



**CRWC Workforce Investment Board
Draft Minutes
Mesa County Workforce Center
September 24-26, 2014**

Attendance:

*Atchley, Doug, Delta County - LEO
*Barber, Jerry, Southeast
Becker, Clarke, CRWC Director
*Boothby, Kati, Rural Resort
Bray-Jenks, Dawn RR/NW (staff)
Burt, Lucian, Rural Resort (staff)
Casey, Vicky, UAACOG
Dowling, William, CDLE
*Ertel, Keenan, Montezuma County - LEO
Esquibel, Diana, Pueblo County (staff)
Farrington, Dawn, TTA (via phone)
*Gair, Peggy, Upper Arkansas
Garchar, Tracy Mesa County
Garcia, Dawn, Eastern (via phone) (staff)
*Garcia, Ray, Southeast – LEO
Garcia, Shannon, SE/SC (staff)
Gonzales, Christy, WIB Liaison (staff)
Griffin, David, CRWC (staff)
*Hainer, Eugene, Dept of Education
*Hanzas, George, Youth Council
*Ivancie, Steve, Routt County - LEO
*Krebs, Audrey, Department of Human Services
*Lohnes, Judy, UAACOG
Lucero, Ray, Western/Southwest (staff)
Marler, Jessica Mesa County (staff)
Martinez, John, Pueblo County (staff)
*McClure, Breeanna, La Plata County
Oldham-Barton, Vanessa, Broomfield
Oswalt, Angie, CRWC (staff)
Pettus, Rosemary, RR/NW
*Pope, Greg, Western
*Prouty, Mark, Southwest
*Pugliese, Rose, Mesa County - LEO
Romero, Liddy, Work Life Colorado
*Rowe, Cheryl, Upper Arkansas
*Steigerwalt, Chuck, Upper Arkansas
*Swales, Caren, Job Corps
Velasquez, Betty, SE/SC (staff)
Wiebe, Chloe, Southwest (staff)
*Wisdom, Roni, CRWC WIB Chair
*Worthington, Kathy, Pueblo County
*Yohn, Michael, South Central - LEO
*Zaday, Ronnie, Southwest (via phone)

**Voting Member*

Wednesday, September 24th

Welcome

Clarke Becker, CRWC Director, and Sue Tuffin, Mesa County Workforce Center Director welcomed those in attendance. The dinner meeting was held at Ristorante Pantuso at the Clarion Inn in Grand Junction, CO.

Young Entrepreneur's Academy

Betsy Bair, Grand Junction Area Chamber of Commerce shared information about the Young Entrepreneur's Academy (YEA!) and the success story of one of the participants,

Miss Abagale Stone and “Spot Bakery”. The YEA! Is a year-long program that teaches middle and high school students how to start and run their own REAL business. The young participants brainstorm business ideas, write their own business plan, interact with professionals, pitch their business plan to potential investors, legally register their businesses, participate in a trade show and actually launch their own business.

Entrepreneurial Success Story

Seth Anderson, Founder and Manager of LOKI Outerwear, shared his story of how he and his brother founded Loki Gear in 1997, after summiting Mt. Sneffels near Ouray in 1991. Seth shared that the key to their designs are to remain innovative and have multi-purpose functionality. He demonstrated how you can climb a fourteener with little more than a jacket, water, snacks, a utility knife and duct tape. You don't even have to carry a daypack. Loki has a retail store in downtown Grand Junction.

Thursday, September 25th

Welcome & Introductions

Roni Wisdom, CRWC Board Chair, welcomed the WIB to Grand Junction and thanked Sue Tuffin and the staff of Mesa County Workforce Center for hosting the meeting. WIB engaged in an ice breaker activity to facilitate introductions.

Minutes Approval

Motion – George Hanzas
2nd – Cheryl Rowe
Unanimous Approval

LEO Motion – Commissioner Steve Ivancie
LEO 2nd – Commissioner Ray Garcia
Unanimous Approval

Agenda Approval

Motion – Kathy Worthington
2nd – Jerry Barber
Unanimous Approval

LEO Motion – Commissioner Ray Garcia
LEO 2nd – Commissioner Keenan Ertel
Unanimous Approval

May 2014 Follow Up

Clarke Becker, CRWC Director, and Christy Gonzales, CRWC Board Liaison, shared information as a follow up to the May, 2013 meeting held in Alamosa, CO. All follow up was directly related to the four strategic goals the WIB established.

Design Strategy – Position the CRWC WIB as a thought-leader on key workforce issues relevant to rural Colorado and beyond.

In an effort to identify the top priorities for the CRWC WIB, all local WIBs are being asked to conduct a SWOT analysis and determine what strategic alliances are needed in order to position us as a thought leader on key workforce issues. This will be completed between now and November 1st, with results being shared at the November 19th CRWC WIB meeting.

During this meeting, the WIB members collectively identified the following:

<p>Strengths</p> <ul style="list-style-type: none"> • Common desire to help state prosper and grow through the workforce system. • Dedication of the WIB • Diversity and the number of counties represented • Collaborative • Solution oriented • Shared strengths • Engaged staff • Represent the greatest portion of the state • Make things happen • Youth programs • Quality of life • Natural resources • Don't take anything for granted. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Great ideas with a few updates to help keep us on track • Process of how things are created and implemented • Educate on what we do • Increase visibility • Include more small business • Dispersed – time gap between meetings really challenges momentum • Recruiting and retaining private sector around the table • We don't get together enough as a WIB
<p>Opportunities</p> <ul style="list-style-type: none"> • Expertise • Marketing • Emphasis on Career Pathways for youth/entrepreneur • Using organization to meet the needs of those we serve • Telecommuting opportunities • Trailing spouse • There are a lot of us 	<p>Threats</p> <ul style="list-style-type: none"> • Bureaucracy • Reduced allocations • Are we relevant • Do we bring value? • Who do we serve? Not just entry level, low paying jobs, but professional placement as well. • Changes in law

Cultivate Knowledge

A survey will be conducted to collect information from the CRWC WIB members, capturing their Industry, Expertise, Organizations/Associations and Passions relative to the workforce. This will be done at the CRWC WIB level as well as at each local WIB level. Results will be shared at the November 19th WIB meeting.

In addition, the WIB identified several “Key Workforce Issues” facing our system today in an effort to identify opportunities to engage with and also to provide resources to businesses:

- Affordable childcare for workers
- Need for communication between business & board – what skills do kids need?
- Affordable housing for seasonal workers
- Gap between wages & housing
- How to fill entry level positions
- Problem attracting and retaining quality, educated, professional folks – high cost of housing & childcare
- Need a better definition of “seasonal”
- Healthcare costs & programs
- Trailing spouse – focus on the household
- Identify and streamline duplication of services between agencies
- Flagging employers with 12 ppl to certify was only able to hire one due to drug use / failure to pass drug test
- Legalized marijuana & drug testing – threat or opportunity

Exercise Influence

Christy shared the results of the dashboard survey conducted. The results reflected the WIBs interested in having their own website that includes local WIB information, messages to WIB members, WIB member testimonials. They want to share information via a website that can be displayed on any *smart* device. They plan to use the information to influence/address businesses, address organizations and/or groups and to attract new WIB membership.

Mobilize Collective Action

The CRWC WIB website was shared. All WIB members are encouraged to visit the site, submit content and utilize the website for their needs. A big thanks to DeAnna Yee, Virtual Workforce Center Manager, and CDLE’s Government Policy and Public Relations’ Division for their hard work and creativity in developing this informative, engaging website. The web address is: <https://www.colorado.gov/pacific/crwc>

Work Life Partnership Presentation

Liddy Romero, Project Director of WorkLife Partnership, shared a presentation with the WIB. The WorkLife Partnership is a public-private partnership dedicated to decreasing poverty in a whole new way - directly through Colorado employers. Started in Summer 2009 as the Employer of Choice Initiative, WorkLife coordinates with private employers to help their employees keep their jobs and keep those employers’ operations productive.

Work Life Partnership
Continued

WorkLife's Navigators help employees find solutions to problems they are having at work or at home so they can keep working. If an employee's unreliable transportation, eviction notice, or stress at home is keeping them from getting to work on time and being productive at work, WorkLife helps to get them back on track with supportive services. Services may include referring clients to a non-profit or governmental agency that can help.

WorkLife coordinates with employers, but maintains confidentiality in with employees. WorkLife's role is to help the employee, effectively helping the employer.

Manufacturing Sector & Career Pathways

Eric Goertz, VP of Operations CAPCO & Chair of the Western Colorado Manufacturing Alliance
Diane Schwenke - President of the Grand Junction Area Chamber of Commerce
Brigitte Sunderman - VP - Western Colorado Community College

Eric Goertz focused on the Manufacturing Sector initiative and the career pathways Mesa County has created for high school students to receive college credits toward a career skill. Diane Schwenke shared information addressing the state of the local economy. Brigitte Sunderman shared an exciting new project, "Highway to Success".

Business Tours included:

Action Publishing

Business Incubator

High Country Orchards and Colteris Winery

Workforce Innovation and Opportunity Act Overview

Ron Painter, Chief Executive Officer, National Association of Workforce Boards, joined the WIB via GoToWebinar live from Washington, DC. He provided an overview of WIOA and engaged in conversation with the WIB. Ron shared that the passage of WIOA means that, more than ever, it is critically important that our WIBs are prepared to manage strategically, including in convening and in all partnerships, WIBS need to be strong in data analysis and have a strong ability to communicate and conduct business outreach.

Youth Council Update

George Hanzas, Youth Council Chair, provided an update on the Youth Council activities.

Department of Transportation Virtual Job Fair

CDOT Virtual Job Fair – Rosemary Pettus shared an overview of a recent collaborative effort between the Workforce Centers across the State of Colorado and the Colorado Department of Transportation. We promoted difficult to fill positions with CDOT through a Virtual Job Fair, resulting in 5,189 job seeking customers submitting applications.

PY14 Plan and Regional Strategies

The PY14 Plan was reviewed by each local Regional Director providing an overview of the planned strategies for the program year. In addition, a handout was provided with additional details.

WIB Membership

The following individuals were recommended to the WIB and LEO Board to be added as CRWC Workforce Investment Board members

- Meridith Marshall – OEDIT
- Erin McNallan – Everist Materials
- Kari Linker – Morgan County Economic Development

Motion: George Hanzas
2nd: Kathy Worthington
Unanimously Approved

LEO Motion: Commissioner Ray Garcia
LEO 2nd: Commissioner Keenan Ertel
Unanimously Approved

2015 WIB Meeting Schedule

The following dates are being considered for the 2015 WIB schedule:

Spring: February 11, 2015 or February 18, 2015 via GoToMeeting
Summer: (Face to Face) April 13-15, 2015 or May 6-8, 2015
Fall: (Face to Face) September 23-25, 2015
Winter: November 18, 2015 via GoToMeeting

Dates will be solidified during November 13th meeting.

Meeting Adjourned

2014 CRWC WIB Meeting Schedule
November 13, 2014 – GoToMeeting