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Bobby Jindal, Governor
Charles Moniotte, Chairman

Workforce Investment Council

Workforce Investment Council ***Executive Committee Meeting***

Tuesday, May 8, 2012

9:30 a.m.

Louisiana Workforce Commission
1001 North 23rd Street, Baton Rouge, LA

Members of the Executive Committee Present:

Charles Moniotte, Chair
Kathy Bobbs
Curt Eysink
Jerry Ryan, Designee for Dr. Joe May
Mike Mitternacht
Mike Palamone
Dr. Lisa Vosper, Designee for Dr. Jim Purcell
Louis Reine
Eddie Rispone
Jorge Tarajano
Charles Vandersteen
Supt. John White

Members of the Executive Committee Absent:

Art Favre
Jacqueline Beauchamp
Sec. Stephen Moret

Guests Present:

Suzanne Chambliss
Ann Chandler
Denise Emmons
Gayle Flowers
David Lefkowitz, DOE
Lucy LeJeune
Dawn Saucier, DOE
Paul Theriot, DOE
Billy Ward

I. Call to Order

Chairman Charles Moniotte called the meeting to order.

II. Comments from the Chair

Mr. Moniotte thanked members for coming an hour early. He discussed the disconnect between LCTCS and Board of Regents on policies brought up at the last WIC meeting and he asked Mr. Eysink to comment on this who stated that this disconnect has been bridged. The management boards are involved and the chief administrators are actively engaged.

III. Approval of Minutes

A copy of the March meeting minutes was provided to the members for their review and approval. Eddie Rispone made a motion to approve and Kathy Bobbs seconded. All were in favor and none were opposed.

IV. Overview of Responses to 2010-2020 Industry Projections

These projections were sent to the members for review. Mr. Moniotte stated that they have spoken to Oil and Gas, GBRIA and are waiting for a response from ABC. He asked that members touch base with their associations

to get their feedback on the projections. He feels that it is important to bring industry in to state that they agree with and support the projections.

V. Discussion of Strategy to Market 2020 Occupational Forecast

Mr. Eysink discussed the strategy to market the 2020 Occupational Forecast. The goal of the forecast is to empower individuals and systems to make decisions that will align them with the workforce needs of the state. Key audiences of the forecast are students, educators, job seekers, and employers.

Key questions that individuals have are what jobs or careers to pursue, what education or training is needed, where to get the training and where the jobs are. **Key questions that employers have** are what the availability of trained workers is, what the competitive wages for those skills are, and where to find qualified applicants. **Key questions for education and training systems** are which skill sets are in demand, how many workers are needed statewide and by region, and how to connect job seekers to jobs.

Tools available to individuals are labor market intelligence which includes the 2020 Occupational Forecast, gap analysis and the demand jobs rating system. There are also available individual assessments of interests, Workkeys, Softskills, and IBC's. Remediation training and instruction, career plans, industry and occupation-specific tutorials and user-specific online workflows are other available tools for individuals. **Tools for employers** include a database of credentialed jobseekers, statewide and regional wage data, facilitated recruitment, consulting, and employer-specific online workflows.

The main goal of the outreach strategy is to provide information and tools at the point of decisions, to make all audiences aware of the tools and information and to drive them to www.laworks.net. Communication channels that will be utilized will be the web for all audiences, public relations through the general media for general awareness and personal outreach by targeting key employers, systems and groups.

The message of the Workforce Investment Council will be to create an awareness of LWC, occupation tools, and services for employers, associations, WIBs, and management boards with the objective of boosting employers' use of the occupational forecast and other services. The Workforce Investment Boards will work to create a general awareness of regional demand occupations for regional employers, state partners, school boards, and college campuses to ensure that the workforce system meets employers' hiring needs.

Mr. Rispono discussed videos that the construction industry uses and would like to ask the WIC to get each of their industry associations to develop their career videos and suggested that teachers present these videos as well as the occupational forecast. He stated that the teachers need to understand where the jobs are and the relevance of what they are teaching and that this focus on career needs to begin in middle school. Career days should include an explanation of demand jobs, requirements and industry representatives. He feels that the guidance counselors and administration can't do it alone

Mr. White stated that he sees **career education** being run as a K12 function rather than being responsive to the entire societal function. Legislation that was just passed is a novel structure that allows dollars to flow outside of the K12 system to invite outside partners in to credential students irrespective of whether it is done by K12, higher education, or industry. He feels that we should continue to do the administrative work with guidance counselors. He is also interested in how we orient ourselves in a systematic way around workforce projections by developing workforce development programs that give families purchasing power in a career pathway. This should be coupled with better readiness information from the Explorer Plan or ACT program starting in 8th grade. Understanding and incorporating demand and how to get industry involved in providing the educational experiences are two areas of concern.

Mr. White stated that we need to shift from the idea that sector training has to take place in schools. Industry, higher education, online or other providers can provide training through virtual courses, dual enrollment courses, and industry-based courses. The provider sets a price point and any student can receive credit if BESE has certified that course. He sees Louisiana as having a very strong structure already in place with the Area of Concentration system, diploma track statewide, and the explorer plan in the 8th grade, There is also a college prep track. This is more than what New York or Illinois has where he has worked before. His concern is the lack of alignment. He stated that Louisiana is awash with corporate resources that are only marginally invested in K12.

Dr. Vosper added that Louisiana is probably one of few states that have the career options law where 6-8 career activities/days are mandated by law. Videos can be incorporated into this. She feels that E Pass is under-utilized

and that the missing link in aligning with Business and Industry can be resolved by using Work keys. It is the common language that measures the foundational level at which a student is trainable for a certain industry. Kathy Bobbs stated that the industry associations would like to be more involved and help this process. She would like to give them ideas for how to do so.

VI. Status of Workforce Investment Council and Workforce Investment Boards Outreach Program

Ms. Minor addressed the committee regarding the status of the WIBs outreach program. She stated that Mr. Moniotte wanted members to give any updates on the status of the efforts in the Outreach Program. Mr. Tarajano commented that he had made contact and was waiting on a return call. Ms. Bobbs stated that she has a conflict with the board meetings in her area since they meet on weekdays.

VII. Presentation of Accountability and Performance Measures Reports

Ms. Minor addressed the committee and stated that she didn't have anything new to report on the Accountability and Performance Measures reports. Mr. Moniotte thought that some members may have questions about the community and technical colleges' graduation rates and asked that Dr. Ryan be available to answer questions regarding those graduation rates. She stated that this was the same information that they have been provided with before.

Dr. Ryan stated that the Baton Rouge and Delgado graduation rates are low which have to do with demographics and remedial students but the numbers have gone up tremendously in the last five years. He stated that there is new leadership at both institutions. The cohort is first-time, full-time students which is less than half the students that attend a community college. This cohort is set by the Board of Regents and measures all four systems by same criteria.

Community colleges historically were access oriented trying to get people in schools to develop new skills. Now the focus is completion oriented. Community Colleges are graded by SACs which does not have a completion requirement. Technical institutions are among the highest performing in the country.

VIII. Consideration and Approval of Industry-Based Certification Applications

Paul Theriot addressed the committee and gave an overview of three (3) Industry-Based Certification Applications for the Executive Committee recommendation for the WIC approval:

- A. **Submitting Organization:** American Association of Family and Consumer Sciences
Presenter(s): Gayle Flowers, Director of Career, Adult, Alternative and Counseling /Caddo Parish
Also, Ann Chandler, Fashion Design Teacher and Dr. Suzanne Chambliss, Member of Executive Board for the International Alliance of Theatrical Stage Employees
IBC Title: Pre-Professional Assessment and Certification (Pre-Pac), Fashion, Textiles, and Apparel
- B. **Submitting Organization:** National Institute for Metalworking Skills
Presenter: Lucy Lejeune, Jefferson Parish CTE Coordinator
IBC Title: (NIMS) Metalworking Certifications
- C. **Submitting Organization:** Home Builders Institute
Presenter: Steve Kramer, Homebuilders' Association
IBC Title: Residential Construction Academy Certification

The Executive Committee recommended the Industry-Based Certification Applications for approval by the WIC except for the Homebuilders' Institute-Residential Construction Academy Certification. It was recommended that the Homebuilder's Institute make the changes that were recommended by the IBC regarding required testing and a description of the articulation to other programs and bring before the IBC committee again. Mr. Tarajano also requested that they include hourly wage data. Mr. Palamone suggested that copies of the application provided to the Executive Committee include changes requested by the IBC or should not be included on the agenda if the IBC recommended changes have not been made.

IX. Other Business

None

X. Public Comments

None

Meeting was adjourned