WORKFORCE INVESTMENT COUNCIL MEETING
Tuesday, October 28, 2014
Governor's Press Room, Louisiana State Capitol

I. Call to Order and Roll Call
Meeting called to order at 9:37 a.m. by Chairman, Charles Moniotte. Davis Helveston called roll and a quorum was present. Stesha Rampersad recorded the minutes.

b. Twenty-six members were present, meeting the required number of members present for quorum.

II. Comments from the Chair
a. The chair noted that many agencies are more aligned now than in the past.
b. There has been so much positive feedback toward the WIC that it has been asked to participate in the energy process.

III. Outreach Committee and Louisiana Workforce Education Initiative (LWEI)
a. Christel Slaughter shared a PowerPoint presentation.
b. She discussed how campaigns and marketing can alter perceptions. Thus, it is possible to alter the perception of community colleges, two-year degrees, and certificate programs as viable education and training pathways that lead to high demand, high wage jobs.
c. The data for the LWEI Campaign was gathered from meetings held across the state. They sought to understand why people think poorly of community colleges and/or associate degrees.
d. They are now developing a marketing plan.
e. Suggestions from the floor
i. Target faith-based organizations for information fairs and church-hosted seminars.
ii. Identify credible spokespersons.
iii. Market to school counselors and businesses regarding high demand, high wage career paths requiring two-year degrees.
iv. Encourage companies to offer workplace tours.
v. Leverage Workforce Investment Boards to reach youth in their regions.
vi. Compare two- and four-year degree career trajectories.
vii. Align JumpStart completion with scholarship eligibility.

IV. Jump Start Update
a. A handout was provided on IBC- and four-star, job-aligned pathways.
b. This list of approved pathways was developed by a review panel and revised by workforce and graduation boards.
c. They have worked with 12 JumpStart regional teams to approve three types of pathways:
i. Regional Pathways
ii. Statewide Pathways
iii. Integrated graduation Pathways
d. All students must earn an IBC by the time they graduate.
e. BESE has approved 33 graduation pathways.
f. BESE has approved a second round of grants for JumpStart that average $75,000 each. These are to help develop programs and to train core subject teachers, non-core subject teachers, counselors, and support student internships, peer mentors and worksite visits.

V. Workforce and Innovation for a Stronger Economy (WISE) Update
The WISE council recently voted to approve fund-use plans for each of the higher education systems.

VI. Consideration and approval of Industry-Based Certifications Council Recommendations
a. There is a group that would like to be added to the state IBC focus list.
b. Several IBC’s are recommended for approval by the IBC Council. One recommended for removal. IBC Council recommendations:
   i. Remove from the State IBC Focus List: Fashion Design for Costume in Film
   ii. Add to the State IBC Focus List: Adobe Certified Associate, Adobe Certified Expert, AVID Media Composer Certified User, AVID Media Composer Certified Professional, Certified Logistics Associate (Manufacturing Skill Standards Council), Certified Logistics Technician (Manufacturing Skill Standards Council), Global Logistics Associate (American Society of Transportation and Logistics), NCCER advanced levels for certifications already on list
c. WIC members were asked to explore with their organizations which jobs they would like to see added to the statewide IBC list.
d. Motion by Dr. Lisa Vosper to accept the additions, and seconded by Eddie Rispone. None opposed.
e. Action Item: David Helveston to send the revised IBC list to committee members.
f. Action Item: David Helveston to include the top five occupations and descriptions for each IBC on the list.

VII. Craft Steering Committee update
a. WIC members reviewed each subcommittee’s progress highlighting JumpStart implementation, expansion of Pell grants, and the use of funding for craft occupation programs from Rapid Response and WISE funds.

VIII. Other Business
a. At the next meeting Deidra Jackson will give a full report on what the Department of Education learned from their trip to Switzerland.
b. Dr. Lisa Vosper and the new Commissioner of Higher Education will be touring the state to visit with each college and university. Action Item: Please share your contacts for the colleges and universities with Dr. Vosper.
c. Next meeting: December 9th, 9:30 a.m., Governor’s Press Room, Louisiana State Capitol 4th Floor

IX. Public Comments
There were no public comments.

X. Adjournment