



SPOKANE WORKFORCE COUNCIL

MINUTES

FULL COUNCIL MEETING

WEDNESDAY, FEBRUARY 12, 2020 – 7:30 - 9:30 AM

Ruby River Hotel – Shoreline A Ballroom

MEMBERS PRESENT:

Mayor Nadine Woodward	Alan Hart	Kelley Halverson	Lori Hunley	Dr. Christine Johnson
Commissioner Josh Kerns	Teresa Kutsch	Dan Evans	Machelle Johnson	Ron Valencia
Lowell Sather	Ben Small	Christina Vigil Gross	Diana Wilhite	Joel White
Dr. Mary Cullinan	Tina Morrison	Robert Duron	Staci Franz	Diane Quincy
Jennie Weber	Wade Larson			

MEMBERS ABSENT:

Luis Licea	Nancy Nelson	Tim Sigler (designee for Mayor Woodward)	Laura Wood	Vicki Leifer
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OTHERS PRESENT:

Andy Dwonch – Career Path Services	Staci Wells – Next Generation Zone	Kevin Brockbank – Spokane Community College	Dani Kaschmitter – Talent Solutions	Jen Morris – Career Path Services (SRC)
Alicia Benson – Greater Spokane Incorporated	Lisa Richards – City of Spokane	Tom Bartridge – City of Spokane	Sarah Flambouras – WorkSource	Kristian Stewart – Next Generation Zone
Eric Ecklund – Next Generation Zone	Jen Ranney – Next Generation Zone	Shelly O’Quinn – Innovia	John Dickson – Spokane County	Molly Sanchez – Innovia
Kevin Williams – WorkSource	Jason Miller – KSPS	Victor Rapez-Betty Career Path Services		

STAFF PRESENT:

Shannon Brundle – Community Project Specialist	Jessica Clayton – Program & Development Director	Jeanette Facer – Finance Director	Andrea Hixson – Office Coordinator	Dani Kaschmitter – Apprenticeship Specialist
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Dawn Karber –
Chief Operating
Officer

Angela Maioriello –
Office Assistant

Mark Mattke –
Chief Executive
Officer

Mike McBride –
Business and
Industry Analyst

Chair Dan Evans called the meeting to order at 7:31 a.m. with a quorum of members present and conducted introductions of members and guests.

RECOGNITION OF SUCCESS

Shannon Brundle, Community Project Specialist, Spokane Workforce Council

Victor Rapez-Betty, Marketing Generalist, Career Path Services

Shannon provided background on the summer youth Career Connections initiative and the business package that was awarded to DH. The initiative launched last year with two parts – the summer Skills Trades Academy that the SWC offered with 16 employers, and the internship tool kit guide.

- The Skilled Trades Academy was a three-week program, 30 students participated and earned industry recognized certificates.
- The internship tool kit guide provides local employers with information about how to start and manage a successful internship program.
 - 45 employers used the tool to date.
 - This year will be the second phase and launch of the tool.
- To promote the launch of the internship tool on the SWC website, participating companies were offered a business recognition award package.
 - Each intern that completed an internship was asked to fill out a survey about their experience and connection with the employer. In September, a committee reviewed the survey responses.
 - Shannon thanked our other finalists, Innovia and Pearson Packaging, for the amazing experiences their interns reported and for providing leadership in our community by creating this capacity to engage with young people at their organizations.

Victor announced that the business award winner for the summer 2019 internship is DH. He mentioned that DH values the cost saving tools and array of resources which they found in our internship guide.

Tyler Tullis, Senior Director of Marketing, shared that DH is an integrated communications firm providing brand strategy, public relations, public advocacy, advertising and social change marketing. Their team works with many industries but tend to do a lot of work in public health and higher education. Over the years, interns have played a critical role in supporting their team by directly producing campaigns.

- Tyler introduced his colleague, Jasmine Albinson, who completed the internship and is now one of their most valuable team members. She runs statewide campaigns for the Washington Traffic Safety Commission and the Health Authority with their fight against the opioid crisis.
- DH wants to continue to support the work that SWC is doing. The program has really benefited them as they made improvements to their internship program and recognition opportunity.

The business package award included:

- Recognition at SWC, City of Spokane and Spokane County events
- A financial gift to the Joseph fund which supports our professional clothing closet
- Sponsorship at our career fairs
- A video produced by KSPS that highlights their internship program

Jason Miller with KSPS (PBS TV) shared what a treat it was to work with DH and the SWC on this project. Several years ago, KSPS partnered with the SWC to create an online career exploration tool for students

and adults, with a focus on jobs and careers available in our area. They collaborated with local businesses to develop “job spotlights” – a 90-second video interviewing real employees at the local companies – and built the Career Explore NW website. More schools and career counselors are using this site as a career search tool to have their students explore jobs they may not have considered before. Jason shared the internship video they created for DH and mentioned they were able to utilize footage from the video to create a job spotlight for the account executive position. KSPS has created 25 different job spotlights and has another 20 contracted for production. They have plans to launch virtual field trips by going to job sites and filming in 360 degrees. Jason thanked the SWC for their founding partnership and congratulated DH, thanking them for the opportunity to create their video.

Commissioner Josh Kerns read a proclamation passed on December 17th, 2019 that recognizes DH for their work. He thanked DH, Innovia and Pearson Packaging for being fantastic internship partners.

Review of Minutes

Review of December 11, 2019 meeting minutes.

Action: Motion and second to approve the December 11 meeting minutes. Approved unanimously.

Say Yes to Education Initiative

Shelly O’Quinn, CEO, Innovia

Shelly shared how the Innovia foundation was started by three women in 1974 with vision to think about the future of our community. They started with a \$15,000 grant and now have \$40 million in grants. They have the opportunity to transform lives and communities every day by serving 20 counties, ten in Eastern Washington and ten in North Idaho. As a community organization they do not have one specific focus but cover education and youth development, health and well-being, arts and culture, economic opportunity and quality of life.

- Innovia awards about 7 million dollars in grants annually
- They have completed their strategic planning work and created regional leadership councils made up of volunteers who increase their capacity to do their work
- They are involved in educational programs, starting Priority Spokane which has a \$600,000/ three-year initiative making sure every child can read by 3rd grade
- Up to \$200,000 in scholarships are awarded annually

Innovia asked their staff and board: If resources were unlimited, what could we do to have an impact in our region? They decided they wanted to ensure that every single child in our 20-county region has an opportunity to go to college and be successful.

Say Yes to Education (SYE) is a model that’s been around for 30 years. It started on the east coast by George Weiss and promised 112 sixth graders that he would pay for their college if they graduated high school. He ensured that every one of those kids graduated, went on to college and were successful. This approach was repeated city by city in cohorts until it was scaled to a national model.

This is not just another scholarship model. Scholarships alone are not increasing the graduation rate because they are missing the collective impact piece. SYE differentiates itself from other models by providing wrap around support to students and families, academic and non-academic supports and cross agency collaboration. It is a postsecondary completion program, not a high school graduation program.

- SYE is based on data from kindergarten readiness to third grade literacy to core subject completion and postsecondary pathways.
- Comprehensive supports include legal services, health clinics, tutoring services, family supports, core instructional planning, post-secondary planning, extended day/year program, college

coaching and scholarships/grants. The key is to provide academic and nonacademic supports as a community.

- The data will show where there are gaps, and this is where taskforces can focus.
- SYE will help with an asset map of our region, looking at county and school budgets to determine what our community has and what needs to be provided to students and their families.
 - As we do the community asset mapping, there are MOUs that will need to exist so agencies can share data on students and know where the gaps are.
- SYE will help with fundraising models for scholarships. The estimate is around 150 million dollars.
- The easiest part is raising the money, the hardest part is bringing everyone together to align services, get MOUs signed and have people think differently about how they work.
 - It takes around one year to raise \$100 million; it takes about three years to do the rest of the process.

The estimated worth of our region today is \$293 billion. Over the next 10 years, \$42 billion is estimated to transfer in our region from one generation to the next. Innovia has launched an initiative that if just 5% of the transfer of wealth was designated for our local communities, over \$2 billion could be invested in new endowments to positively impact the region for generations to come. Investing 5% of the regional transfer of wealth in new endowments would provide over \$100 million in annual grantmaking in just five years.

Alicia Benson said she has seen versions of this presentation and conversations over the last year. She is as energized today as she was when she first started.

Our rural communities are not prospering as well as our urban communities and we need them to. Growth and economic success of our region has to include everyone. Say Yes is about building communities for the future and engaging in this work to achieve it. The problems we face cannot be solved by any one organization and the goal is to foster cross-agency collaboration that will take this to a different level.

Shelly asked the Council, what if we changed the culture so that every child knew they would have a scholarship to go to college? It wouldn't be a matter of if their family could afford it or not. The community fundamentally believes that every child deserves the opportunity for higher education and we all will benefit because of the impact it will have on businesses.

Discussion:

- One of the barriers to education is getting parents and kids to fill out the FAFSA.
 - Say Yes will provide the guidance and support to families from beginning to end. GSI is also leading an initiative around FAFSA completion. This is a scholarship model for all the kids in the middle whose families make just over the limit and may not qualify for low-income grants and scholarships. It will be a culture change where every student has the opportunity to go to college.
- How does student accountability play into this model?
 - This model has been around for 30 years and used to be a full ride scholarship until they discovered kids were signing up but not following through to graduation. It is now a tuition only model, so students have to pay for room and board, books and fees. For low income students that cannot afford that, there are still resources for them. They have found that taking it from a full ride scholarship to a tuition only scholarship families

must be part of making sure kids succeed. Buffalo has gone from a 40% graduation rate to over 80%.

- If we are truly going to have transformational change, it will take our whole community's participation and support for our students.

State Audit & Monitoring Reports

Jeanette Facer, SWC Finance Director

Jeanette reported out on the State Auditor's Single Audit and the monitoring report for our WIOA funds. We are required to have annual Single Audits due to our federal funding and by Interlocal Agreement since becoming a 501(c)(3) nonprofit corporation.

The Single Audit is a rigorous, organization-wide examination of an entity that expends \$750,000 or more of federal funds. The objective is to provide assurance to the US federal government as to the management and use of such funds. The Single Audit report is submitted to the Federal Audit Clearinghouse.

The Council has qualified as a low-risk auditee since it was first eligible in PY16 requiring 20% audit coverage of total federal awards expended. For auditees not considered low risk, the percentage coverage is increased to 40%.

From the State Auditor's Office, Section 1 – Summary of Auditor's Results:

We issued an **unmodified opinion** on the fair presentation of the financial statements of the governmental activities and each major fund in accordance with accounting principles generally accepted in the United States of America (GAAP).

Internal Control over Financial Reporting:

- Significant Deficiencies: We reported **no deficiencies** in the design or operation of internal control over financial reporting that we consider to be significant deficiencies.
- Material Weaknesses: We identified **no deficiencies** that we consider to be material weaknesses. We noted **no instances of noncompliance** that were material to the financial statements of the Council.

State Auditor's Office Identification of Major Federal Programs: We issued an **unmodified opinion** on the Council's compliance with requirements applicable to each of its major federal programs.

The following programs were selected as major programs in our audit of compliance in accordance with the Uniform Guidance:

- WIOA Cluster – WIOA Adult Programs
- WIOA Cluster – WIOA Youth Activities
- WIOA Cluster – WIOA Dislocated Worker Formula Grants

There were **no financial statement findings** to report. There were **no federal award findings or questioned costs** to report.

From the State Auditor's Office Accountability Two-year Audit: Management is responsible for ensuring compliance and adequate safeguarding of public resources from fraud, loss or abuse. This includes the design, implementation and maintenance of internal controls relevant to these objectives.

Results in brief: This report describes the overall results and conclusions for the areas we examined. In those selected areas, Council operations complied, in all material respects, with applicable state laws,

regulations, and its own policies, and provided adequate controls over the safeguarding of public resources.

The State ESD Annual Monitoring observations include:

- Program – WIOA Youth: ESD’s Monitoring Unit reviewed ten WIOA Youth files. There were **no findings and no questioned costs**.
- Program – WIOA Adult: ESD’s Monitoring Unit reviewed ten WIOA Adult files. There were **no findings and no questioned costs**.
- Program – WIOA Dislocated Worker: ESD’s Monitoring Unit reviewed ten WIOA Adult files. **There were no findings and no questioned costs**.
- Program – Increased Employment Rapid Response (IE-RR): ESD’s Monitoring Unit reviewed four WIOA IE-RR files. There were **no findings and no questioned costs**.

Administrative and Fiscal Review: ESD’s Monitoring Unit found the following administrative and fiscal procedures to be **in compliance** with State and Federal requirements.

- Design and Governance of LWDB, Policies/Procedures, Administrative Controls/Monitoring, Internal Controls, Cash and Financial Management, Cost Allocation Plan or Rate, MOUs/IFA, Property/Inventory, Procurement and Contracting, Spokane Workforce Council PY19 – Monitoring Report, Supportive Services, Single Audit, Grievance and Complaint, Personnel

Noted practices observed during the program review included: Spokane Workforce Council is recognized for timely ETO data entries

Mark thanked Jeanette, the SWC team and our partners for a job well done as exemplified but both a clean audit and monitoring report without findings or questioned costs. Bravo!

Strategic Planning

Mark Mattke, CEO, SWC

Mark explained that we have two plans that are currently in play: The Local Integrated Workforce Plan which is updated every four years and the Strategic Plan which we intend to complete by year-end.

The Council spent a several minutes in group discussions responding to the following questions:

What populations aren’t we serving?

- Increase access and service to customers with disabilities
- Working poor/under employed
 - Don’t qualify for services or don’t have time
 - ALICE population
- 18-24 years old
 - More online services
 - Creative approaches
- People in domestic violence transition
- Homeless population
- Increase access to daycare resources
- Transitioning adults and veterans
- Gaps still exists for different ethnic and racial groups, particularly for young people
 - Inter-generational strategies: how to diversify marketing across underrepresented racial groups?
- Older youth (20-24 years old) who are not connected to work or school
- Gender gaps as well in specific industries
 - Women in STEM/skilled trades
 - Men in healthcare/social services

What skills and credential gaps are there?

- Self-employment/Entrepreneurial tracks
- IT credentials
 - Fast pace change with multiple tracks
- Face to face connection skills/Interactive skills/Basic human relations
 - Interpersonal, emotional IQ, conflict resolution
- Vocational tracks/Home renovation
- Life skills
- Startup tracks/Pre-employment
- Blended automation/skilled trades
 - Programming/Mechatronics
- Construction Industry Apprenticeships
 - Broad spectrum of skills, cyclical, hard to map to college
- Workforce deficit/pipeline gaps across most industries
 - Not enough, leaky pipeline
- Data/Fiscal analysts, more complex skills
 - Lower skilled jobs and roles are going away
- Project Management – a crucial skill
- Innovative/Design thinking expertise
- Upskilling constantly for current workforce
- Problem solving discipline
 - Critical thinking vs routine logic
- Retail group, base skills and no jobs in between

- Define what future jobs skills will be
- Skills are changing faster than educational models
- Effects of automation will continue to grow
- How we teach adaptability is key
- Increase industry collaboration on OTJ training and competency-based training
- Industry retraining every 3-6 months vs once a year
- Technical licenses in healthcare: Medical/dental assistants, ambulatory care
 - Need more educational clinic capacity
- Financial/lots of interest
- Credential reciprocity from other states
- Infrastructure jobs for the future: clean energy/broadband/5G
- Foundational/transferable skills
 - Grit, problem solving, resilience, applications
 - Teach people how to use and take advantage of stackable credentials
 - Illuminate pathways

What partners could we better engage with?

- Small businesses
- Leveraging/integrating our expertise across business communities
- Rural communities
 - Lack of succession planning for intergenerational wealth and small businesses
 - Services like ESOP, co-op buy-outs
 - Broadband/connectivity, access to virtual workforce opportunities
- Employers that can't afford to pay for training or internships
- Schools/education system

- Community activities/network
- State government

How do we organize differently/more efficiently?

- Need more dialog on gaps
- Collaboration/alignment/future

Standing Committee Reports

- **Youth Career Readiness Network – Staci Franz, Chair**
 - Staci announced that the Spokane Workforce Council received the NAWB Trailblazer award for 2020 and will be recognized in Washington, D.C. in March.
 - YCRN met last week and spent some time reviewing labor market data. There was intense dialog about what we want to do moving forward from a strategic perspective.
 - The YCRN discussed the partnership with Providence and the Next Generation Zone medical assistant apprenticeship program. It has been highly successful and two individuals from this cohort will be completing the program.
 - Jen Morris, director of the Spokane Resource Center, provided information about a new in-house internship opportunity. The SWC will fund three interns at the NGZ that will provide feedback on what is working well and how we can expand our outreach and marketing.
- **Executive Committee – Dan Evans, Chair**
 - Two action items: Approved a subcontract of \$75,000 for a skilled trades center at the Spokane Resource Center and approved a new \$200,000 grant from Spokane County for homeless prevention services to help families gain self-sufficiency.
- **Services and Oversight Committee – Robert Duron, Chair**
 - We are working on the Memorandum of Understanding and Infrastructure Funding Agreement which are required by WIOA.
 - Identified four areas of focus for future discussion:
 - Youth
 - Small businesses
 - Construction industry
 - Military spouse certification transfer opportunities

Other Business

No other business

Meeting adjourned at 9:29 AM.