

John Hickenlooper  
Governor

Ellen Golombek  
Executive Director  
Department of Labor & Employment

Jay Hardy, Chair

Stephanie (Steffens) Veck, Director



Colorado Workforce  
Development Council

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**CWDC Board Meeting  
March 17-18, 2016  
Denver, CO**

**Attended by:**

*Council Members:* Andrea Anderson, Annie Davis, Bob Nogueira, Dave Csintyan, Dennis Hisey, Ellen Golombek, Fiona Arnold, Jay Hardy, Jeannie Larsen, Joe Anzures, Joel Buchanan, John Fleck, Josh Davies, Julie Zinn, Karla Grazier, Kelly Causey, Kristie LaRose, Kyle Sickman, Liddy Romero, Paula Swenson, Peggy Gair, Ryan Keiffer, Susan Rogers, Toya Painter, Trish Sullivan, William Tammone, Noel Ginsburg

*State Agency Representatives:* Tricia Johnson, Chantal Unfug, Susan White

*Staff members:* Abby Hull, Alba Duque, Emily Lesh, Mary Probst, Lauren Victor, Stephanie Veck, Lee Wheeler-Berliner, Thomas Hartman, Shajuana Williams, Renise Walker, Kat Nay

*Others Present:* Bill Dowling, Clarke Becker, David Griffin, Elise Lowe-Vaughn, Erin Jones, Gretchen Morgan, Inta Morris, John Martinez, Kelly Folks, Joni Friedman, Judy Emery, Kate Anderson, Meredith Marshall, Michelle Mettler

**Thursday, March 17, 2016 – Magnolia Hotel**

The Council and guests began their day touring a Sheet Metal Apprenticeship, and attending the Skillful Initiative Launch. Following the tour and presentation, the Council continued the meeting at the Magnolia Hotel.

Chair, Jay Hardy, called the meeting to order at 1:00 p.m.

**Introductions**

Each attendee introduced themselves and gave an update from their region/industry/organization.

Chair, Jay Hardy, began the meeting by reading a story from the Workforce Investment Works website. Afterwards, he reviewed the goals and the agenda of the meeting.

**Approval of Agenda and Past Minutes**

Next, Jay reviewed the goals and agenda of the meeting. Jay called for a vote on approval of the March agenda. Julie Zinn made the motion, and Paula Swenson seconded. The March agenda was approved unanimously. Next, Jay called for a vote to approve the October meeting minutes. Paula Swenson made the motion, Ellen Golombek seconded, and the October minutes were approved.

Jay then asked for a motion to approve the January Virtual Meeting minutes. Julie Zinn made the motion; Bob Nogueira seconded, and the minutes were approved.

Next, Jay announced that Julie Charneskie would no longer be serving on the Executive Committee due to time constraints on her schedule. Julie will continue on as a valuable member to the CWDC. Jay asked for nominations for Secretary. Liddy Romero was nominated, and accepted the nomination. There was not another nominee. Jay called for a vote to place Liddy in the position of Secretary. Annie Davies made the motion, Susan Rogers seconded, and Liddy was approved as secretary.

### **Are We Making a Difference?**

Jay spoke about his experience attending the NGA Workforce Chairs meeting, his first conference attended as Chair of the Council, in Washington D.C. Jay spoke about how, while participating in the conference, he realized the impact the CWDC is making on workforce initiatives. He mentioned that Colorado was called out several times for being a leader in this work, and in implementing best practices. Jay honored Stephanie and the CWDC staff for the great work that is accomplished based off of the Council's recommendations. Stephanie then mentioned that to see more local examples of how our work is effecting change, Council members should look at the Workforce Investment Works website, where each local area uploads success stories.

### **Bel Commission Report Out and Discussion** **(Please see BEL Commission slides)**

Next, Stephanie introduced the Business Experiential Learning (BEL) Commission created by Governor Hickenlooper's Executive Order B 2015-004. She explained that the Commission will develop, evaluate, and implement a systemic solution for integrated work-based education and training to meet the needs of Colorado's economy.

Next, Jay Introduce Noel Ginsburg, CEO of Intertech Plastics, Chair of BEL Commission, and a Council Member. Noel talked about BASIC, the BEL Commission, and the challenges his company faced while trying to find qualified employees. Noel shared the BEL Commission's experience in Switzerland, learning about the Swiss Apprenticeship Model, and how we can learn and adopt this model in Colorado. Noel explained how the work the BEL Commission is focused on leading connects with the Businesses and Schools in Collaboration organization. Next, Noel asked for questions regarding this work-based learning initiative.

Council Member, Susan Rogers, asked how this Swiss model aides populations with barriers. Noel explained that in general, due to this great model, there are fewer citizens which we would consider to have barriers to employment. One example of dealing with a harder to serve population for the Swiss would be when working to help immigrants find employment. The Swiss have found the best practice is to continue the ongoing focus of training people with real skills for jobs that are readily available.

Next, Council Member, Karla Grazier asked how this model gets private companies to work with the Apprenticeship System. Noel explained that private companies engage and lead this work because there are clear benefits and financial gains. Private companies are able to train engaged students the way they see fit for their company, and then choose the best apprentices as employees, while additional students are hired from other businesses within the Sector.

Next, a Council Member asked about the impact of the Swiss Apprenticeship Model on children, and whether or not it went against child labor laws. Stephanie explained this model follows all labor laws. The apprentices do not begin any true work until they are of adult age. For example in a Manufacturing setting, until the apprentice is of legal adult age, they are preparing for and observing the work, instead of physically accomplishing work.

Next, Ellen Golombek, BEL Commission member, explained the strong commitment Colorado has for this work. Ellen believes that with the great amount of Colorado attendees in Switzerland, there is great cross-agency support to

move this work forward. Council Members suggested that when rolling out this initiative, the BEL Commission show partners that it is a flexible system, and come prepared with success stories to present to businesses. Noel wrapped up the conversation by explaining that this work can change lives in Colorado and eventually, in the country.

### **Results of Council Member Survey**

Jay spoke about the results of the January Virtual Meeting survey and the feedback received. Jay and Stephanie thanked Council members for their input during the meeting. Stephanie explained that the survey showed us the majority of Council members would like to keep the Council meeting format as it currently is set up. That said, the staff has begun implementing ideas brought to fruition from the Virtual meeting. CWDC staff has implemented the use of Workforce Investment Works stories to bring more examples of the Talent Development System's outcomes to the Council. In addition staff has implemented a Council Member spotlight session for each meeting to improve the amount each Council Member knows about each other's work.

### **Council Member Spotlight**

[\(Please see slides\)](#)

Next, Jay introduced Josh Davies, CEO of The Center for Work Ethic Development, Council member, and Chair of Education and Training Committee. Josh presented the CWDC's first Council Member Spotlight. Josh spoke about the work of the Center for Work Ethic Development, a research based organization. Josh explained the importance of work ethic to employers when hiring new employees, and how his company has created resources to train work ethic in an effective manner.

Jay wrapped up the meeting at 5 pm. Following the meeting, Council Members participated in a Council Member Dinner. Zoey Baird, President and CEO of Markle Foundation, and Allen Blue, Founder and Vice President of Product at LinkedIn, spoke to the Council about the Skillful Initiative. In addition, the CWDC leadership team introduced new staff members and the new CWDC staff structure.

### **Friday, March 18, 2016 – Denver Metro Chamber of Commerce**

Chair, Jay Hardy, called the meeting to order at 8:00 a.m.

Jay began the meeting by reviewing the goals for the day, the agenda, and presented a WIW story.

Next, Jay asked for any thoughts following the Swiss Apprenticeship Model discussion the Council had on Thursday. The Council recommended there be a summit or other means of mass communications to ensure partners from all over the State understand this work is happening, and how to get involved. It is important that the message is delivered in a clear and concise way across the State to avoid confusion or unnecessary push back.

### **Legislative Update**

[\(Please see Legislative Update Spreadsheet\)](#)

Stephanie Veck reviewed the Legislation spreadsheet with the Council Members. Please review the linked spreadsheet to see what was discussed.

### **WIOA Required Infrastructure Funding**

[\(Please see PGL\)](#)

Next, Jay introduced Lee Wheeler-Berliner. Lee presented the information and PGL on WIOA Required Infrastructure Funding. Lee explained that local workforce areas are first asked to work out infrastructure funding on their own, but if they are unable to do this, the money will need to flow to the State and then back out to the partners based on the

requirements of the PGL. Jay then asked for a vote to approve PGL 16-WIOA Infrastructure Funding. Josh Davies made the motion; Paula Swenson seconded, and the PGL was approved.

### **How might we best support our local boards?**

Next, Lee asked attendees to split into small groups and participate in a discussion answering the question, “How might we best support our local boards?” Small groups discussed the preparedness of local boards to lead talent development efforts aligned with statewide activities, and to implement the new requirements of WIOA. The groups then spoke about potential resources, trainings, and actions that could be taken to support local boards in this work. The groups reported that each local area would most likely rate their preparedness differently. A few ideas that came up included:

- Clarity of roles and responsibilities between the board, staff members, and stakeholders
- Common trainings for all services providers on programs across the state and a shorter version for local boards to have a better understanding of what each program does
- Virtual meetings and presentations from National programs and organizations
- Podcasts led by the CWDC around key strategic topics
- Strategies to gain influential board members in each local area

### **Connections between Denver Metro Chamber of Commerce & CWDC**

**[\(Please see Connections between Denver Metro Chamber of Commerce and CWDC\)](#)**

Next, Jay introduced Lorena Zimmer, Director Pipeline, Denver Metro Chamber of Commerce. Lorena spoke about how the Denver Metro Chamber of Commerce supports initiatives that can help create a talent pipeline, and the important role that partners such as the CWDC have to achieve this goal.

### **Advocacy Committee Updates**

**[\(Please see Advocacy Committee slides\)](#)**

Next Jay introduced Advocacy Committee Chair, Ryan Keiffer. Ryan presented the updates on the Council’s communication initiative, Talent Found. Talent Found will serve as the umbrella brand and platform to drive all customers to Colorado’s Talent Development System. Please see the linked PowerPoint for more information. After his presentation, Ryan asked for feedback from the Council Members. Council Members were impressed with the current status of Talent Found. Some mentioned they would like to see new images within the potential marketing resources, and Ryan explained that most of the current images are place holders until we receive the go ahead to move forward with spending more fiscal resources on this project. Council Members also asked for this project to be aligned with other projects and online platforms such as Skillful. Ryan explained that this work is very connected with Skillful and related projects and is working to be a resource that connects Coloradans to tools such as Skillful, and Connecting Colorado, not to replace any of the existing systems.

### **Additional CWDC Business**

A task group for the Local Board Certification was created, the council members in this group are Kyle Sickman, John Fleck, Trish Sullivan, Joe Anzures, and Bob Nogueira.

Next, Jay called for a vote to delegate local plan approval based on the task group recommendations to the Executive Committee. The council voted and obtained 100% approval.

Next Jay thanked the Council Members and guests for attending the meeting. Council members surveyed the day, and Jay called the meeting to a close at 1:00 pm.