



STATE OF TENNESSEE
DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT
DIVISION OF WORKFORCE DEVELOPMENT
220 French Landing Drive
Nashville, TN 37243-1002
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State Workforce Development Board Meeting Minutes
Nashville, TN
Friday, December 4, 2009
9:00 am – 12:00 pm

Board Members Present:

J. M. Barnes
Kristee Bell
Craig Butler
Guy Derryberry
John Greeter
Wallace Grills
David Hayes
Ed Groves
John Majors
Deidre Malone
Iloff McMahan
Richard Montgomery
Mattie Moran
James Neeley
Brad Parish
Deborah Reed
Elaine Sanford
Yolanda Shields
Charles Story
Ellen Thornton
Sandra Woods

Staff Present:

Susan Cowden
Regina King
Randy Hankins
Joe Fults
Susie Bourque
Dan Holton
Will Hammond
Dan Holton

Pat Bleecker
Don Ingram
Tyrone Parker

Linda Sampson
Christy Montgomery
Sterling Van Der Spuy

Board Members Present by Proxy:

Gina Lodge (Andrea Cooper)
Gary Miller (Wallace Grills)
Kay Nixon (Wallace Grills)
Tim Webb (Ralph Barnett)

Board Members Absent:

Jerry Anderton
Andy Berke
Thelma Dunlap
Patricia James
James Kerley
Matthew Kisber
Kenny Smith

Welcome:

Chairman Wallace Grills called the meeting to order and welcomed everyone to the December 2009 meeting.

Introduction of New Members:

The Governor has appointed the following three (3) members to the State Workforce Development Board:

David Hayes
Kristee Bell
Elaine Sanford

Roll Call:

Linda Sampson conducted the roll call and established the presence of a quorum. Ms. Sampson notified the board members that the Conflict of Interest, Acknowledgement/Disclosure, and Code of Ethics forms were on site for review and updates.

Approval of Minutes:

Iloff McMahan made the motion to approve the May 15, 2009 full board meeting minutes and the September 24, 2009 executive committee meeting minutes and Ed Groves seconded the motion.
Motion Passed.

Opening Remarks:

Commissioner James Neeley welcomed everyone to the meeting and expressed his appreciation of the good attendance. He stated that Tennessee's economy is showing signs of gradual improvement. He thanked the committee chairmen and the staff for all their work.

Jobs for America's Graduates National Leadership Award:

Betsy Houston, Executive Director of Career & Workforce Services, recognized Commissioner James Neeley for the tremendous impact he has made on the JTG Program and youth in the State of Tennessee. Ms. Houston presented the Government Leadership Award to Commissioner Neeley and stated that JTG has expanded to a total of 51 high schools due to the generous funding from the TN Department of Labor under the leadership of Commissioner Neeley.

Third Annual Jim Alford Award:

Phillips Luminaries North America is the winner of the Jim Alford Award for Excellence in Training for the Incumbent Worker Training program year 2008 & 2009. They are located in White County, 3300 McMinnville Highway Sparta, TN and LWIA 7 Upper Cumberland Human Resources Agency administered the grant.

Workforce Development Updates:

Administrator Susan Cowden presented each board member with a copy of “Tennessee Careers, Career Clusters Guide.”

Administrator Susan Cowden provided information on accomplishments and updates in several areas. She explained that unemployment is expected to remain high for the foreseeable future but hopefully will improve. She listed some optimism around the following new projects in Tennessee:

- Volkswagen in Chattanooga
- Hemlock Semiconductors in Clarksville
- Wacker Chemi in Cleveland
- Stimulus funding should create jobs in construction, energy and most employment sectors.

Administrator Cowden listed the progress made on the 2009 goals:

1. As of 12/03/09 a total of 23,071 Career Readiness Certificates have been issued.
2. Expenditures have increased across the board and enrollments have doubled, impacting 20,000 additional adults and 12,000 youth.
3. Annual report reflects measures met and we expect an incentive award.
4. Training was provided to local directors on board orientation and TN was noted nationally as best practice for both state and local boards.
5. The Planning Process was converted to Baldrige.
6. This year’s planning cycle will define industry targets by LWIAs.
7. This years’ planning cycle will define economic regions.
8. Training opportunities have expanded to small businesses resulting in employer grant modifications.
9. Query in ECMATS and Apprenticeships have added 900 new workers to the energy and construction industry.
10. Improvement noted in Literacy and numeracy for Youth has reached 33%, which exceed goal of 25%.
11. Job Planning and Performance Evaluations have positioned the division for positive change.
12. In response to changes driven by the economic crisis, implementation of ARRA programs, best practices and emphasis on energy.
13. Improvement in Veteran’s preference will be part of Planning.

Administrator Cowden stated that the following have impacting the State:

- Restructuring of LWIA 13 to improve administration and overall state performance
- Developing State Energy Sector Partnership and Training Grant
- Serving over 10% of the working community in Tennessee in the TN Career Centers
- A return on investment, for every dollar invested, 2 dollars flow into the economy

Administrator Cowden stated that the vision of the Summer Youth Program was “to invest ARRA funds immediately into the lives of Tennessee Youth to improve and enhance the career opportunities and the local, state and national economies”.

- Commissioner Neeley and Susan Cowden, Administrator of Workforce Development, allocated 100% of the \$25.099,116 million ARRA youth funds to the local areas to be able to have the most efficient positive effect on the economy.
- By infiltrating Tennessee’s economy with 100% ARRA funds through the 13 local areas across Tennessee would have one sole provider of Summer Youth service.

Hi-lites from Tennessee’s ARRA Summer Youth Program:

- Exceeded goal of 12,000 youth enrolled
- 14% of participants who participated in program were offered employment
- 1/5 of the region’s 8 states summer youth population came from Tennessee
- Successfully implements immediate update to TDLWD data tracking system (ecmats) to track summer youth

Commercial Appeal, Summer Youth Employment Program:

Director of Human Resources with CA Media provided a power point presentation on their Summer Youth Program in Memphis funded by the American Recovery and Reinvestment Act of 2009 (ARRA). The Commercial Appeal Summer Youth Employment Program provided youth with exposure to a professional work environment, positive role models, and the daily operations of a historical pillar of the Memphis corporate community that would otherwise have unobtainable for many of the students.

FirstBank, Summer Youth Employment Program:

Board member Craig Butler introduced three (3) FirstBank employees who administered their Summer Youth Program Model for 2009. They explained the Assessment/Process as follows:

How many times has a Federal/State/private/school/county program worked where it was a win/win for all? It was a simple process:

- Partnered with a region in West TN
- FirstBank gave the state prescreen requirements
- Local office gave FirstBank names and set up interviews
- Human Resources interviewed the youth
- Human Resources matched youth to mentors (mgrs/supervisors)
- Letters and invites were sent to youth for an orientation

A total of fifteen (15) youth were selected to participate in eight (8) bank locations.

Advantages for FirstBank were listed as:

- Community Involvement: Mentoring local youth for tomorrow’s future needs.

- Special Projects: Provides managers additional human resources to tackle special projects that they want or need to get completed.
- Vacation Season Staffing Relief: Allow branches the additional human resources to continue to the FirstBank experience during the heavy vacation time for FirstBank associates.
- Ayers Asset Scholars (5 total): Attract Ayer's Scholars to help provide them summer work, while not attending school and to accelerate their interest in FirstBank as an employer of choice.
- Diversity and Succession: These students reflect the diversity in our communities and workforce that we want in our workplace. We seek to entice and support diversity, including youth to our banking environment.
- Setting a standard: Being one for the first large private employer's participating in the program to set a standard or benchmark for private and government partnerships. These programs are key to economic recovery as well as secession planning for an Impending Crisis.
- Associate Satisfaction: Our leaders are motivated to mentor and set an example of individual performance and teamwork spirit. To be an example, sets the state for higher efforts and outcomes.
- Future Business & Referrals for products/services.
- Recruitment of youth local talent for seasonal help and/or positions as needed.

Advantages for youth were listed as:

- Engagement: Goal was to engage youth in local businesses
- Desire to work: Encourage work ethic
- Job Shadowing: Encourage skills and training
- Career Exploration: Allow youth to see jobs and to research careers of interest to them
- Experience: Gain experience for future jobs
- Value: Contribute to their families by earning money

Based on the positive results from the Mentor and Participant surveys the presenters stated that they would like to participate in a similar program in 2010 and take it statewide in all of their banks. They expressed appreciation for the opportunity to be a part of a very successful pilot.

Committee Reports:

Operations Committee

Operations Committee Chairman John Greeter reported that the committee meeting was well attended but he would like to see more members attend the meetings. They discussed the State Energy Partnership grant application and hope to receive information about how much TN will receive after the first of 2010. He complimented the staff for a job well done with the successful summer youth program and expressed hope that we can do something like it again next year. The committee members discussed the Jim Alford Award and statewide contracts. He gave an update on the National Career Readiness Certificates and reported that over 23,000 have been issued.

Strategic Planning

Strategic Planning Committee Chairman J. M. Barnes reported that during the 2009 planning process the Local Workforce Investment Areas were challenged to meet the State Workforce Development Boards' key guiding principle of alignment and integration. The collaborative process was shown to be successful in aligning the local programs with national strategic objectives, the priorities of the State Workforce Development Board, and the strategic vision of the Department of Labor and Workforce Development (TDLWD). The planning process for 2010 will continue to streamline collaboration between all partners.

The current State plan is set to end on June 30, 2010. The reauthorization of the Workforce Investment Act may bring changes to the content of the State Plan which can not be predetermined. In anticipation of any changes the current system may take, the 2010 planning process for the Local Workforce Investment Areas has been simplified.

At this point, the local plans meet the Baldrige criteria since the 2009 local plans were submitted in this format. The 2010 local plans will include updates to verbiage, submitted in the existing format.

We will utilize a three phase timeline to ensure the plans are submitted in a timely manner as well as enable each local area to utilize strategic planning with their partners. Submissions in the previous years have included the assurance that certain items listed on the Compliance Checklist are made available for the Program Accountability Review team. This year all items on the Compliance Checklist will require submission of a hard copy. Items will be requested at varying intervals in order to limit volume being received.

In addition, a complete Memorandum of Understanding will be required for the completion of an acceptable plan.

The Planning Committee will meet March 25-26, 2010.

Policy

Vice-chairman Guy Derryberry reported on the Policy Committee. The AFL-CIO representatives presented information on their Technical Assistance Program. The committee reviewed the 10 waivers submitted to USDOL and provided a list of waivers. He expressed appreciation for those who negotiated the waivers. The Method of Administration was discussed.

Continuous Improvement

Chairman Iliff McMahan reported on the Continuous Improvement Committee meeting. They discussed the WIA Annual Report for 2008:

- Has Narrative and Statistical Segments
- Submitted to ETA October 1, 2009

- Available in DolceVita and at ETA's Website
- Common Measure Performance Exceeds Negotiated Levels
- Narrative Focuses on Recovery Act and Energy Sector

WIA Customer Satisfaction Survey: 3rd Round:

- Employer Survey and Client Survey: 3rd Round
- Board Directed Staff and University of Memphis to Develop Surveys
- We are in the 3rd Round of the New Survey Instruments
- Will be Distributed to full Board and Local Areas

Performance Updates:

- Federal 1512 Reporting Requirements
- Data Element Validation Beginning this Month
- Comprehensive Date Training in Memphis
- Training Focuses on Performance and eCMATS
- Monitoring Manual Approved by Finance and Administration

Volkswagen Update:

Board Member Mattie Moran gave an update on the activity surrounding Volkswagen in Chattanooga. The TN Project Team consisted of representatives from the Chamber of Commerce, the Career Center, Chattanooga State and the TN Dept. of Labor. They met on a regular basis bi-weekly with Volkswagen to discuss such things as job fairs, planning, recruitment, training opportunities and the application intake process. She explained the hiring process and expected dates of employment.

Closing Remarks:

With no further business to come before the Board, the meeting was adjourned. Chairman Grills thanked everyone for attending and encouraged all members to attend the 2010 meetings.

Future Dates:

March 18 & 19, 2010

March 25 & 26, 2010 (Planning Committee) All board members encouraged to attend.

May 20 & 21, 2010

September 16 & 17, 2010 (Executive Committee) Location TBA

December 16 & 17, 2010

Linda Sampson
WIA Board Coordinator

Susie Bourque
Asst. Administrator