



**Full Board Meeting
MEETING MINUTES
November 7, 2023, | 4 p.m.
Zoom**

<https://us02web.zoom.us/j/88602647151?pwd=em9JK2VST0tySnJDUVA5c0YrOTRwdz09>

Board Members Present:

Leanne Liddicoat, Chair	Cathy Sterbenz	Todd Wurl
Dennis Flabetich, Vice Chair	Linda Kaminski	Steve Hart
Barbara Cosner, Treasurer	Christy Pettey	Daniel Gansereit
Chelsea Rullie	Raul Lopez	

Staff Present:

Amy Martinez	Patricia Padilla	Armando Flores
Travis Piatz	Ariana Cordova	Jensie Rosenow
Tim Hoerner	Michelle Smith	Kris Hartman
Meranda Smith	Susy Moran	

Guests:

Tim McGann	Anthony Peterson	Martin Garibay
Patrick Baldoz	Karla Jessen	Maliea Yakymi
Victor Phillips	Jesse Diaz	Israel Cervantes
Freda Cogger	David Gutierrez Betancourt	Jean Brown
Tawnya Armstead	Sondra Pieti	Matt Utterback
Cadie Dye		

Call to Order

Leanne Liddicoat called the meeting to order at 4:01 p.m. welcoming everyone. Introductions were made via Zoom chat.

Director's Report

Amy Martinez presented the Program Year 2022 (PY22) WorkSource Annual Report on the following subjects for the South Central region:

- Total Customers Visiting WorkSource centers
- Customer Surveys
- Community Outreach Events
- Rapid Response Events
- Job Fairs & Hiring Events

Highlights included:

- Union Gap and Sunnyside centers continued to have an uptick during the “peak” season (November to March).
 - Overall, the customer survey ratings for the centers have been high regarding the center being clean, staff providing friendly service, and customers feeling as though they received the information they needed. The lowest rated was the center computers timed out. WorkSource center staff remind customers to move their mouse and have signs posted signs reminding customers to move their mouse while in a training or watching a video so the computers don’t time out.
 - WorkSource Valley Mall Kiosk opened at the end of May of 2023 and has been visited by more than 250 job seekers and businesses in the first two months of opening.
 - The Rapid Response team helped 5 companies in PY22 with Rapid Response events.
 - Testimonies were shared from businesses that attended any of the 12 job fairs and hiring events.
- Amy asked if there were any questions, but no further questions or comments were made.

Approval of Minutes

Leanne Liddicoat presented the September 12, 2023, meeting minutes, calling for a motion to approve.

Linda Kaminski moved to approve the September 12, 2023, meeting minutes, seconded by Barbara Cosner. Motion carried.

Consent Agenda

Leanne Liddicoat called attention to the consent agenda items noted below. She asked if any items needed to be removed for further discussion, but no comments were given. Leanne asked for a motion to approve the consent agenda as virtually presented.

- 10-23-001 September 2023 Financial Statements
- 10-23-002 Executive Committee Action Forms
- 10-23-003 PY22 WIOA Additional Funds Mod. 3

Dennis Flabetich moved to approve the items on the Consent Agenda as virtually presented, seconded by Linda Kaminski. Motion carried.

2024 Board Re-appointments

Amy Martinez presented the board member reappointments for 2024. Pursuant to SCW Bylaws, one-third of the board membership expires each year, ending a three-year term for the position. Board members listed below expire this year (December 2023) and are up to be reappointed for another three-year term from January 1, 2024 – December 31, 2026. Listed below are the members who reaffirmed their interest to serve another three-year term.

- Barbara Cosner – Umpqua Bank – Business
- Dennis Flabetich – Catering Creations by Toni – Business

- Leanne Liddicoat – 3D Yakima – Business
- Linda Kaminski – Yakima Valley College – Post-Secondary Education
- Becky Gellerson – DSHS-DVR – Vocational Rehabilitation

Cathy Sterbenz moved to approve the 2024 Board Reappointments as virtually presented, seconded by Christy Pettey. Motion carried.

Strategic Plan Community Input and Update from Board Retreat

For the 2024 Strategic Plan development Amy Martinez and PointNorth staff presented the results of the community engagement survey and updates from the September Board Retreat.

Analytical information pertaining to the engagement survey, with 120 responses, was shared; “Who we heard from”, “Accessibility”, “Quality Jobs”, “Training”, “Emerging Themes”, and “Priority Area Themes”.

Some highlights from each topic include

- 86% of those engaged lived and/or worked in Yakima County. 48% of respondents were workforce partnerships and/or those that serve job seekers/workers, with 47% from community-based organizations.
- The top two initiatives to boost accessibility and help more people find better jobs were increasing awareness of available resources and services (i.e., tuition assistance, childcare assistance, food benefits, etc.) and improving access to WorkSource (jobs, employment, training & business help) services for working-age high school students and drop out youth.
- Regarding Quality Jobs, all respondents strongly agree that quality jobs in the region should include career growth and professional development opportunities, competitive salary and benefits, job security and stability, promote a good work-life balance, foster respectful, inclusive, and diverse workplace, and contribute to a healthy and sustainable environment.
- Responses to “Training” questions reflect employers believe education and training are necessary investments to businesses and workers report a lack of technical skills and/or education/certification as being a challenge when looking for work. Other challenges shared were technical and soft skills being recruitment challenges.
- 100% of workers prefer online training, with 85% prefer in-person training.
- Emerging themes noted were 97% of respondents know about WorkSource.
- Data supports the desire and need for multiple access points to services (online, in the office, community events, library, etc.) with a strong preference for online particularly when looking for a job.
- Nearly 100% of respondents strongly agree/agree that a quality job in the region must include a competitive salary/benefit, opportunities for career growth/professional development, and job security/stability.

- Priority area themes will be Wage/Benefits, Skills Gap, Recruitment/Retention, and Childcare, as supported by the survey feedback data.

At this time Amy and Cadie took questions, in which Christy Pettey asked, “Do you have what percentage of the job seekers said education/training is a barrier for securing employment? Curious about the difference between it and the percentage of those interested in on-the-job (OJT) training.” Cadie replied roughly 25% of the job seekers reported that education/training/certification is a barrier to securing employment while employers reported it as more of a challenge at entry. The survey also showed job seekers who get into employment later identify as needing or wanting more training. Employers said it is a barrier but are in need of support to pay for upskilling their workforce.

Amy asked if there were any more questions, but none were asked. Amy then presented the Mission, Vision, and Values update to the board. She defined each category as, “Vision – Our why – why we do the work we do every day. What it would look, sound, feel like if we accomplished our mission.” “Mission – What we do every day, what problem we’re solving.” “Values – How our work is guided – our core beliefs.”

SCW’s current mission was shared, “Establish, maintain, and improve a customer-driven workforce system to increase skills, employment, job retention, and earnings resulting in a quality workforce, enhanced productivity, and profitable businesses in our region.” The new Mission suggested at the Board Retreat stated, “Foster an inclusive and skilled workforce by reducing barriers to employment, benefiting both individuals and employers.” As of October 27th, it has been revised to state, “Foster an inclusive and skilled workforce by increasing opportunities to employment, benefiting both individuals and employers.”

SCW does not currently have a vision statement. At the Board Retreat, the suggested statement was, “A thriving community where everyone has access to economic opportunities.” As of October 27, the revised statement is, “Thriving communities where everyone has access to economic vitality for a stronger tomorrow.”

Lastly, the prior core values were shared, “Accountability, Local Flexibility and Authority, Business Lead Board, and Sustainable Investments.” The New Values are “Innovation, Sustainability, Accountability, Inclusion, and Collaboration,”, all of which remain to be defined by staff.

Leanne asked if all three (mission, vision, and values) align when put together. Matt Utterback placed all three statements in chat for a preview.

Linda Kaminski asked what are the next steps, which led to the Strategic Plan Framework slide which outlined the Priority, what are we focusing on to achieve our mission; Goals, what is the long-term objective of this priority; Strategies, how we plan to achieve the goal; and Measures of Success, how will we measure success.

Also shared were the Priorities and Objectives with 2022-2023's being Wages/Benefits, Skills Gap, Recruitment/Retention. Moving forward, 2024-2028's will be Quality Jobs, Talent Pipeline, and Youth.

Raul Lopez shared the Department of Labor and Chamber of Commerce worked on Good Principles of What is a Good Job and shared the link in the chat for those who have not yet come across it.

Amy shared the definitions of the 2024-2028 Priorities and Objectives;

- Quality Jobs - Supporting employers and job seekers to meet marketplace needs and trends. i.e., job descriptions, qualifications, pay, culture, company values, benefits (medical, childcare, etc.). Objective Statement: Connect talent and employers to ensure the vitality of a healthy and sustainable workforce by continuously engaging and sharing market trends.
- Talent Pipeline - A trained workforce that meets the needs of employers. Objective Statement: Identify and coordinate training opportunities for the current and future needs of employers and job seekers in our communities.
- Youth - Providing opportunities for young people to achieve economic success. Objective Statement: Improve outreach, awareness of available resources, career planning, and employment opportunities for the youth in our communities.

An example of Goals, Strategies, and Measures of Success was displayed to show what it would look like in the Strategic Plan.

Lastly, a rough draft of the Strategic Planning Process and Timeline was shared, showing we are currently on step four: Board Meeting Engagement Summary Presentation, with Strategic Plan Development Oct. – Feb. 2024, followed by Board Adopts Strategic Plan in Feb. 2024 and finally Implementation and Follow up in Feb. – March 2024.

Amy asked if there were any questions, there were not any questions. The document with all the statements and examples will be shared with the board following this meeting.

Next Steps/Assignments

WIOA Tile 1-B Service Provider and One-Stop Operator RFP's released in winter 2024.

Amy informed the board 2024 will be our procurement year with the full Board approving the successful bidders at the May 2024 meeting:

- WIOA Adult, Dislocated Worker, and Youth, which is released every five years.
- One-Stop Operator, which is released every three years.

Planning Committee meetings will be scheduled to go over the time frame and the review of proposals.

Amy also shared the updated program data which is now available on our website with board recommendations. [Data - South Central Workforce Development Council \(scworkforce.org\)](https://scworkforce.org)

Staff will be working with the One-Stop Operator to collect data and report on who is coming into our centers and the services provided.

No further questions or comments followed.

Meeting was adjourned at 5:05 p.m.