



Spokane Area WORKFORCE DEVELOPMENT COUNCIL

YOUTH COUNCIL

Retreat Notes

January 15, 2008 - 8:00 AM

Washington State University, 600 N Riverpoint Blvd,

Members in Attendance:

Andrew Arganbright-Kemper Auto & Home	Donna Dalzell-DVR	Christy Doyle-SCC	Robert Duron-Coffee Systems Inc.
Laura Foust-Job Corps	Kathleen Grier-Juvenile Court	Kevin Managhan-Inland Empire Electrical Training Trust	Mike Senske-Pearson Packaging System
John Serben- American Medical Response	Bonnie Wagner-WSU Health Education Center	Lisa White-Spokane Public Schools	

Members Absent:

Gary Allen-Spokane Skills Center	Jeff Duncan-SRO	Tina Morrison – American Federation of Musicians #105	David Sullivan-Habitat for Humanity
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Others Present:

Kathy Atha-WS	Joanne Benham-City of Spokane	Kim Burnett-NGZ	Craig Dias – Chair of the WDC/ Haskins Steel
Linda Duncan-Purcell Systems	Trudie Duxbury-ESD101	Lynda Evans-WS	Cami Hanson-WS
Laurel Kelly-VOA/Crosswalk	Robin Knott-WS/NGZ	Michael LeaderCharge-City of Spokane	Patrick Link-SFCC
Kitara McClure-SCC	Anne Millane-WS/NGZ	Valerie Payette-GSI	Sean Perry-WS
Lisa Repp-Job Corps	Bo Schumacher-WS/NGZ	Trina Scott-WS/NGZ	Angelique Signorelli- ESD101
Marvin Sperber-Juvenile Rehabilitation Admin	Steve Taylor-WS/NGZ	Vanessa Yesland-Spokane Service Team	Jeff Zahir-WS

Staff Present:

Mark Mattke - Workforce Strategy & Planning Director	Dawn Karber - Youth Program and Development Manager	Anne Lockwood – Secretary	Justin Davis-Intern
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CALL TO ORDER AND INTRODUCTIONS:

The meeting was called to order at 8:30 am. Introductions were made.

OPENING REMARKS BY MARK MATTKE AND CRAIG DIAS:

MARK MATTKE

Thanked Donna as Chair of Youth Council, other Youth Council members present, folks in our community, and service providers for being here and working on the challenges we have to accomplish in helping youth succeed. The Youth Council is the only required committee in the WIA law that a Workforce Development Council has to have.

The Workforce Development Council is responsible for strategic planning in the community. The Workforce Development Council needs to pull it all together and predict and invest what is needed to move down the chosen path.

You are here working on the pipeline development to help youth access resources and let them know what is available, what is needed at ground level to help them move forward, to consolidate the services under one roof, and help to guide Next Generation Zone to go forth and do good work.

CRAIG DIAS

Your challenge is to take youth and guide them towards what works for them, to prepare the workplace for the future workforce. We need to get businesses to help prepare the youth.

We need to bring show on road and take leaders to the businesses. We are not ready for the challenges the x and y generation will be giving us. Things are always changing and we don't like changes. Thank you all for being here.

LABOR MARKET PRESENTATION BY JEFF ZAHIR:

Jeff wrote on white board:

jzahir@esd.wa.gov

US Census

Quarterly Workforce Indicators

American Community Survey

The list above are the places Jeff goes to gather information for the economic forecast information.

The best place to get data is the American Community Survey. You can get all kinds of break downs, i.e. Age, schooling, quarterly workforce indicators, how many people work in a category, and a better understanding how dynamics are shifting from different counties.

The data for wages and youth that I get is not that great. I need you to feed me more information. You have worked with generational poverty etc. Your interface will be with these people. You will have the information that I need to create the data you require.

The Youth Council is going to have to see what is happening with adults with wages, education, time in job, etc. as indicators of what will happen with the youth.

The Tournament game:

The standard thinking in the labor forces is "all it takes is effort. Work hard everyday and you will succeed." Then you meet someone who this didn't work for. Why?

When a recession comes along there are more jobs. This creates the tournament game.

Example:

Three people are candidates for a job. These three people are hired. They are judged on how they get the job done and how far they will go out of their comfort zone to accomplish what they need to do. When one candidate's performance is accepted the other two candidates' are fired. The one candidate then gets a bonus.

Populations that are served in areas where the labor market is very tight have been telling us we need all types of people in labor market. The effort to find people to fill the jobs in the labor market is expensive. The Marginal cost of getting people through the workforce is more expensive in a recession type of labor market. You need to collect data for the last 3 years from people that were the hardest to serve. Use this data to sell the population to businesses. Use your successes to get the people into the labor force.

Question

Are you saying you would look through the mix of services given to the people and this is what you would use to sell to manufacturing?

Answer

Going back to the tournament game – how does that translate preparing youth for jobs? We need to prepare the people for the tournament game as opposed to doing incremental steps to get a job.

Example

There are two gamblers in Las Vegas. There are two tables. Table one has the highest wins with no chance of winning and table two has the next best possibility to get 0 dollars. Table one gambler is considered risk averse. The table two gambler is considered a risk taker. People tend to lean towards risk averse.

It requires a mind shift. Most adolescents want a certain job. The first experience in the workforce tends to taint your idea of workforce. A better strategy for the youth would be to get them to think about the tournament game. You could approach it by saying you want this job so go ahead and work in the waste removal job while you build your education to get the job you want.

Jeff will be around for lunch if anyone has any questions.

MISSION, VISION, AND GOALS DISCUSSION:

Handout (below)

To create a vision for 2008 through 2010 and steps to meet our goals

Vision

- 1) Spokane is a learning community that values every youth and provides them the opportunity to reach their potential and succeed in the 21st century economy.
- 2) Spokane is a learning community that provides every youth with the opportunity to reach their potential to succeed in the 21st century economy.
- 3) Others....?

Mission

- 1) To create a comprehensive youth delivery system that prepares youth for success in work and life.
- 2) To connect all youth to resources and empower them to make life and career choices that lead to lasting success.
- 3) Together we will identify challenges, develop partnerships, and craft solutions that create opportunities for you to succeed.
- 4) To develop youth to be the next dynamic workforce.
- 5) Others....?

The Youth Council is having this retreat to form their vision, mission and goals for 2008 to 2010.

This group has got to be willing to play in that tournament game and get out of your comfort zone to accomplish forming their vision, mission and goals for 2008 to 2010.

You can make a difference in those statistics, but not if you continue to do as you are doing. You need to see the future and you won't be able to this if you don't get out of the box.

A Mission statement is what you want to do and a vision statement is where you want to go. Mission statement is how you arrive at your vision.

A Vision statement is what you see yourself doing in the future. A Mission statement is what you are doing now. Goals and tasks are what you do to get to your mission and then your vision. If you can achieve your goals and tasks towards your mission then you can achieve your mission towards that lofty vision.

Vision

Mission to feed vision

Goals to feed mission

Plans or tasks to achieve goals

You need to start at top because if you don't have that vision you don't know what that mission will be etc.

Example

Your vision is: This youth says he is going to participate in Olympics

Your Mission is: To find out what he is good at that will fit with participating in the Olympics

Your Goal is: What do I need to do to see what this youth is good at

What other way to participate in Olympics?

- 1) Could coach,
- 2) Could be a vendor,
- 3) Could be a volunteer

The youth did not say he wanted to participate in the Olympics as an athlete. You need to think outside the box. The youth could be good at organizing, managing money etc.

What is our vision for the Youth Council?

The WDC Vision/Mission:

MISSION: LEAD A DYNAMIC DEMAND DRIVEN WORKFORCE SYSTEM

VISION: INNOVATE WORKFORCE SOLUTIONS FOR THE SPOKANE REGION

- 1) Every youth has value and provides the opportunity to reach their potential
- 2) Vision: Recognize that every youth has value and provide them opportunities to reach their potential and succeed. OR
- 3) Need to Revisit: Spokane is a community that strives to provide youth with opportunities to reach their potential and succeed as leaders by recognizing that each youth has value.

COMMITTEE DISCUSSION – GOALS AND DESIGN:

The 5 committees

- 1) Information to Parents
- 2) Internship
- 3) Next Generation Zone oversight
- 4) Quality Career Events
- 5) Youth Focused Series

Are these kinds of committees that you want?

Dawn put up each committee with members of the committee and guests for that committee. Members not on a committee were asked to pick one they had a passion for. Committees were to look at their mission and set up your goals. Dawn has information about each committee. Use your visitors as subject matter experts. Pick a person to present at 11:30 am. Answer the questions 1) Should your committee stay? 2) What is the committee's mission? 3) What are the committee's goals?

The handout listed each committee and some goals for the committee (below):

Information to Parents

- Created to collaborate with other youth programs to distribute information to parents.
- At the November Youth Council meeting, the Council felt that the focus needs to be venues that adults access normally, such as colleges, community organizations, churches, businesses and schools (including teacher workshops).

Internship

- Created to explore the possibility of forming an Internship One-Stop.

Next Gen Oversight

- Created to act as the oversight committee for the Next Generation Zone.
- Members must be Youth Council Voting Members
- This committee will review outcomes, performance, services and the website in order to provide feedback and recommendations to the Youth Council (which will pass recommendations to the Workforce Development Council).

Quality Career Events

- This committee was created in response to the need to evaluate the number of career events in Spokane, the value of the Youth Council career event, and gaps in career events.

Youth-Focused Series

- Created to hear what kind of programs and/or services youth know about and use, and which programs and services they interested in seeing in the community.
- The suggestion was that this committee would hold a series of events for the youth, giving them the opportunity to share their thoughts and ideas. These event(s) would be held where youth already congregate, such Crosswalk and The Plaza.
- Possible questions for a survey have been collected.

The Keywords to work with:

Talent

Pipeline

Demand driven

COMMITTEE GROUP WORK:

Everyone chose a group leader/Chair. All information is to funnel back to Dawn at the WDC. The WDC needs to be aware of what is going on. Dawn is also the person to go to for resources, etc. she will make it happen.

Broke out into committees at 10:35 am

COMMITTEE REPORTS:

Thank you for all your hard work in your groups. Not a lot of time to do work.

Shawn Perry (Chair)- Youth Focused Series Committee

Looking at developing a survey to reach out to youth and find out what kind of barriers and services are needed and what they need for their goals. The Chase Youth Commission, ESD101, Crosswalk, Juvenile Court, Healing Lodge, and Havermale are some groups that deal with youth. We are going to look at questions and pick out the top 10. Create a survey using the top 10 questions and disburse the questions to youth to help us the find the direction we want to go.

The next meeting is unknown, but we want the survey to go out by 2/5/08 and report the results of the survey by the June Youth Council meeting.

The final product will look like a 10 question survey and will be created by youth for youth. We want to use lots of resources to get the information out and get kids interested.

Goal - Focus what we are going to do for kids

Lisa White (Chair)- Quality Career Events

Anne Millane spoke for Lisa White.

Looking at:

- 1) The number of career events that exist in Spokane and questioning the value of having a WDC sponsored career event in Spokane.
- 2) The Type of career events in Spokane
- 3) Doing a survey and sending it out to counselors in public schools.

We are not going to have a career event at this time. This is not where we are necessarily headed. First we need to find out what is out there now.

Issues

- 1) Existing career fairs combine education w/college and careers. Conflicting messages? Are all career fairs focusing on those kids going to college?
- 2) Need a better handle on type of events that exist.
- 3) Some educators can be uninformed about what is driving the economy and what information is needed to provide to parents.
- 4) Access to career services for out of school youth. All events focus on in school youth right now. What do kids out of school need? Should we do career event for the out of school kids? Who is reaching out to this at risk population?

Mission:

We believe that every youth needs to get the information that is out there for them.

We would like to meet as a subset of the Youth Council meeting. If some time was set aside on the agenda that would be ideal. We can meet at WorkSource if we are unable to meet at the Youth Council.

How can the WDC Youth Council assist the committee? If the intent is to create an event for at risk population we will need funding and inviting the right partners for discussion.

We have kids who are drop outs. Where do these kids get their information from now? Do they stumble upon, crosswalk; are they using an existing WIA service provider, at the Next Generation Zone, GED classes, and community colleges?

- 1) We have existing services now. If we market well and the kids we want to bring this information to come to the Next Generation Zone do we have the capacity to add more participants?
- 2) Are there other things we can do as partners to get to these kids? There are a lot of nonprofit agencies that service these youth. A lot don't understand what we do and they need this information to be able to serve the kids;
- 3) Coordinate all these services to help these kids. Part of process is who is meeting these kids and how to get these people at the meeting

Valerie Payette (Chair)- Internship Committee –

There is a wide spectrum of kids 14 to 21. The 14 to 18 can't realistically do internships because of liability. What can we do different?

Provide youth opportunities with different careers, training availability and foster the youth as well as the employer.

- 1) Need to create timeline to get contacts when necessary. Know teacher contacts,
- 2) Where to get youth interested, business interested, on site presentations, possible extra curriculum activities.
- 3) Get information to youth to provide path for goal towards meeting needs of employer to bridge gaps.
- 4) Exposing employer to the new generation of workforce. Need to educate employers on how to talk and communicate with youth. What are the expectations on the employers side and expectations of the youth, i.e., courtesy, being on time, etc.

No timeline yet.

Vision: We want to help youth educators and employers to recognize the relationship that is available.

Bonnie Wagner (Chair)- Next Generation Zone

Initially we just talked about the Next Generation Zone services that are provided and looking at having youth on the group. We are looking for the pluses and minuses. We would spend lots of time talking with youth. We looked over the website and it looks very good.

Not sure what our outcome would be. We will gather information on what role we would play and what the oversight committee would be.

We will review outcome measures that were set up and talk to other people to see if the measures are what we want to measure and we will look at youth who are provided with these services.

Timeline for goals is uncertain. We have short goals now but once these goals are done we will get more goals.

We are going to meet once a month at the Next Generation Zone until we feel we are grounded. After we meet the first 3 goals we will ask the WDC to assist with information.

Mission: Reviewing outcomes, performances, services and the website in order to provide feedback and recommendations to the Youth Council (which will pass recommendations to the Workforce Development Council.)

ADJOURN: Everyone be sure to get your goals, who is chair, and mission to Dawn. Always keep Dawn in the loop and ask her for any help. Thank you. There was a lot of work to do for half a day retreat. The meeting was adjourned 12:00 pm

NEXT MEETING: The Youth Council will be meeting February 5, 2008, from 8:30 am 10:00 am, at the Skills Center, 4141 N Regal.