

**DRAFT MINUTES**  
**Workforce Development Council of Seattle-King County**

**Full Board Meeting**

February 19, 2010

Washington State Convention Center – Downtown Seattle

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**BOARD MEMBERS PRESENT:** Gordy Anderson, Rich Berkowitz, Charlie Best, Dr. Michael Bisesi, Matt Brynildson, Nemesio Domingo, John Doocy, Deborah Doyle, Dot Fallihee, Tom Flavin, David Freiboth, Jim Jean-Francois, Victorine Joyner, Ethan Kelly, Patty Kieval, Holly Moore, Judith Morel, Lee Newgent, Tom Peterson, Terry Pickering, Nancy Porrino, John Powers, Terry Seaman, Irene Stewart, Tom Tierney, Michael Tolley, Marcelle Wellington, Cynthia Whiston, Ron Wright, Walt Yeager.

**BOARD MEMBERS NOT PRESENT:** Representative Maralyn Chase, Bill Dillmeier, Robert Fiano, Ron Falberg, Alex Garrard, Wendy Law-Rudge, Tony Lee, John Littel, Sharon McGavick, LeAnne Moss, David Szatmary, Jill Wakefield, Tay Yoshitani.

**OTHERS PRESENT:** Matt Houghton (Representing Mayor Mike McGinn), Ray Moser (Representing King County Executive Dow Constantine), Mary Conway (Senator Patty Murray's Office), Julian Alssid (Special Guest Speaker), George Northcroft, James Blatz, Jack Moffitt, Nicole Ferrer, Darrell Fregia, Rich Nafziger, Desiree Phair.

**STAFF PRESENT:** Marlena Sessions, Dan Fey, Lori Schmidt, Laurie Black, Fred Krug, Margret Graham, Peter Cavanaugh, Kay Neill, Kelly Dang, Tess Suarez, Suzanne Ramage.

**MATERIAL DISTRIBUTED AT THE MEETING:**

- Agenda
- Draft Meeting Minutes from October 16, 2009
- Mid-Year Budget Revision
- Reinvesting in Older Workers
- Board Chair Term Limits
- Guest Speaker Bio
- Committee Reports
- CEO's Report to the Board

**I. Welcome and Introduction**

Chairman Rich Berkowitz called the session to order at 8:30AM. He welcomed members and guests and gave special mention of Ms. Mary Conway from Senator Patty Murray's Office, and guest speaker, Mr. Julian L. Alssid, Executive Director of the Workforce Strategy Center in New York. All were invited to introduce themselves.

The February board meeting has historically been focused on youth and youth issues. The meeting today takes a broader focus by looking at post-secondary and industry recognized credentials.

**II. Action Items** – The following actions were taken by the board:

**A. Consent Agenda**

**Chairman Rich Berkowitz requested a motion to adopt the consent agenda items (*Approve Minutes from the October 16th meeting and Approve Agenda*) as one. Mr. Terry Seaman moved to approve the consent agenda. Ms. Holly Moore seconded the motion. The Consent Agenda was approved without opposition.**

**B. Mid-Year Budget Revision**

It has been the practice of the WDC to evaluate and revise the budget in January of each year. Budget revisions are necessary to incorporate new grants and other changes that occur. The internal budget is also evaluated and adjusted to realign budget line items as needed. A revised budget must be approved by the Executive Committee and the Full Board and forwarded to the elected officials.

Since July 1, 2009, the WDC has received additional revenues that represent a 26% increase over the adopted PY09 budget. The WDC is reserving \$8,476,714.00, or 61% of the additional revenues, to be carried over into PY10. Details were provided in the Budget Revision Summary.

The Executive Committee reviewed and approved the revised PY09 Budget, as presented by the Finance Committee Chairperson during its January 2010 meeting.

**Dr. Michael Bisesi moved to approve the revised budget as approved by the Finance Committee. Mr. John Powers seconded the motion. The motion was approved without opposition.**

**C. Reinvesting in Older Workers**

Mr. Gordy Anderson announced the WDC's award of a national Department of Labor grant to better serve older workers. The grant, Reinvesting in Older Workers (ROW), enables workforce partners to provide direct training and placement of older workers in high-growth, high-demand industry sectors. It will also expand the capacity of WorkSource to help older workers meet employment challenges by closing skill gaps and creating new career pathways.

Two RFQ's were released in December 2009 for Limited English Proficient (LEP) Bridge Curricula Development and Delivery, and for Entrepreneurial Training Curriculum Expansion and Delivery. The Employment Connections Committee reviewed and considered the reviewers' recommendations and approved funding to South Seattle Community College, Seattle Central Community College and Washington Community Alliance for Self Help (CASH).

**Mr. Anderson motioned to approve the RFQ funding recommendations. Mr. Tom Peterson seconded the motion. The motion was approved without opposition.**

**D. Committee Chair Term Limits**

During the Finance Committee's December 9 meeting, WDC CEO Marléna Sessions and Board Chair Rich Berkowitz, led a discussion to consider whether term limits should be put in effect for committee chairs and board membership. Current WDC by-laws only place term limits on board officers—Chair, Vice Chair, and Secretary.

The Finance Committee agreed that limited terms for officers has been effective in maintaining a balance of leadership and organizational continuity. In January, the committee voted to limit the terms of WDC committee chairs (standing or other) to a maximum of two consecutive terms of two years each, effective July 1, 2010.

Article 12.1 on page 7 of the current WDC bylaws addresses committee establishment and participation. To support the Finance Committee's proposal of implementing term limits for committee chairs, WDC staff recommend amending Article 12.1 of the WDC by-laws by adding the following language: *"Each Committee, standing or other, shall have a Committee Chair who may serve no more than two (2) consecutive, two-year terms."*

**Dr. Bisesi motioned to approve the recommended amendment to the WDC by-laws. Mr. Terry Seaman seconded the motion. The amendment was approved.**

### **III. Discussion: The Cutting Edge—Are We On It?**

#### **A. Julian L. Alssid, Executive Director Workforce Strategy Center**

Mr. Julian L. Alssid is a nationally recognized expert in workforce development strategy and policy. He has over fifteen years experience bringing together employers, workforce agencies, community colleges and clients to help move low-income people into high-wage jobs in key industries such as biotechnology, new manufacturing and information technology. Since founding Workforce Strategy Center in 1998, Mr. Alssid has advised over 20 states on workforce policy and has been a national leader in promoting effective, practical solutions for implementing Career Pathways initiatives and sectoral employment strategies.

Mr. Alssid has authored two major studies on workforce strategy: *Building a Career Pathways System: Promising Practices in Community College-Centered Workforce Development* and *Building Bridges to College and Careers: Contextualized Basic Skills Programs at Community Colleges*.

CEO Marlana Sessions introduced Mr. Alssid to the full board.

The U.S. Department of Labor is predicting a labor shortage of more than 35 million skilled and educated workers over the next thirty years.

Pressed by the forces of global competition, increasing workforce skills requirements, an aging workforce, and a substantially less educated populace, employers are scrambling—even during the current economic downturn—to staff their operations with people bearing the technical and soft skills and knowledge required to do increasingly more technology-based and sophisticated work.

On the opposite side of the coin, those least equipped to meet employers' workforce needs are becoming increasingly more disadvantaged. Many out-of-school and struggling young people lack the credentials, skills, and training required to succeed in today's competitive economy. New, powerful pathways are needed to improve their outcomes and to fuel major growth industries.

An effective response to these issues requires that a host of leaders and stakeholders across the country work in tandem to invest in, develop, and scale up new pathways and program designs that significantly reduce our country's growing postsecondary achievement gap.

The Workforce Strategy Center launched an initiative that will help build overall field capacity to support stronger program designs and build postsecondary on ramps for disconnected youth. Funded by the Bill & Melinda Gates Foundation, Mr. Alssid passed around a report, *Employers, Low-Income Young Adults, and Postsecondary Credentials*, which highlights programs in 14 communities that are successfully addressing the challenge of providing disadvantaged young adults with the technical and postsecondary education that may qualify them for skilled positions.

#### **B. Local Industry-Recognized Credentials and Post-Secondary Attainment Alignment Efforts**

Next, COO Dan Fey, segued into a conversation on local efforts to align labor market supply with current employer needs through the Washington State SKIES information exchange system.

In July 2009, the SKIES system was updated to record criteria on jobseeker credentials and certificates. As a result, a more informed referral process is in place to match jobseeker recognized credentials to employer needs for a skilled workforce. Currently, over 1,000 King County job seekers have credentials entered into SKIES. The State of Washington has nearly 5,000.

This effort has not been replicated anywhere else in the country and has the potential to become a national model in credential matching of jobseekers to employers.

### **IV. Information**

#### **A. System Leadership Recognition**

Chairman Berkowitz and CEO Marlena Sessions presented the Exemplary Service Award to outgoing WDC Board Member George Northcroft. Over the past 10 years, Mr. Northcroft has consistently been an advocate and champion for the Workforce Development System.

#### **B. WDC Fund Campaign**

Dr. Bisesi highlighted several examples of board member volunteering efforts and encouraged members to further support the WDC fund campaign. Overall participation is currently at approximately 61%, with a goal set of 100% for this year's campaign.

#### **C. System Performance**

Each year Washington State develops an annual report for the legislature on WIA Title 1B performance activities for the program year. The report published in September 2009 gave the results of PY 2008. The WDC met or exceeded all performance goals at 90% of expected outcomes. In addition, state performance goals were met at 100%.

#### **D. Committee Reports**

Chairman Berkowitz referred to the handout on committee reports included in today's packet.

#### **E. CEO Report**

Chairman Berkowitz gave accolades to CEO Marlena Sessions on her accomplishments in representing the WDC on the local and national front. The CEO's report to the board was identified and comment was given on congressional momentum to reauthorize the Workforce Investment Act. In addition, the CEO recently worked with a Seattle Times columnist on the publication of an article on workforce development, specifically targeting youth and summer youth programs.

**V. Other Business**

No other business.

**The meeting was adjourned at 10:30 AM.**