



**Minutes**  
**Iowa Workforce Development Board Meeting**  
August 5, 2022  
11 am – 1:00 pm  
ZOOM / DMACC Urban Campus

Agenda item 1. Call to Order

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Chair Jay Iverson called to order the meeting of the Iowa Workforce Development Board (the Board) on August 5, 2022, at approximately 11 am at Des Moines Area Community College, Urban Campus, at 1100 7<sup>th</sup> Street, Des Moines, IA.

Agenda item 2. Roll Call

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Members in Attendance

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|---------------------|--------------------|--------------------|
| 1. Beth Townsend    | 9. Teresa Hovell   | 19. Jayson Henry   |
| 2. Paula Nissen     | 10. Kellie Gottner | 20. Nancy McDowell |
| 3. Emily Wharton    | 11. Jessica Dunker | 21. Drew Conrad    |
| 4. Daniel Tallon    | 12. Mary Landhuis  | 22. Todd Holcomb   |
| 5. Jay Iverson      | 13. Brad Elliott   | 23. Rita Grimm     |
| 6. Amy Larsen       | 14. Alex Severn    | 24. Todd Holcomb   |
| 7. Jack Hasken      | 15. Kelly Barrick  | 25. Beth Skinner   |
| 8. LuAnn Scholbrock | 16. Matthew Nicol  | 26. Amela Alibasic |
|                     | 17. Andy Roberts   |                    |
|                     | 18. Jason Shanks   |                    |

Members Absent

- |                          |                     |                               |
|--------------------------|---------------------|-------------------------------|
| 1. Governor Kim Reynolds | 5. Daren Westercamp | 12. William Dotzler           |
| 2. Waylon Brown          | 6. Ofelia Rumbo     | 13. Kirsten Running-Marquardt |
| 3. Dave Deyoe            | 7. Deb Mauricio     | 14. John Smith                |
| 4. Alicia Stafford       | 8. Carrie Duncan    | 15. Kyra Hawley               |
|                          | 9. Charlie Wishman  | 16. Scott Thompson            |
|                          | 10. Joshua Cobbs    |                               |
|                          | 11. Quentin Hart    |                               |

Shelly Evans called roll and advised Chair Iverson that quorum was established.

### Agenda item 3. Approval of Agenda

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Chair Iverson called the next order of business which was the approval of the meeting Agenda for August 5, 2022. The agenda was previously emailed to the Members of the Board.

- ACTION ITEM: Motion to Approve the Agenda for 8/5/22.

Andy Roberts motioned to approve the Agenda and Jack Hasken seconded the motion. Members of the Board in attendance voted on the motions by voice vote, which carried unanimously.

### Agenda item 4. Approval of Minutes

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Chair Iverson called the next order of business which was the approval of the meeting minutes for May 13, 2022. The minutes were previously emailed to the Members of the Board.

- ACTION ITEM: Motion to Approve the Minutes for 5/13/22.

Dan Tallon motioned to approve the Agenda and Andy Roberts seconded the motion. Members of the Board in attendance voted on the motions by voice vote, which carried unanimously.

### Agenda item 5. Welcome

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Chair Iverson welcomed board members, shared the board's website and a reminder that invites for future meetings would be sent out shortly.

### Agenda item 6. Director's Report

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Director Townsend provided her report.

- Highlight Iowa Unemployment Rate 2.6%; Labor Force Participation Rate 67.8% ticking up but still 2 points below pre-pandemic.
- About 10,000 jobs below pre-pandemic.
- Registered apprenticeship active.
- Employers need help now. More urgent for direct care workers. Everyone looking for workforce since the end of the pandemic. Working on every day.

- Overview of next year with most demand industries: registered nurses. All have LDS which is good. LDS numbers shows registered nurses' area is 3-4 times that of other scholarships. LDS is working.
- Reemployment case management system in January 2022. Earlier contacts made to those who filed for unemployment in first week as opposed to week 2 4 or 5. Reducing time on unemployment. Temporary layoff workers received questionnaires. Some workers exempted from program, i.e., construction, road crews, those types of industries. Successful at helping people find jobs. Average unemployment is 12-13 weeks.
- Governor invested significant amount of money in growing child structure. Just closed Business Incentive Grant Program. 38 applications for \$37 million. Designed for businesses to invest. Previous grants geared towards child care providers to expand or increase slots available around the state.
- Created business engagement division. New Division administrator start 9/1. Moving towards streamlining the way we work with employers. One stop shops for employers. Go one place and get help from one person and provide assistance when navigating the workforce system.
- Better job of sharing workforce. Share positive stories we have to tell with media and that has been very successful.
- Proactive in sharing positive stories with media and this has been very successful.
- Reemployment case management over 15,000 appointments. Helped over 3,000 that let us know they received jobs. Getting better pay. Positive program and great feedback.
- Hired 5 HBI career navigators for veterans. Beginning process until they find a job. Since January 2022 who have placed 192 veterans in jobs.
- State Fair Veterans Day on August 15. Encourage you to come out.
- Partnered with DE on Parateacher Registered Apprenticeship Program. Designed to be 9 million. Submitted applications were overwhelming. Governor put ARP money into it. Increase diversity of teaching workforce. \$45.6 million to support 500 new paraeducators. First in the country to do this program.
- Health Care Apprenticeships. State purchased virtual reality hardware/software to provide to several schools for CNA training at school and then work with local employers.
- Child Care Challenge Grants – Governor has invested a lot of money put into child care. Encourage you to view videos posted. Amazing, especially in rural Iowa in saving communities. Helping parents getting back to work. Business Incentive Grants to be announced in the next few weeks.

- SYIPP. Started with \$250K. Demand overwhelming. Funding out of P&I fund which is not sustainable. Governor gave ARP money and funded over \$2 million. Over 700 students participated. Can earn money and learn soft skills over the summer. Really successful program.
- LDS. \$44 million so far. Would like to be able to fund everyone who wants to go into these programs at community colleges and 2 private universities.
- Internal realignment. Created Business Engagement division. New staff to introduce.
  - Sherri Behrendt. Deputy of Employment and Training. 25 years in advanced manufacturing. 7 weeks in.
  - Jared Baldwin. Division Administrator Workforce Training and Education. Registered apprenticeship, trade schools, HBI. Veteran. In higher education for program chair for a local college.
  - Tim Goodwin – Business Engagement. Background in K-12, principal, legislator.
- Talking about realignment for a long time. Cassie Hall hired by Governor's team in 2022 to do overview. Shared over 136 programs at 13 different agencies. Trying to better streamline. Moved 15B & C from IDEA. 260E, F&G.
- Working with DHS on SNAP and get more referrals into a variety of training programs.
- Review consolidate and align other programs. Targeted outreach in Lee County. \$550K to local workforce board to do some projects to address higher unemployment. Also worked with Marshall County.
- Individual business assessments. Last summer/last fall and early into 2022. Paula part of that work. Took over 4-5 different agencies to talk to employers to see what their needs were. Successful program.
- Buying more GEO Solution modules. Put ARP money into technology to do more with less.
- Expanded communications team to tell proactively tell that story.
- Mobile unit. Arrives next spring. Take to different communities for large layoffs. Calendars that you can sign up. Computer labs. Excited about growth to hit the entire state and not just where job centers are.
- August 15 is D day for tax purposes. Balance in trust fund will determine if stay in table 7. Table 8 is lowest we can have. Not seen since 1999. Decision by Governor to put funds will put us in a position to hopefully get to table 8.

## Agenda item 7. Motion to nominate and appoint SWDB Vice Chair

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Chair Iverson presented discussion on the need to fill the position of Vice Chair for the board.

- **ACTION ITEM: Motions to Approve Nominee for Vice Chair**

Jessica Dunker motions to appoint nominee Jack Hasken as the Vice Chair. Beth Townsend seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

## Agenda item 8. Motion to nominate and appoint Ex-Offender Reentry Committee Chair

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Chair Iverson presented discussion on the need to fill the position of Committee chair for the Ex-Offender Reentry Committee.

- **ACTION ITEM: Motion to Approve Nominee for Committee Chair**

Rita Grimm motions to appoint nominee Dan Tallon as the Vice Chair. Kelly Barrick seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

Ex-Offender Reentry Committee will be renamed to Returning Citizens Committee.

## Agenda item 9. Update from Executive Committee by Committee Chair, Jay Iverson

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Update from Executive Committee by Committee Chair Jay Iverson.

Artisanal Butchery, and Meat Processing be added to the list of High Demand Jobs by July 31, 2022.

Michelle McNertney – Legislature passed HF2470 that Artisanal Butchery be added to the high demand job. Executive Committee made that motion, following the law, and added to the list. Additional work that IWD and IEDA are required to do and that is on-going.

Update on SWDB Committees – Ex-Offender Reentry, Minority Unemployment & Outreach, and Policies and Procedures - all committees now have a chairperson. These three committees will be scheduling meetings before the end of August, if interested in participating email Shelly.

## Agenda item 10. Update from System Committee by Committee Chair, Jack Hasken

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Update from System Committee by Committee Chair Jack Hasken.

1<sup>st</sup> meeting on the 29<sup>th</sup>. Kelly Barrick, Jayson Henry, Mary Landhuis accepted. 5 business members. Feel good about group. Michelle McNertney great at getting committee off the ground along the help with Wendy Greenman. Identified about 6 items important.

- AJC branding.
- Core partnership presentations.
- Customer Satisfaction surveys.
- Staff training awareness.
- Integrated Services
- Data sharing.

Discussed need of SWDB to help workforce system get better. Best place to begin to understand performance data of the systems to be shared by core partners. Committee receive and review data and understand impact and present to the SWDB. Committee will standardize easy use reports. Make sure data is not judge the programs but to assure is customer centered and focused on improving services. Ask WIOA program working groups to participate. Next meeting 8/26. Use concept of crawl, walk, run. Our goal is to assist with operational issues related to the workforce system.

## Agenda item 11. Update from Youth Services Committee by Committee Chair, Matthew Nicol

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Update from Youth Services Committee by Committee Chair Matthew Nicol.

Met on the 27<sup>th</sup>. Formed own team. Initial intent was overall introduction to each other and providing education on what the SWDB does. Primarily education. Shared some feedback around youth committee chairs at the local level. Background on struggles/recruitment, registered apprenticeships, and local points for them. Prioritize the list we have. Comprehensive team. Robust but small. Teresa Hovell, Mike McQuade, Ashley Kutmus, Lucy Schneekloth, Rich Kacmarynski, Sonya Sledge, Ashley Arnold. Good understanding of types of companies and industries and how they interact and how we can leverage to tap in and solve problems. Next steps: what

does cadence look like. Prioritize. Rome not built in a day. Impact on what we can do first.

## Agenda item 12. Update from Disability Access Committee by Committee Chair, Emily Wharton

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Update from Disability Access Committee by Committee Chair Emily Wharton.

April meeting and July. 2 major initiatives. Great attendance in July. Ton of conversation and great ideas. Not serving all people with disabilities. Members of underserved communities. Why not engaging with workforce services? Want everyone to be served. Establish listening sessions. Gather information from them about the barriers and how to knock them down. Steady progress. Subcommittee recently. Local communities have some good things going on that is not be shared with others. Looking to see what we can do to support to the local. Build relationships. Borrow and steal. Hybrid conference. Surveys. Make locals strong. That is where the work happens. Gather ideas, post it, facilitate it and make it happen. Work for National Disability Employment Month in October.

Dan Tallon. Historically had in person as well as listening. Initiated process. Core partners, variety of other state agencies and commissions. 50+ high schools. Advocacy programs. Rehab programs and other individuals. Identify parts of state we are not reaching. Make awareness in October.

Get awareness out. Highlight employers who have hired disabled and gained employment with their system. Misconceptions about what people with disabilities can do.

## Adjournment.

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Chair Iverson adjourned the meeting of the Board at 12:04 pm.



Shelly Evans - Executive Assistant to the SWDB