



Colorado Workforce Development Council

October 18–19, 2012

Welcome & Introductions

- ▶ Welcome from Bob Hartzell, National Mining Hall of Fame & Museum
- ▶ Call meeting to order & Introductions
- ▶ Approval of the agenda
- ▶ Approval of June meeting minutes
- ▶ Chair's Report from Executive Committee Meeting with Wyoming Workforce Leadership



Consent Agenda

- ▶ Budget Update
 - Approved by Executive Committee August 15th
- ▶ State Plan: www.colorado.gov/cdle/cwdc
 - Submitted to USDOL September 17th
- ▶ Annual Report: www.colorado.gov/cdle/cwdc
 - Submitted to USDOL October 1st
- ▶ Engaging Youth Grant Modification
 - Approved by Executive Committee October 10th





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Be in your seat by 8:00 a.m.!



Welcome and Meeting Continued...

Welcome from Skip Lee
Colorado Mountain College

Statewide Awareness Work Group

- ▶ Workforce Development Month – September
 - Governor’s Proclamation
 - 50 hiring events and workshops statewide
 - Virtual Workforce Center @ the Library
 - Regionalized Op Eds from CWDC Members & CDLE
 - “Employer of the Day” interview with Gregg Moss on 9News
 - [Toya Speckman and Ball Aerospace \(video\)](#)



Statewide Awareness Work Group

- ▶ PSA Campaign to Promote Workforce System
 - Since July 25, aired a total of **3,419 times** for airtime dollar value of **\$156,168**
 - Spanish language radio station 1150 AM translated scripts and aired the ads for Spanish speaking population as well
 - Up next: circulating print component of the campaign and placing ads throughout Colorado
- ▶ Workforce Investment Works: Working for Colorado



Policy & Legislation

- ▶ State and Federal Legislative Update
- ▶ Quick Response Team
- ▶ Day at the Capitol
- ▶ Committee Membership



Key Industries/Sectors: Emerging Themes

1. Improve the perception & awareness of career opportunities
2. Increase opportunities for hands on experience (internships, work experience, on-the-job training, apprenticeships, teacher externships)
3. Identify career and education pathways by industry
4. Train the trainer: training opportunities for staff that work with students and jobseekers to learn about industry

