

WORKFORCE INVESTMENT COUNCIL
Quarterly Board Meeting Minutes
Tuesday January 10, 2012 9:00 A.M.- 11:00 A.M.
PNC Bank
800 17th Street NW, 12th Floor
Washington, DC 20006

I. Call to Order

The Chair called the meeting to order at 9:10 AM., and welcomed the WIC members and guests.

Board members present at the meeting included:

Joe Andronaco	Barbara Lang
David Berns	Lisa Mallory
Tynesia Boyea-Robinson	Kathleen McKirchy
Robert Brandon	Catherine Meloy
The Honorable Michael A. Brown	Laura Nuss
Tony Cancelosi	Sarah Oldmixon
Lyles Carr	Thomas Penny
Emily Durso	Carl Rowan
Jon Fernandez	Chris Smith
Bill Hanbury	Neil Stanley
Michael Harreld	Nicola Whiteman
Cedric Hendricks	Jos Williams
Victor Hoskins	Marullus Williams
Lori Kaplan	De'Shawn Wright
Solomon Keene	

Board members not in attendance:

The Honorable Kwame Brown	Bill Dean
Serena Cook	Jonathan Gueverra

II. Welcoming Remarks from the Chair

The Chair indicated that for the last 90 days Allison Gerber, Executive Director for the WIC, met one-on-one with each Board member to get a better sense of their priorities for the WIC. During the one-on-one interactions several topics common arose, including question about the role of the WIC board and its relationship to DOES as well as the wider a workforce development field in the District. As a result, the goal for the meeting was to provide a better sense of the roles and functions of workforce investment boards, an overview of the key workforce players are, and describe funding is used to support workforce development in the District. The Chair invited Allison to provide an overview of the presentations.

Allison continued by posing the two most commonly asked questions from the Board:

1. How does the Federal law create a framework for the responsibilities of the Board?
2. What is the funding landscape? Who gets the funds? And how does it work?

In an effort to answer these questions appropriately, the following presentations were arranged: (1) The National Skills Coalition, a trade association of workforce entities engaged in organizing, advocacy, and communications aimed at advancing state and federal policies, was invited to present on the Workforce Investment Act (WIA) and its framework from a Federal perspective; (2) The DC Fiscal Policy Institute, a policy organization working on Federal and state issues that affect low- and moderate-income residents, was asked to provide an overview of its *DC Workforce Development Resource Map*; and (3) The Office the Chief Financial Officer agreed to give an overview of the WIA budget within DOES.

III. Presentations

Kermit Kaleba, National Skills Coalition, “Introduction to Federal Workforce Policy”

Kermit Kaleba gave a brief overview of National Skills Coalition (NSC). The national organization is based in Washington, D.C. and focuses on Federal and state workforce development policies. NSC organizes broad-based coalitions seeking to support the development of the skills of America’s workers across a range of industries, advocate for public policies that invest in what works, as informed by members’ real-world expertise, and then communicate these goals to a variety of stakeholders.

Kermit then provided an overview of the *Workforce Investment Act (1998)*, focusing primarily on WIA Title I by covering areas such as one-stop partners, formula funding, funding flow and performance metrics. In addition, he spoke some of the challenges experience in the field related to the increase in job seekers and decrease of available funding, as well as some of the issues around WIA reauthorization. Finally, he concluded by providing a short overview of some of the innovations seen in the field around engaging employers through sector strategies and cross-program alignment through career pathways.

Kermit’s Power Point presentation and a set of handouts were provided to the board. Visit www.nationalskillscoalition.org/ to learn more about relevant workforce development legislation.

Board Discussion and Q&A

Limitations on One-Stop Operators: One of the board members asked whether one-stop are required to be operated by local government. Kermit indicated that the local workforce investment board can contract with a variety of outside vendors, including a non-profit and for-profit organizations, to run the One-Stops.

Relationship between intensive services under Title I and pre-vocational training under Title II: Kermit explained that pre-vocational training is for basic skills training like job preparation or interviewing skills. There are no restrictions on the types of services that can be provided for prevocational training. However, Title II cannot pay for job training but *Title I* money can be used to pay literacy services.

WIA Title I and II Performance Measures: One of the board members asked if there is a lot of overlap between the clients served and the outcomes seen through WIA Title I and Title II services. Kermit explained that in terms of national data there is little evidence that there is a lot of overlap between Title I and II. However, based on some of the research regarding best practices, there clearly programs in which individuals are receiving basic skills development and occupational training concurrently and those services are paid for through a variety of funding

sources. However, systematically we don't do particularly well in tracking that data. For that reason, a core focus of the WIA re-authorization is around developing data systems and outcomes measures that better capture these things. .

Sector Strategies: Kermit stated that over the past ten years, NSC has learned a good bit about successful approaches to serving job seekers and business. Some of the more effective approaches are often sector-specific. Sector strategies do a very good job at reconciling the challenges of working with multiple businesses (small, medium large business) and job seeker populations in a selected industry. These strategies focus on defining the skill sets that employers need now and in the future and developing training accordingly. They tend to bring together a range of stakeholders to design services and leverage different types of resources.

Career Pathways: Kermit continued by saying that the "Career Pathways" approach is another emerging strategy. The strategy starts to merge programs together to create a sequence of services. The goal is to bridge programs to create meaningful services to all the population served.

Veteran's Preference: Tony Cancelosi asked about the availability of services to veterans and other specific sets of jobs seekers. Lisa Mallory responded services for veterans are available. The WIA Workforce System under Title I and the WIA Vocational Rehabilitation Act under Title IV incorporates veteran's services. Lisa added that President Obama announced the recently adopted Gold Card program which provides resources and information to one-stops about assisting and preparing veterans for meaningful careers. This program allows veterans to go to the head of the line for workforce services. DOES is conducting outreach events to veterans in the city to come in for services. Additionally, Lisa indicated that the agency has a One-Stop Center solely dedicated to serve veterans.

In regards to services for returning citizens, DOES provides a temporary employment program for ex-offenders. In addition, there is capacity to use funding streams under WIA for special projects that could serve veterans or ex-offenders.

The District's Unemployed Population: Allison noted that the meeting materials included a brief overview of the unemployment population within the District, which is pulled from different data sets available through the Census, DOES, DHS, CSOSA, etc.

Funding Reductions in the District: Thomas Penny, Courtyard by Marriott Convention Center, noted the urgency when the number of participants continues to expand and the funding resources continue to decrease.

Kermit responded, saying that if the economy continues to improve we would hope to see the number of job seekers decline. But, it is unlikely that there will be any new funding for job training in this political environment. Whatever we have for job training is now considered a high watermark for our budgets.

Closing Remarks: The Chair closed the NSC presentation, noting that WIC will be hearing a lot more about sector strategies and career pathways as the District seeks to improve the continuum of education and training services available. Some of the work the WIC does will be sector-specific and it is important that the private sector is represented in these discussions.

1) Elissa Silverman, DC Fiscal Policy Institute (DCFPI), Workforce Development Funding in the District: Elissa Silverman gave an overview of the DC Fiscal Policy Institute’s (DCFPI) mission and current activities. DCFPI conducts research and public education on budget and tax issues in the District of Columbia, with a particular emphasis on issues that affect low- and moderate-income residents.

Elissa then presented DCFPI’s “Resource Map of the District’s Workforce Development Dollars” to the Board. In an effort to better understand the various workforce development funders and services available, DCFPI created this resource document to provide a snapshot of the city’s investment in workforce development over the course of one fiscal year. It shows what the District spends on workforce development, through which agencies, and provides an overview of the services offered. Accompanying pages provide a more granular look at each agency that is part of the city’s workforce development efforts, and—where information was available—offer more detail on the vendors and partner organizations that provide services.

The project was supported by a grant from the *Greater Washington Workforce Development Collaborative*, an initiative of the Community Foundation for the National Capital Region.

Putting DC to Work: A Resource Map of the District’s Workforce Development Dollars was provided to Board members. The Resource Map is available at: <http://www.dcfpi.org/putting-dc-to-work-a-resource-map-of-the-districts-workforce-development-dollars>

Board Discussion and Q&A

Purpose of the Resource Map: Elissa indicated that this is resource map that provides a snapshot of the workforce services available through a range of agencies and programs in the District of Columbia in one year. It aims to simply depict the current situation. However, it seems to point to the need for better systems integration.

Participation of Workforce Agencies: Throughout her data collection process, Elissa engaged with a variety of relevant stakeholders in the workforce space. In some instances she spoke directly with agency directors and in some instances she engaged with the chief financial officer or with the program manager. The information included in this map was sent to the agencies prior to its publication and some agencies reviewed the entire draft.

Elissa said that in some cases the agencies did not provide specific information about the number of clients served and in other cases the number of participants cannot be calculated. For example, services in a public library are difficult to track because access to their computers, online resources, and computer clinics is available to anyone on a drop-in basis.

Resource Map Updates: Several board members asked whether the resource map would be provided annually. Elissa stated that DCFPI doesn’t have philanthropic support to produce the map each year.

Lisa mentioned that DOES would be happy to provide information to update the resource map on a regular basis. And, she went on to say that Deputy Mayor Wright, Deputy Mayor Hoskins and several agency directors, are working together to leverage funds and collaborate in

providing services where possible. Often times, the workforce agencies are serving the same participants.

Return on Investment for Training Dollars: Barbara Lang, DC Chamber of Commerce, indicated the need to do a better job looking at outcomes for programs and tracking the public return on the investment in workforce development programming.

Several board members concurred.

What kinds of training is available through WIA's Individual Training Account (ITA) funds? Elissa indicated that the training providers for FY 2010 are listed on the map.

Lisa added that per the US Department of Labor (DOL), training must be aligned with high-growth industries and occupations. In addition, about a year ago, DOES made a major policy decision to modify the amount available to training providers for each client served from up to \$8,000 per year to up to \$4,000 per year. This change aligns DOES with the neighboring jurisdictions of Maryland and Virginia while maximizing the number of adults receiving training through WIA funds.

Closing Remarks: Elissa indicated that a major take-away is that DOES is not only source of workforce development in the District. There are 12 agencies that are engaged in funding and providing workforce development services. The Department of Human Services is a major player through TANF dollars and programs like *Supplemental Nutrition Assistance Program (SNAP)*. This map is the first attempt to capture information regarding the range of the resources and therefore there will probably be missing programs. The opportunity to leverage dollars to make them go further is something workforce agencies need to think about as a whole. Currently, the map doesn't speak to outcomes. The District ought to have established performance measures to better report on outcomes. The areas critical to measure are the number of people getting jobs after receiving training and number of people retaining their jobs after 6 months of employment.

2) District's Workforce Investment Act Funding, Cyril Byron & Curtis Lewis, Office Of The Chief Financial Officer

Cyril Byron and Curtis Lewis gave a presentation regarding WIA funding and expenditures in the District currently managed by DOES. They began by reviewing the federal awards for 2009 -- 2012 and illustrated the year-over-year decrease in formula funding. In addition they provided a comparison of the WIA operating budget to actual expenditures for FY2011 and described the major's DOES programs anticipated WIA operating budget for FY 2013, including the carry over funds anticipated from FY2012.

A copy of the Power Point presentation was provided to the members.

Board Discussion and Q&A

Funding Discrepancies? Several questions were asked regarding why WIA funds are carries over from year to year. Allison explained that, generally, WIA funds must be spend within three years of receipt and it isn't uncommon for WIA grantees to carry over some monies. However, in 2009 states received a one-time infusion of workforce funding under ARRA. The federal government

prioritized the spending of these funds and, as a result many states underspent their regular workforce dollars.

Curtis Lewis noted that there has been a significant decrease in federal funding for training over the past 4 years and that in order to sustain the same training level for the year FY12 it was helpful to have the carryover funds available.

FY 2012 Budget Updates: Cyril Byron stressed to the Board that the budget was created based on the information available at the time. The actual carryover could be far less than what is available now and the money available to supplement for FY2013 funds may be much less.

Barbara Lang would like to see a better job of forecasting and tracking the budget so it doesn't take community members by surprise when training dollars are cut.

Tony Cancelosi indicated that rolling budgets are very dangerous because they are hard to forecast. In order to solve this issue it is to really important to understand the process and refine it moving forward.

Availability of Local Funds? Lisa Mallory indicated that DOES has additional local resources to supplement what is provided by US DOL. But, the cuts in federal funds will have a severe impact on DOES. DOES will no longer be a 600 FTE agency, so it has to figure out how to do the work with less people by relying more heavily on partners and . identify other funding sources.

Bill Hanbury echoed Lisa's concerns about decreasing funding and pointed out that private sector is benefitting from training services and yet they are not currently part of the budgets equation. The private sector is fundamental to what we want to do

Lori Kaplan indicated that it would be helpful to know more about the city is appropriating local dollars and how those funds are being spent.

Allison responded by clarifying that the WIC is mandated to oversee federal WIA funding and it needs to do that effectively first before strategies for leveraging other buckets of funding are explored.

Tynesia Boyea-Robinson indicated that her frustration is not that the District does not have the resources, but that we are not using them well enough to serve our residents.

Sarah Oldmixon suggested including information regarding current level of administrative costs in the budget the next time this information is provided to the Board.

Closing Remarks: Curtis indicated that the budget report could be made available on regular bases and Allison closed the presentation by noting that she heard a lot of frustration from the Board members regarding the rolling budget and the anticipated spending cuts. However, it is important to start creating a picture based on the information available and move forward from there.

IV. Executive Director's Report

Based on the 1:1 discussions with WIC members, Allison provided an overview of the following keys areas WIC:

1. *Use LMI and job seekers data to develop policies and programs from both a strategic plan perspective and for shorter term initiatives.* The meeting packet included information on the District's Unemployment Population drawn from a variety of sources, the 2011 Makeup of the Local Economy by Industry Sector, the Career Clusters Ranked by Growth, Career Clusters information for 1) Architecture & Construction, 2) Business, Management & Administration, 3) Hospitality & Tourism and 4) Information Technology. The Board will likely be focus on the career clusters with associate degree or less.
2. *Facilitate a better understanding of labor market opportunities and business needs among providers and job seekers.*
3. *Develop One-Stop performance measures and a means for reporting against progress towards those measures.* A document titled, "Overseeing One Stops" created by the National Association of Workforce Boards (NAWB), with information regarding the One-Stop Centers' structure, was included in the packet for the board's review.
4. *Refine process for selecting eligible training providers. Develop a better system for monitoring and reporting on performance of providers for ITAs and WIA contract training.* The meeting packet included the current D.C. Eligible Training Provider (ETPL) application for the board's review.

Allison then asked the board if these four target areas represent the feedback they gave her about the work to be done over the next year. There was general agreement that these are the areas of focus for the WIC moving forward.

V. Chair's Report

The Chair talked about the need to develop WIC Policies and Procedures govern by the Board and better organize the work to be done. He went on discuss the following policies and procedures:

1. Approval of Conflict of Interest Disclosure and Recusal Policy

Mike Harreld reviewed the Conflict of Interest Disclosure and Recusal Policy in the meeting packet. There was no discussion.

Upon a motion made by Board Member Carl Rowan, seconded by Board Member Tony Cancelosi, and unanimously carried, the Conflict of Interest Disclosure and Recusal Policy was approved and adopted.

2. Approval of Designee Policy

Chair then reviewed the Designee Policy available in the meeting packet. There was no discussion.

Upon a motion made by Board Member Tony Cancelosi, seconded by Board Member Catherine Meloy, and unanimously carried, the Designee Policy was approved and adopted.

3. Approval of Executive Committee:

Finally, Mike asked the board to approve the formation of an Executive Committee, which would be charged with ensuring the work of the board moved forward in between meetings, formulating policies and procedures, and providing feedback to WIC staff as needed. Mike reviewed the proposed list of Executive Committee members available in the meeting packet. There was no discussion.

Upon a motion made by Board Member Tony Cancelosi seconded by Board Member Catherine Meloy, and unanimously carried, the Executive Committee was approved and adopted.

VI. Public Comments

No public comments.

VII. Closing Comments

Jos Williams commended the work of the DCFPI. He has been with the Board for 10 plus years and this is the first time he has seen this level of work.

VIII. Adjournment

The Chair adjourned the meeting at 11:15 AM. The next WIC Quarterly Board Meeting will be held on April 10, 2012.