

**REGIONAL WORKFORCE INVESTMENT BOARD  
CHIEF ELECTED OFFICIALS  
YOUTH ADVISORY COUNCIL  
Western Iowa Tech Community College – Sioux City, IA  
Minutes – January 27, 2011**

RWIB Members Present: Cathie Bishop, Jeff Simonsen, Judy Peterson, Dr. Thomas Padgett, Dr. Robert Rasmus, John Hamm, Bridget Hoefling, Dr. LuAnn Haase, Marcia Rosacker Janet Hansen, James O'Donnell, Rita Frahm

CEO Members Present: Craig Anderson, John Fitch, Jeff Simonsen, Tim Jessen, Jackie Smith

RWIB Members Absent: Neal Adler, Tom Zeman

CEO Members Absent: Bob Paulsrud

CSP Members Present: Diane Neri-IWD, Doug Keast-IWD, Dean Williams-Goodwill

Staff Present: Dr. Julie Stoik-JTP, Shawn Fick-JTP, Lori Knight-JTP, Jo Fokken-JTP,

YAC Members Present: Jamie Upton-Job Corps, Sandy Nation-Woodbury Co., Jennifer Harvey-City Hall, Bill Cullenward-IVRS, Dean Williams-Goodwill, Dr. LuAnn Haase-Education Service Center, Diane Neri-IWD, Jo Fokken-JTP

**Special Recognition of Doug Walsh and Charlie Brown-Outgoing CEO members**

Jeff Simonsen presented Doug Walsh with a paper weight. Jeff Simonsen thanked Doug Walsh for all his hard work and service on the CEO Board for 12 years. Doug Walsh stated he was appreciative to the people of Region 12. Doug stated that business, labor, and education board members working together was a very special experience and he also thanked everyone. Julie Stoik stated Charlie Brown will also be given a paper weight for his service to the board.

**Introductions were made from the Youth Advisory Council (YAC), RWIB and CEO's.**

**4:00 P.M. Youth Advisory Council members met with RWIB/CEO Boards**

- **Co-Location Update-Diane Neri**

Diane Neri stated Iowa Workforce Development (IWD) had issued a notice of Request for Proposal (RFP) for a 26,000 square foot building area to house IWD and partners. Five proposals were submitted. A letter of intent to negotiate was given to John Gleeson with Klinger Properties for the TJ Max area in the Mayfair Mall. The negotiations were done by State of Iowa and Iowa Workforce Development. By early January there was not a lease that could be negotiated because the price was more than what could actually be paid. Another letter was sent to rescind the letter to negotiate. The partners recalculated the space needed than a new RFP for only about 17,000 square feet will be issued, stated Diane Neri. Jackie Smith asked about how long the process is. Diane Neri stated the original time frame was supposed to be about 4 months but the process had been extended out longer. Julie Stoik stated that when the rent came in there was no way JTP could pay it. Bridget Hoefling asked what buildings they were looking at with the 17,000 square footage. Diane Neri stated they don't have any because when the RFP is issued again the architects well need to come forward with the locations. Julie Stoik stated they will keep the boards apprised on the RFP which should take 4 to 6 months.

- Discussion of Youth Workshops-How to Get a Job in a Tough Economy-The 6 Steps to a Successful Career

Julie Stoik stated Jo Fokken is looking at ways to better serve the youth through her program but also through the integration of youth services as we integrate into Iowa Workforce Development. Jo Fokken stated Diane Neri and herself were able to sit in part of the training for the John Morrell Transition Center. The training included a curriculum developed by Susan McGraw to specifically address the challenges of job seekers. The curriculum is called the 6 steps to a Successful Career Transition which are: 1) Have a Positive Attitude, 2) Develop a Career Plan, 3) Research Job & Career Trends, 4) Create a Great Resume, 5) Conduct a Job Search, 6) Interview Effectively. This curriculum is more skill orientated and helps people to identify the skills that are required so they are comfortable selling themselves. Susan McGraw is working on developing a curriculum for youth who don't have much work experience. Instead of 6 steps there are 7 steps for the youth. The additional 7th and last step is "Be a Great Employee & Keep the Job".

The Burlington region uses a tool called the "A Game" which Jo Fokken showed to the Youth Advisory Council (YAC). The "A Game" has to do with Work Readiness Skills. The "A Game" refers to Attitude, Attendance, Appearance, Ambition, Accountability, Acceptance, and Appreciation. It can be taught with classroom instruction or it could be an online platform for instruction. There is a test to be taken online by everyone with actual certification for the "A Game" but a person does not earn the certification until they get 100%. They can retake the test as many times with tutorial help on which questions they missed, stated Jo Fokken. Dr. LuAnn Haase stated it looks like a wonderful curriculum and she is going to check into it because students need the foundation. Jo Fokken stated it is a program that is geared towards 14 to 22 year olds and she wants to start using it for the JTP youth. The website is [www.theagame.com](http://www.theagame.com). Julie Stoik stated they wanted to bring the information to the boards because JTP has Incentive Funds that were earned by the Youth Program and as we look at transferring funds at the March meeting there may be a purchase for this curriculum. JTP did get the 6 Steps to Successful Career Transition curriculum and will be using it at the John Morrell Transition Center, stated Julie Stoik.

- Discussion of Program Year 2009 Performance Measures

Julie Stoik reviewed the Performance Measures for the Adult, Dislocated Worker, and Youth programs on Attachment F. Julie stated there were some data integrity issues because of the change of software. Attachment F shows the actual Performance Measures back to Program Year 2001. There are three common Performance Measures shown in green for the Adult and the Dislocated Worker programs; Entered Employment Rate, Employment Retention Rate and Average Earnings for 6 months. The ones in green are the ones used to award Incentive Funds and are measured by most of the states. If the state proposed rates were met they are also shown in green. JTP made all the Performance Measures for the Adult and Dislocated Worker programs. The Older Youth has two performance measures in green to make which are Entered Employment Rate and Employment Retention Rate. For Entered Employment Rate, JTP negotiated 86% but the system said JTP was at 66.7%. According to the JTP records the Entered Employment Rate was met. One JTP student was not listed as being employed in the I-Works system. Since that would not change the incentive for JTP, it was not changed on this sheet. IWD will be working hard so that the data in the new I-Works system reflects the actual employment of the JTP youth. The Retention Rate was negotiated at 89% and it was met with 100%. JTP did meet the Performance Measures in the Older Youth. However, JTP missed the Diploma Attainment Rate by one student in the Younger Youth. JTP did meet the Younger Youth Retention Rate with 88.90%. The youth are a difficult group to keep track of and to measure. There were only four regions that met all their Youth Performance Measures so the regions have asked the State for assistance, stated Julie Stoik. Jim O'Donnell asked what happens if you don't meet the State Proposals. Julie Stoik stated JTP is incentivized to meet the Performance Measures. When the Workforce Investment funds come from the Federal government, the State holds back money for incentive funds to incentivize the regions to meet their Performance Measures. Last year, JTP earned over \$71,000 for meeting all the Performance

Measures and this year JTP will earn over \$41,000. The funds are used to serve additional participants and gives flexibility in the programs, stated Julie Stoik.

Doug Keast stated the State is going to be renegotiating Performance Measures with the Department of Labor. Through this process the State would like to have a team to represent each board to look at what is going on in the Regions. Things are changing on how they look at the Performance Measures because of the co-enrolling of everyone that comes into the Workforce Centers. The two issues the state will be renegotiating with the feds are the effects of integration and the economy. The State will complete the negotiation with the Department of Labor by the end of March, stated Doug Keast. Jeff Simonsen asked if some of the Performance Measures would go down because of the economy. Doug Keast stated hopefully, yes because there is not as many jobs. Jackie Smith asked how often do we renegotiate. Doug Keast stated we can renegotiate each year. The last couple years since the Workforce Investment Act was not reauthorized they just rolled over the Performance Measures which was good because the Performance Measures kept going up each year, stated Julie Stoik. Doug Keast stated that would be the case this year, too but don't want the measures to be as high as last year.

Tim Jessen asked about the numbers of how many youth are being served. Julie Stoik stated you can look at bottom of Attachment F to see total enrollments over the years. Jo Fokken usually serves around 40 youth but as the funding varies JTP adjusts how many youth can be served, stated Julie Stoik.

**I. RWIB Call to Order & Roll Call — Cathie Bishop, Chair**

Cathie Bishop, Chair called the meeting to order for the RWIB at 4:55pm.

**CEO Call to Order & Roll Call — Jeff Simonsen, Vice Chair**

Jeff Simonsen, Vice Chair called the meeting to order for the CEO's at 4:56pm.

**II. Approval of Agenda – RWIB – Cathie Bishop**

**Approval of Agenda – CEO – Jeff Simonsen**

Cathie Bishop asked for a motion to approve the amended joint RWIB/CEO agenda for January 27, 2011 to include the October 12, 2010 CEO Teleconference Minutes in section three and Doug Keast's State Report to follow after the RWIB Chair Report; Marcia Rosacker made the motion to approve the amended agenda; Janet Hansen seconded the motion; **the motion was carried.**

Jeff Simonsen asked for a motion to approve the amended joint RWIB/CEO agenda for January 27, 2011 to include the October 12, 2010 CEO Teleconference Minutes in section three and Doug Keast's State Report to follow after the RWIB Chair Report; Jackie Smith made the motion to approve the amended agenda; Craig Anderson seconded the motion; **the motion was carried.**

**III. Approval of November 18, 2010 Minutes – RWIB – Cathie Bishop – Attachment "A"**

Dr. Robert Rasmus made the motion to accept the November 18, 2010 RWIB Minutes – Attachment A; Dr. Thomas Padgett seconded the motion; **the motion was carried.**

**Approval of September 30, 2010 Minutes – CEO – Jeff Simonsen – Attachment "B"**

Craig Anderson made the motion to accept the September 30, 2010 joint RWIB/CEO Minutes – Attachment B; Tim Jessen seconded the motion; **the motion was carried.**

**Approval of December 1, 2010 Teleconference Minutes – CEO – Jeff Simonsen – Attachment "C"**

Craig Anderson made the motion to accept the December 1, 2010 CEO Teleconference Minutes–Attachment C; Jeff Simonsen seconded the motion; **the motion was carried.**

## **Approval of October 12, 2010 Teleconference Minutes – CEO – Jeff Simonsen – Carry-In**

Craig Anderson made the motion to accept the October 12, 2010 CEO Teleconference Minutes – Carry-In; Jeff Simonsen seconded the motion; **the motion was carried.**

### **IV. New Business**

- Approval of PY09 WIA Incentive Funds

- Budget Modification Page – RWIB – Cathie Bishop & CEO – Jeff Simonsen – **Attachment “D”**

Julie Stoik reviewed Attachment D which is a modification showing all the funding in the programs and Performance Measures for Program Year 2010.

Cathie Bishop asked for a motion to approve the PY 2010 Budget Modification Page – Attachment D; Dr. LuAnn Haase made the motion to approve the PY 2010 Budget Modification Page; John Hamm seconded the motion; **the motion was carried.**

Jeff Simonsen asked for a motion to approve the PY 2010 Budget Modification Page – Attachment D; Craig Anderson made the motion to approve the PY 2010 Budget Modification Page – Attachment D; Jackie Smith seconded the motion; **the motion was carried.**

- Customer Service Plan Modification – RWIB – Cathie Bishop & CEO – Jeff Simonsen – **Attachment “E”**

Cathie Bishop asked for a motion to approve the Customer Service Plan Modification Transmittal Form for the PY09 WIA Incentive Funds of \$46,766 to be placed in Administration – Attachment E; Dr. LuAnn Haase made the motion to approve the Incentive Funds being placed into Administration; Judy Peterson seconded the motion; **the motion was carried.**

Jeff Simonsen asked for a motion to approve the Customer Service Plan Modification Transmittal Form for the PY09 WIA Incentive Funds of \$46,766 to be placed in Administration – Attachment E; Craig Anderson made the motion to approve the Incentive Funds being placed into Administration; Jackie Smith seconded the motion; **the motion was carried.**

- Approval of Program Year 2009 Performance Measures – RWIB – Cathie Bishop & CEO – Jeff Simonsen – **Attachment “F”**

Cathie Bishop asked for a motion to approve the Program Year 2009 Performance Measures – Attachment F; Dr. Robert Rasmus made the motion to approve the Performance Measures; Marcia Rosacker seconded the motion; **the motion was carried.**

Jeff Simonsen asked for a motion to approve the Program Year 2009 Performance Measures – Attachment F; Craig Anderson made the motion to approve the Performance Measures; Tim Jessen seconded the motion; **the motion was carried.**

### **V. Old Business**

- Update on the John Morrell National Emergency Grant – Shawn Fick

Shawn Fick gave an update on the John Morrell National Emergency Grant. To date, Job Training Partners has held more than 82 informational meetings for more than 612 former employees. There have been more than 140 “I Have a Plan Iowa” workshops which is the assessment of aptitudes and attitudes to give an idea of what people are looking to do long term. There were 455 language assessments (CASAS) to determine language skills. There are 82 former employees enrolled in GED classes along with 357 in ESL/ELL courses. JTP currently has 507 total participants/enrollees in the John Morrell National Emergency Grant. In order to successfully support these dislocated workers, JTP contacted educational partners. Some of the resources provided by education partners are Rosetta Stone for language skills, Worldwide Interactive Network (WIN) for the National Career Readiness Certificate (NCRC), and PLATO for math and English skills. This fall JTP began using “Integrating Basic Education into Skills Training” (IBEST) to transition workers into career

training opportunities. The IBEST program allows students to take pre-courses to learn the necessary English terminology and math to be successful in training. Pre-classes have been offered in health, CDL, industrial technology and welding is being prepared for the spring semester, stated Shawn Fick.

Shawn Fick stated in late November/early December Doug Keast and John Carr came and did a State Monitoring for the John Morrell grant for eight days. The final monitoring report that was submitted to the Department of Labor in Chicago was over 600 pages. Once the report is officially accepted JTP will be able to share the findings. Shawn Fick told a success story on a former John Morrell employee who attended CDL training, completed his GED and found employment. Jackie Smith stated the success story would be a nice feature story for the paper.

James O'Donnell asked if John Morrell or the union ever check on the dislocated workers. Shawn Fick stated John Morrell is gone but the local union has some contact and is working through IWD. One of the former HR assistant directors from John Morrell is on the JTP staff, stated Shawn Fick. Diane Neri stated IWD has Warren Baker working with outreach and there is also two former John Morrell employees working at the Morrell Transition Center.

Bridget Hoefling asked when the money runs out. The grant is set for two years so JTP will have until March 31 of 2012 and if still have available funds left could ask for an extension to March 31, 2013, stated Shawn Fick. Julie Stoik stated when the John Morrell plant closed there were 1,450 people let go. Of those, 1,000 applied for unemployment insurance and through the grant 800 of those will be served. There are currently fewer than one hundred people being served that are at the lower skills level. These people are still doing ESL but also they are now going through workshops to try to get them either on the job training or employed. The others are progressing very well and are going through pre-training classes. Then they will transition into training and will be eligible for training extensions of their unemployment insurance. Some people could have unemployment extensions until December of 2011. Job Training Partners has some women who are interested in two year programs and have working spouses so they will continue their training after their unemployment runs out. The John Morrell group wants to stay here and they are working hard to do that, stated Julie Stoik.

Doug Keast stated going through the monitoring process there are many success stories. However, since it was not the usual service that JTP was use to providing, adjustments had to be made. It is a success story for the community on what is being accomplished by Job Training Partners, Morrell Transition Center and Iowa Workforce Development, stated Doug Keast. Julie Stoik stated a key part has been WITCC because the college expanded their GED program and English Language Learners classes along with the training capacity for those programs. The pre-training classes were created by the instructors within the Community College system. It has been a great partnership with the Workforce and Education systems, stated Julie Stoik.

Julie Stoik stated the next RWIB meeting on March 24 will be held at the Morrell Transition Center so the RWIB can see the facility. The next November meeting will be at the Mental Health Center in Cherokee. Jeff Simonsen asked if the Morrell Transition Center will be open till March of 2012. Julie Stoik stated that is the goal as long as it is being used. The classes are full at the Morrell Transition Center with the two lower level ESL classes and workshops being held there. John Fitch asked if there were other Dislocated Workers from the fall out of John Morrell. Shawn Fick stated yes and the other companies affected which were included in the NEG are Bekins, United Vending, High Tech Electric and Mossberg Sanitation. If there are others laid off, JTP can serve them through the WIA Dislocated Worker program, stated Julie Stoik.

## **VI. WIA Director Report – Dr. Julie Stoik – Carry In**

Julie Stoik stated each RWIB member received an Iowa's Workforce and the Economy booklet for 2010. This has some good labor market information. Julie Stoik asked the RWIB members to bring the booklet back to the March 24 meeting. Julie Stoik has asked for a PowerPoint presentation and for regional data to be put in the presentation to be discussed in March.

## VII. IWD Regional Manager Report – Diane Neri – Attachment “H”

Diane Neri stated IWD has a new director, Teresa Wahlert. Diane Neri has not met her yet. Diane Neri stated Teresa Wahlert has done tremendous work in her life and has some big shoes to fill when Elisabeth Buck left. Teresa Wahlert worked within the telephone company system through Northwestern Bell. She was President of the Greater Des Moines Partnership and was part of MidAmerican Energy. Teresa Wahlert retired in 2008 and came out of her retirement to take the IWD director’s position.

## VIII. RWIB Chair Report – Cathie Bishop

- Final Financial Monitoring Report for Fall 2010 – Attachment “G”

Cathie Bishop stated the RWIB received some information on the monitoring report at the last meeting. There were a couple of participant files that needed a little work. All three items have been handled now, stated Cathie Bishop. Julie Stoik stated JTP is monitored twice for fiscal records and twice for case management records with the final reports being brought to the RWIB and CEO’s.

- State Report – Doug Keast

Doug Keast passed out a survey from the State Board to the RWIB and CEO members. Doug Keast asked the members to take a few minutes and complete the survey and he will take the surveys back to the State. Doug Keast stated if there is anything the State can do to support the board members in their roles on the boards hopefully, it can be identified in this survey.

Julie Stoik stated the State contracted to do board training a couple years ago and she still uses the booklet because it is a nice tool. The new board members will find some of the material from the previous training in their binders. It basically gives the roles and responsibilities of RWIB members and CEO’s, stated Julie Stoik.

## IX. Report from Individual RWIB/CEO on Local Issues

Cathie Bishop passed around information on a Wind and Solar Energy Conference coming up on March 2 at the LeMars Convention Center. Information was passed around on the Midstates Community and Economic Development Conference called the Power of Partnerships on March 30. These are some examples of how partnerships have helped create opportunities in economic development which turns into jobs, stated Cathie Bishop. Janet Hansen stated there has been a threat of decreasing beds and laying off hundreds at the Mental Health Institute in Cherokee. Janet Hansen said the last year has been very stressful. People have been reassured by programs like Job Training Partners to help the people when they are laid off, stated Janet Hansen. Julie Stoik stated Community Colleges had 6 million dollars of cuts and WITCC lost 7 positions. The economy has created a lot of issues for states, counties and communities and we will need to continue to serve the people the best we can, stated Cathie Bishop. Marcia Rosacker stated that Well’s is starting their ramp up earlier this year for temporary employees. Last year Well’s hired almost 400 temporary employees. This year Well’s has hired 30 fulltime employees with the rest being temporary. WITCC has been very helpful in hosting Job Fairs for Well’s, stated Marcia Rosacker.

## X. Adjournment

Cathie Bishop asked for a motion to adjourn; Dr. Thomas Padgett made the motion to adjourn; Janet Hansen seconded the motion; **the motion was carried.** The meeting was adjourned at 5:45pm.

Jeff Simonsen adjourned the meeting at 5:45pm.

## XI. 5:00 P.M. The CEOs will meet briefly to elect new officers.

The next RWIB meeting will be on Thursday, March 24, 2011 at the Morrell Transition Center, 839 Gordon Drive, Sioux City, Iowa.

**“The Mission of our group is to fully engage the Region 12 community in strengthening the economy through workforce development making it a better place to live, work, and grow.”**

Lori Knight 1-27-11