



Louisiana Workforce Investment Council

2012 Annual Report

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WORKFORCE INVESTMENT COUNCIL MEMBERSHIP

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Jacqueline Beauchamp – General Business Community representative
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Julie Cherry - Organized Labor representative
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Mayor Hilda Curry – Mayor of New Iberia - City Government representative
Jason Dedon - Organized Labor representative
Janet Durden - Community Based Organizations representative
Curt Eysink - Executive Director of the Louisiana Workforce Commission
Art Favre - General Business Community representative
Brent Golleher – Energy representative
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Bobby Jindal – *The Governor*
James LeBlanc – Secretary of the Department of Public Safety and Corrections
Margaret McGarity - Executive Director of the Office of Elderly Affairs
Joe May, Ph.D. – President of the Louisiana Community and Technical College System
Michael “Mike” Mitternacht - Retail and Wholesale representative
Stephen Moret – Secretary of the Department of Economic Development
Keith Myers - General Business Community representative
Thomas Mitchiner O’Neal - Logistics and Transportation representative
Michael “Mike” Palamone - General Business Community representative
Jim Purcell, Ph. D. - Commissioner of Higher Education

Louis Reine - Organized Labor representative

Edward "Eddie" Rispono - General Business Community representative

Craig P. Roussel - General Business Community representative

Rep. Clay Schexnayder - Louisiana House of Representatives

Rep. Patricia Haynes Smith – Louisiana House of Representatives

Susan "Suzy" Sonnier – Secretary of the Department of Children and Family Services

Jorge Tarajano - Construction representative

Katrina "Trina" D. Thomas - General Business Community representative

James "Jim" Urdiales - Entertainment and Tourism representative

Charles A. "Buck" Vandersteen - Agriculture and Forestry sector representative

John White – Superintendent of Education

Ronald J. Williams – General Business Community representative

Councilman John F. Young, Jr. – Parish Government representative

Table of Contents

Introduction	5
Purpose	5
Goals	5
Strategic Plan	5
Accomplishments	6
Meetings	11
Committees	11
Agency Partners	13

Introduction

In 2008, the Louisiana Legislature, through Act 743, created the Louisiana Workforce Investment Council as the state workforce investment board. Federal law requires all states to establish state workforce investment boards to assist in the development of a State Plan that outlines a 5-year strategy for the statewide workforce investment system and to carry out other workforce development functions.

The Council comprises 41 members, who represent governmental agencies, educational entities, Louisiana's workforce, and a broad range of Louisiana's business and industry sectors. Council members serve in a voluntary capacity and their work is managed on a daily basis by the Director of the Council, housed in the Louisiana Workforce Commission (LWC). The Council statutorily resides within LWC.

Purpose

The Louisiana Workforce Investment Council (Council or WIC) serves to develop a strategic plan to coordinate and integrate a workforce development delivery system to assure efficiency and cooperation between public and private entities by advising the governor on the needs of Louisiana's employers and its workforce as well as being responsible for occupational forecasting used to drive programs and funding for job training.

Goals

Act 743 of the 2008 Louisiana Regular Legislative Session sets forth the goals of the Council as follows:

(1) Promote the development of a well-educated, highly skilled workforce in Louisiana through literacy, adult basic education, community education, apprenticeship, state-of-the-art occupational skills education and training and professional degree programs.

(2) Advocate for the development of an integrated workforce development delivery system that provides competitive quality services addressing the needs of businesses and workers in Louisiana.

(3) Develop strategies that will upgrade the skills of Louisiana's existing workforce and prepare new workers with the skills to succeed in a constantly changing economy.

(4) Ensure the equitable distribution of quality education, training, and employment services statewide, especially to distressed and rural areas and areas serving the economically disadvantaged citizens of this state.

Strategic Plan

The Council is required to develop, prepare, adopt, and submit to the governor a comprehensive strategic plan that establishes strategic goals, objectives, and measures that provide direction for the provision of services and coordination of resources by the state's workforce development delivery system. The plan shall establish benchmarks for each measure and provide recommended strategies for implementation by state agencies and private entities.

The WIC Strategic Plan was adopted by the Council in December 2009 and approved by the Governor in April 2010. The law requires an update to the Strategic Plan biennially.

In October 2012, the Council approved the update to their Strategic Plan. This 2012 plan was submitted to Governor Jindal for his review and approval as required by statute. Gov. Jindal approved the 2012 update to the Strategic Plan of the WIC in March 2013. (See attached 2012 Strategic Plan).

The 2012 Strategic Plan establishes six strategic goals with accompanying benchmarks and recommended implementation strategies. The goals are:

1. Increase the Labor Force Participation Rate
2. Implement a Comprehensive Accountability System for Workforce Development Results
3. Develop a Comprehensive System that Credibly Forecasts and Effectively Communicates Workforce Demand and Identifies Priority Workforce Education and Training Needs.
4. Increase the High School Graduation Rate
5. Increase the Educational Attainment of the State's Adult Population to the Southern Regional Education Board States' Average by 2025
6. Align Postsecondary Resources with Workforce Needs

On approval of the plan by the governor, each agency has to submit an annual action plan to the Council on how it intends to implement its workforce development programs in accordance with the strategic plan.

Each agency shall report to the Council at least once a year on its activities toward meeting the benchmarks established in the plan.

The Council shall provide an annual report to the governor on the state's progress and submit any recommendations for improvement.

Accomplishments

Throughout the year, the Council considered and approved various matters relative to the WIC Strategic Plan, Louisiana's Demand-Driven Workforce Investment Plan (State Plan) and workforce development. Some of the Council's most significant accomplishments include the following:

- **2020 Occupational Forecast**

In June 2012, the Council approved the long-term 2020 Occupational Forecast. The forecast includes information about the nature of work, training and education, earnings and job growth for hundreds of different occupations in the state. The forecast is an extrapolation of historical employment trends. It is approved and released biennially but revised on an annual basis to ensure that the forecast continues to provide reliable information about the long-term employment outlook in Louisiana.

The 2020 forecast shows Louisiana is projected to grow 13.6% from baseline employment in 2010 to 2020. The national projected growth is 14.3%. Louisiana employment in 2020 reaches 2,257,273. Baseline employment data was affected by a long period of unusual events, such as the historic declines due to the 2005 hurricanes and the national recession, which decreased employment in Louisiana by 2.5% from 2008 to 2010.

Top industries in total growth are: (1) food services and drinking places, (2) ambulatory health care services, (3) professional and technical services, (4) hospitals, (5) administrative and support services, (6) educational services, (7) specialty trade contractors, (8) social assistance, (9) general merchandise stores and (10) support activities.

Top occupational groups by growth are: (1) management, (2) business and financial operations, (3) computer and mathematical, (4) architecture and engineering, (5) life, physical and social science, (6) community and social services, (7) legal, (8) education, training and library, (9) arts, design, entertainment, sports and media, (10) healthcare practitioners and technical, (11) healthcare support, (12) protective service, (13) food preparation and serving, (14) building and grounds cleaning and maintenance, (15) personal care and service, (16) sales and related, (17) office and administrative support, (18) farming, fishing and forestry, (19) construction and extraction, (20) installation, maintenance and repair, (21) production and (22) transportation and material moving.

Graduate and professional degree top three occupations are: (1) physical therapists, (2) lawyers and (3) family and general practitioners. The bachelor degree top three occupations are: (1) medical and health services managers, (2) marketing managers, and (3) computer programmers. The top three occupations for high school degrees are: (1) security guards, (2) truck drivers, heavy and tractor trailer and (3) machinists. And the top three occupations for less than a high school education are: (1) service unit operators, oil, gas and mining, (2) nonfarm animal caretakers and (3) cooks, restaurant.

In developing an accurate long-term industry and occupational forecasts, statistical models that incorporate long term trends in the economy are used as well as information from Louisiana driver firms. A list of Louisiana Driver firms is a combination of 150 firms that have either top 100 direct employment or top 100 economic impact. The forecast, as an information system, is used to provide data on the changing pattern of occupations and to identify possible variations in skill requirements across broad occupational areas of the state's economy.

- **Louisiana's Demand Driven Workforce Investment State Plan, July 1, 2012 – June 30, 2017**

In June 2012, the Council approved the PY2012 State Integrated Workforce Plan for the Workforce Investment Act (WIA), the Wagner-Peyser (W-P) Act, and for the W-P Agricultural Outreach effective for the period of July 1, 2012, through June 30, 2017. The visions, goals, objectives and processes outlined in the state plan represent ongoing planning efforts that incorporate the Governor's vision for economic and workforce development and the strategies for increasing the capacity of Louisiana's workforce system.

The Governor's vision is to grow and strengthen Louisiana's workforce by ensuring its residents are properly prepared both for jobs and for the next step in their education.

In Louisiana, improving the competence of students as well as the preparedness of the workforce is especially challenging. A gap separates many of our residents from the demands of a modern workforce. Public schools have long underperformed, while job seekers and workers often lack the skills or training to perform the work employers need them to do to remain competitive. Improvements in education and workforce development have required restructuring agencies and enacting new laws

and policies across state government. This strategic approach to education and workforce development is taking place in five primary areas:

- The Louisiana Workforce Commission
- Early childhood and K-12 education
- Career and technical colleges and vocational training programs
- State colleges and universities
- The state's economic development arm, Louisiana Economic Development

Gov. Jindal initiated workforce development reforms through legislation in 2008, converting the Department of Labor to the Louisiana Workforce Commission among a host of significant changes. LWC in conjunction with the Council has been working continuously ever since to build a stronger demand-driven workforce system that more effectively helps workers by understanding and fulfilling the demands of employers.

- **Star Rating System for Ranking Occupations in the State**

In August 2012, the Council approved the Star Rating System. The system ranks jobs in the state based on four criteria: projected demand, projected percentage job growth, the number of advertised job openings in the past year and wages.

The stronger the demand and growth of a particular job and the higher the pay, the more stars it gets. The best occupations get five stars. Occupations that pay well but have few job openings and poor prospects for the future get fewer stars, just as those that may have many openings but pay poorly.

The approval of the Star Rating System by the Council led to the launch of [Louisiana Star Jobs](#), an online tool to help people explore careers and find the best jobs in Louisiana. The tool first ranks the best occupations in Louisiana according to salary, the number of openings and the prospects for each career, then filters the ranking to suit the individual job seeker based on specific occupation or career choices, educational background and income requirements. It then takes you straight to the job listings to apply, or links you to specific institutions in your area that offer the credentials needed to qualify for those jobs.

The Louisiana Workforce Commission worked with the Council and LSU's Division of Economic Development to build Louisiana Star Jobs. The mission was to create an application that enables and encourages people to find and fill the highest value jobs that match their interests, backgrounds and needs, statewide or by region of the state.

Shortly after the launch of Louisiana Star Jobs, the Council undertook a massive outreach program to inform Workforce Investment Boards, Secondary and Post-Secondary educators, Business and Industry associations as well as other stakeholders about the online tool.

Additional accomplishments of the Council are as follows:

- **2012 Workforce Investment Council Legislative Package**

In March 2012, the Council approved its legislative package. During the 2012 Legislative Session, House Bill 539 was filed at the suggestion of the Council. The purpose of the legislation was to: (1) remedy the conflict between the federal law and state law with regard to the selection process of the council chair, aligning state with federal law which provides the Governor selects the Chair; (2) amend the meeting schedule of the Council from six to four meetings a year, with the option to set

additional meetings as needed and (3) remedy the ambiguity in the law between the Council's Strategic Plan versus the federally required State Plan submitted to the U.S. Department of Labor.

In April, both houses passed the bill and the Governor signed the legislation into law (Act 21) in May with an effective date of August 1, 2012.

- **Workforce Investment Council Workforce Investment Boards Outreach Program**

In March 2012, the Council established a Workforce Investment Council (WIC) and Workforce Investment Boards (WIBs) Outreach Program. The goal of the WIC WIBs Outreach Program is to develop and cultivate working relationships with the WIBs to promote and advance the workforce development efforts in the state. During WIB meetings, Council members discuss the role of the Council and promote the alignment of education with workforce development.

- **Extension of State Plan for Adult Education (2012 – 2013)**

In March 2012, the Council approved the Louisiana Community and Technical College System Extension of the State Plan for Adult Education, WorkReady U, to receive federal adult education funds for FY 2012-2013. The approval included revisions to the procedures and process of funding eligible providers.

WorkReady U is a national model providing adult education, GED and career and technical education opportunities for adult students with a primary goal of moving under-educated and under-skilled Louisianans to gainful employment. The program establishes a comprehensive delivery system that expands the traditional role of adult education and GED testing by creating pathways for adult learners to succeed in postsecondary and workforce preparation efforts.

- **Industry-Based Certification (IBC) Applications**

In February and May 2012, the Council approved several IBCs. The Council is required to facilitate the development of an industry-based skills standards and certification system for occupations requiring less than a baccalaureate level of education and training. The Council approved the following IBCs:

- ***Safety and Pollution Prevention (SP2)***

- ***submitted by Caddo Parish Schools/Caddo Career & Technology Center***

- The program provides training in hazardous material and equipment safety procedures. EPA and OSHGA regulations require the Automotive Industry to train their employees in hazardous material and equipment safety procedures. Shops are required to have a training plan and implement it by training each employee yearly.

- The demand occupation associated with this IBC is Automotive Service Technicians.

T2 Certification

submitted by J. Schneider & Associates, LTD

The program provides training and certification for entry level personnel to the oil and gas industry and to anyone interested in production safety systems training and basic production operations.

The demand occupations associated with this IBC are: (1) production operator, (2) I & E tech, (3) regulatory agents, (4) production supervisor and (5) petroleum engineer.

ServSafe

submitted by Louisiana Restaurant Association

The program provides food safety training. It is designed to meet the most urgent food safety challenges in the food industry. In Louisiana, there are approximately 34,000 food service establishments. It is mandatory that the owner or a designated employee of each establishment hold a current food safety certificate from the Department of Health and Hospitals.

The demand occupations associated with this IBC are: (1) waiters and waitresses, (2) cooks, restaurants, (3) first line supervisors and (4) food service managers.

Pre-Professional Assessment and Certification – Fashion, Textiles, and Apparel

submitted by Caddo Parish Schools/Caddo Career & Technology Center

The program provides individuals with the knowledge and skills necessary to succeed in careers related to the fashion industry, specifically fashion, textiles and apparel. The attainment of this certification will ensure that the pre-professionals have achieved the competencies necessary to succeed in career opportunities in fashion, textiles and apparel.

The demand occupations associated with this IBC are: (1) seamstress: production assistant and (2) costumer, seamstress, repairers and alterations.

National Institute for Metalworking Skills – Metalworking Certifications
submitted by Tenaris on behalf of Jefferson Parish Public School System

The program trains and prepares individuals with the skills and fundamentals to work as machinists.

The demand occupations associated with this IBC are: (1) CNC machine operator/machinist, (2) machinist with post-secondary education and (3) machinist with experience.

- **2013 Louisiana Rehabilitation Services State Plan Update**

In May 2012, the Council approved the 2013 Louisiana Rehabilitation Services (LRS) State Plan Update for submittal to the U.S. Rehabilitation Services Administration.

In July 2010, LRS was transferred from Department of Children and Family Services. As a result of this interagency collaboration, LRS has: (1) assisted the Second Injury Trust Fund in placing 540 individuals with disabilities into successful employment at an average cost of \$2,250 per person.; (2) provided services under an Order of Selection to ensure that the first priority for VR services is given to the most significantly disabled; and (3) enhanced training opportunities for transition students through regional offices that maintain transition counselors to provide outreach and

collaborate with the Department of Education to ensure the successful linkage of students with disabilities to appropriate support service agencies. In FY 2011, 2,313 persons with disabilities were successfully employed after receiving vocational rehabilitation services. LRS estimates that it will serve 27,918 individuals during FY 2013.

Federal regulations require, as part of the Comprehensive System of Personnel Development, that all counselors obtain a Master's Degree in Rehabilitation Counseling or a closely related field. Eight counselors are currently working towards a Master's Degree in Rehabilitation Counseling and 2 graduated in FFY 2011.

- **2011-12 Labor Market One-Stop Grant and Plan and Budget**

In June 2012, the Council approved the 2011-12 Labor Market One-Stop Grant as well as the Plan and Budget. The grant provides policy and program guidance for the development, management, and delivery of Labor Market Information and Workforce Information (LMI-WI) core and special information services to state and local workforce investment boards (WIBs), One-Stop Career Centers, businesses, other employers, and the job-seeking public. States also must submit budget information, including the budget summary, budget categories, forecasted cash needs (by quarter), and other budget information, to the appropriate ETA regional office within 45 days of the beginning of PY 2012 (July 1, 2012).

- **Election of Vice Chair**

In August 2012, WIC elected Kathy Bobbs to serve as Vice Chair. Bobbs is the chief executive officer of Women's and Children's Hospital in Lafayette. She serves as the representative of Louisiana's medical services and biotechnology sector, as required by statute.

Meetings

The Council met on the following dates at the Louisiana State Police Training Academy, 7901 Independence Blvd., in Baton Rouge, LA:

- February 28, 2012
- March 20, 2012
- May 15, 2012
- June 26, 2012
- August 21, 2012
- October 16, 2012

The Council maintains active and up-to-date information on the LWC website (www.laworks.net). Meeting schedules and minutes are available on the website. The website also includes a list of members, reports and presentations as well as detailed industry and occupational forecasting information.

Committees

The following committees are under the Council's purview:

Occupational Forecasting Conference Committee - An important role of the WIC is directing the Occupational Forecasting Conference committee (OFC). The OFC is established to project job growth statewide and regionally for existing, new and emerging industries to support workforce development system planning. The OFC determines the official information that is critical in the planning and budgeting of the state's resources as they relate to workforce development.

The OFC committee presented and the WIC approved revised industry and occupational forecasts through 2020:

- The number of workers needed by various occupations
- The number of workers needed by all major industries
- Details by region
- Wage rates by occupation
- Education and license training requirements for all occupations
- Star rating system for all occupations

The OFC committee met on the following dates:

- March 20, 2012
- April 10, 2012
- May 15, 2012
- June 19, 2012

Executive Committee - An important role of this committee is to assist the full Council in handling business between meetings. This includes reviewing recommendations and legislatively required actions. The executive committee also handles routine business of the committee, sets the agenda for Council business, recommends accountability and performance measurements, promotes business outreach, focuses on strategic planning and assists with taskforces and ad hoc committees as needed.

The Executive committee met on the following dates for year 2012:

- January 13, 2012
- March 13, 2012
- May 8, 2012
- June 12, 2012
- August 14, 2012
- October 9, 2012

Industry-Based Certifications Committee – An important role of this committee is to assist the full Council in developing an industry-based skills standard and certification system for occupations requiring less than a baccalaureate level of education and training. In accordance with the State Plan, all agencies involved in workforce development participate on the committee, including the Department of Education, Louisiana Economic Development, Department of Public Safety and Corrections, Department of Children and Family Services, Louisiana Community and Technical College System, WIC and LWC.

Employers are increasingly hiring employees with certifications as many of today's occupations require workers with skill levels between a high school diploma and a bachelor's degree.

The Committee facilitates the development of an industry- based skill standards by: (1) endorsing the IBC "Focus List," (2) promoting and sharing information on Industry-Based Certification needs in the state, and (3) working with the Occupational Forecasting Conference.

By convening industry groups to voluntarily develop skill standards and certification procedures, the Committee facilitates the development of a certification system. As part of this function, the Committee serves as a quality assurance agent for the development process, informing industry groups of the content and procedural validity criteria required for the certification.

Recommendations for approval are made to the WIC after the Committee reviews the IBC application(s).

The IBC committee met on the following dates for year 2012:

- January 5, 2012
- May 1, 2012

Agency Partners

The Workforce Investment Council state agency partners are as follows:

- Louisiana Workforce Commission
- Workforce Investment Act (WIA) programs
- Department of Education
- Louisiana Community and Technical College System
- Louisiana Board of Regents
- Department of Public Safety and Corrections
- Department of Veterans' Affairs
- Department of Children and Family Services
- Department of Economic Development
- Local Workforce Investment Boards