcomes (for the 3,600 who completed program):



Average hourly wage:

- WIA adult: **\$11.01**
- Dislocated workers: **\$19.22**
- Homeless Intervention Project: **\$10.00**

Customized Training for Employers and Workers

The WDC funded customized training for **859 workers** to upgrade their skills, increasing their earning power and ability to keep their jobs. The **78 companies** in King County who benefitted from this training included hospitals, police departments, telecommunications companies, hotels, manufacturers and retirement homes.

Older Workers

Under a new WDC grant, **360 people over age 55** were employed in subsidized jobs across the state.

WorkSource

The WorkSource system saw more than **35,000 individuals** last year and provided almost **500,000 services** to them, from job-search resources to workshops to career counseling. WorkSource also provided more than **6,000 workforce services** to businesses.

YOUTH

WDC-funded services for at-risk youth ages 14-21 include career exploration, work-based learning, skills training and support for academic achievement.



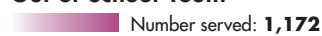
In-School Youth



Outcomes:

- Achieved educational and/or employment-related goals: **591**
- Earned a diploma, GED or other credential: **236**
- Participated in work experience (internships, jobs, etc.): **389**

Out-of-School Youth



Outcomes:

- Achieved educational and/or employment-related goals: **688**
- Earned a diploma, GED or other credential: **163**
- Placed in unsubsidized job (including short-term): **304**
- Average hourly wage: **\$8.81**

PARTNER

The WDC's partnerships are the key to our success in convening, advocating, innovating and investing in workforce development. The WDC sincerely thanks our board of directors (all of whom financially support the WDC), our Youth Council and our funders and donors listed below. We also thank the many direct-service organizations who partner with us to make our common vision of workforce development come to life in King County.



Funders

U.S. Department of Labor
 U.S. Department of Education
 U.S. Department of Housing and Urban Development
 National Institute for Literacy
 Jobs for the Future
 SER – Jobs for Progress National
 Seattle Foundation
 Verizon Foundation
 Washington Workforce Association
 Tacoma-Pierce County Employment and Training Consortium
 Washington State Employment Security Department
 Workforce Training and Education Coordinating Board

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 Northwest WDC
 Olympic Consortium
 Pacific Associates
 Pacific Mountain Consortium
 Pioneer Human Services
 Refugee Resettlement Office
 Regional Advanced Technology Education Consortium (RATEC)
 Ruth Dykeman Children's Center
 Seattle Central Community College
 Seattle Conservation Corps
 Seattle Jobs Initiative
 Seattle Public Schools
 Shoreline Community College
 Shoreline School District
 SkillSource

South Seattle Community College
 Southwest Washington WDC
 Tacoma-Pierce Training Consortium
 TRAC Associates
 University of Washington
 Worker Center, AFL-CIO
 Wider Opportunities for Women
 Washington Women's Employment and Education
 YouthCare
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Youth Council Members

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 Celeste Murphy
 Mary O'Donnell
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