



# SWDB BOARD NOTES

**Date: 9/20/23**

**Location: John V. Hanson Career Center,  
Forest City, IA**

## Minutes

### Iowa Workforce Development Board Meeting

September 20, 2023

11 am – 12:00 pm

John V. Hanson Career Center, Forest City, IA

#### Agenda item 1. Call to Order

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Acting Chair Jack Hasken called to order the meeting of the Iowa Workforce Development Board (the Board) on September 20, 2023, at approximately 11 am.

Acting Chair Hasken welcomes attendees. Excellent tour of Winnebago. Enjoy in-person board meetings. Feel best served when in-person. Introduction of President Keely.

President Bob Alsop, Waldorf University. Interested in how private sector universities can partner with economic development, workforce development and higher education. Provide training for teachers that help pivot from resident to online. From certificate level to master level. 650 students at Forest City campus with an additional 2,000 online students.

#### Agenda item 2. Roll Call

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##### Members in Attendance

- |                           |                           |
|---------------------------|---------------------------|
| 1. Director Beth Townsend | 15. Nick Glew             |
| 2. Director McKenzie Snow | 16. Carrie Duncan         |
| 3. Keri Osterhaus         |                           |
| 4. Brian Dennis           | 17. Charlie Wishman       |
| 5. Daren Westercamp       | 18. Jayson Henry          |
| 6. Jack Hasken            | 19. Nancy McDowell        |
| 7. LuAnn Scholbrock       | 20. Drew Conrad           |
| 8. Teresa Hovell          | 21. Director Beth Skinner |
| 9. Kellie Gottner         | 22. Amela Alibasic        |
| 10. Jessica Dunker        | 23. Scott Thompson        |
| 11. Ofelia Rumbo          |                           |
| 12. Deb Mauricio          |                           |
| 13. Kelly Barrick         |                           |
| 14. Matthew Nicol         |                           |

## Members Absent

1. Governor Kim Reynolds
2. Senator Dawn Driscoll
3. Representative Dave Deyoe
4. Jay Iverson
5. Alicia Stafford
6. Mary Landhuis
7. Brad Elliott
8. Alex Severn
9. Scott Naumann
10. Andy Roberts
11. Jason Shanks
12. Josh Cobbs
13. Tiffany O'Donnell
14. Senator William Dotzler
15. Representative Jeff Cooling
16. John Smith
17. Kristie Fisher
18. Rita Grimm
19. Kyra Hawley

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

Acting Chair Hasken shares with attendees that the board meetings are open to the public. Thank you to LuAnn for hosting. Thanks to all attendees. Attendees should feel free to have some sandwiches. Thank you to Beth Bilyeu and Forest City Economic Development in providing lunches for public attendees.

### Agenda item 3. Approval of Agenda

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Acting Chair Hasken called the next order of business which was the approval of the meeting Agenda for September 20, 2023. The agenda was previously emailed to the Members of the Board.

- ACTION ITEM: Motion to Approve the Agenda for 9/20/23.

Teresa Hovell motioned to approve the Agenda and Nick Glew seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

### Agenda item 4. Approval of 6/21/23 Minutes

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Acting Chair Hasken called the next order of business which was the approval of the meeting Minutes for June 21, 2023. The minutes were previously emailed to the Members of the Board.

- ACTION ITEM: Motion to Approve the Minutes for 6/21/23.

LuAnn Scholbrock motioned to approve the Minutes and Kelly Barrick seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

## Agenda item 5. Approval of 6/29/23 Minutes

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Acting Chair Hasken called the next order of business which was the approval of the meeting Minutes for June 29, 2023. The minutes were previously emailed to the Members of the Board.

- ACTION ITEM: Motion to Approve the Minutes for 6/29/23.

Kelly Barrick motioned to approve the Minutes and Nancy McDowell seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

## Agenda item 6. Approval of 7/7/23 Minutes

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Acting Chair Hasken called the next order of business which was the approval of the meeting Minutes for July 7, 2023. The minutes were previously emailed to the Members of the Board.

- ACTION ITEM: Motion to Approve the Minutes for 7/7/23.

Nick Glew motioned to approve the Minutes and Keri Osterhaus seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

## Agenda item 7. Welcome

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Acting Chair Hasken welcomed members and attendees.

## Agenda item 8. Discussion on appointing Vice Chair

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- ACTION ITEM: Motion to appointment of Vice Chair.

Acting Chair Hasken shares this is his second terms as a board member. Enjoys being a member. Very important work for the state. Looking for a business member who has served one year to consider being vice chair. Jay's term is up in April. Request for volunteers. Position will be filled by a majority vote.

Beth Townsend – Workforce is a big priority for Governor Reynolds. Work of this board is very important. Jay and Jack have done a tremendous job. Appreciate Jack's willingness to step in for Jay. Important to have an active vice-chair. Encourage you to think about it. Must be a business member. Good opportunity to help shape workforce policy in the next few years.

Jack Hasken – important to have the chair and vice chair business members. These employers are in the thick of it.

### Agenda item 9. Discussion on amendment to Bylaws to Add Proxy and Alternative Designee Process

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Michelle McNertney shares that we have new representation from the Attorney General's office who supports this board. Recommendation made to amend Bylaws to add a proxy and alternative process for voting members. Attachment 5 (but labeled attachment 6). Allow alternative designee process.

Jack Hasken – at this point entertain a motion to amend Bylaws to add proxy and designee process.

Beth Townsend – I will talk about why. Language specific in allowing the Governor, Director of Workforce Development, Director of Department of Education, Director of Department for the Blind, and Administrator of Iowa Vocational Rehabilitation Services. Very important members of the board. Allow these members to have an alternative attend and vote. Delegating would help with those five votes.

Michelle McNertney – by amending would allow these important members of the board would be represented even if they are unable to attend.

Jack Hasken – I agree. Governor Kim tries to be a part of the meeting but has a very tough schedule. With the other Directors and Administrator, it would be good to have that proxy, to keep things moving. Good idea. Entertain a motion.

Nick Glew – any consideration to limit the number of times a proxy can appear? Would love to have these individuals to be here. Proxy almost kind of empowering the ability to not be here – don't expect that. Maybe more complicated.

Jack Hasken – I know what you are saying Nick.

Beth Townsend – these are all voting members. With problems of quorum, proxy would help get quorum each time. Unfortunately schedules change in a heartbeat. Expectation would appoint senior level representative in their organization for proxy voting. Someone who knows what you're thinking, what's important, and vote consistently.

Jessica Dunker – are you comfortable if a new topic for voting comes up that proxy would be able to act?

Beth Townsend – Not sending proxy who doesn't know anything about the board. If new to board would be new to member and proxy. Looking for someone who knows the direction of the organization and familiar with how that person would vote.

Michelle McNertney – proxy must demonstrate experience and optimum policy making authority.

Jack Hasken – Looking for motion to approve.

Teresa Hovell – motion.

Nancy McDowell – second motion.

- ACTION ITEM: Motion to Approve Amendment to Bylaws to Add Proxy and Alternative Designee Process.

Teresa Hovell motioned to approve Amendment to Bylaws to Add Proxy and Alternative Designee Process and Nancy McDowell seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

#### Agenda item 10. Discussion on amendment to Bylaws to add a standing committee for the Iowa Plains Local Workforce Development Area

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Michelle McNertney – Attachment 6, pages 1 and 2, is language to add standing committee for Iowa Plains Workforce Development. July 7 meeting board voted to approve Iowa Plains Local Workforce area. Area being operated by IWD (American Job Center) providing Title I services that normally are procured and offered via the local board. Because the local areas refused funding, the funding is now the Governor's. Governor board/board members now operate this area. A lot of work to be done. Best way is to form standing committee and appoint business member as chair from that area and other business members from that area. Same format local area was required to have. Representation from Iowa Plains to operate and bring back all actions to this board for approval. Takes bulk of heavy lifting off this board and allow Iowa Plains area to make decisions and recommendations locally with business owners and program participants. Bring back recommendations to this board for ratification and approval. Attorney General's office assisted in language for the amendment to add to Bylaws.

Drew Conrad – will committee chair be considered ex-officio?

Michelle McNertney – multiple step process. Need to form a committee with help of Executive Committee. Does not have to be a member of the board to sit on a committee. Like this board, form committee to be chaired by business member, required by federal law. Board will consist of local business owners who know what they need for skills in their area and industry needs. Allow this board to appoint business member from those 42 counties. Not official member of the SWDB but chair the committee. None of committees have decision making authority – this board must approve.

Drew Conrad – will committee chair be considered ex-officio by board?

Michelle McNertney – multistep process. You do not have to be member of the state board to be on a board committee. Would like committee to be formed same way as other local boards. Chaired by business member, like state board. Board design is federal law. Local business owners to know workforce needs, skills needed, training and industries. Appoint business members from Iowa Plains area (42 western counties) and who is willing to fill in that role. None of committees have decision making authority. Committee actions needs to be brought to this board for approval.

Drew Conrad – thought other committees were chaired by a board member.

Michelle McNertney – they are but Bylaws allow it to be chaired by someone who is not a member of this board. Most important committee members are local for this area.

Drew Conrad – I agree.

Kelly Barrick – concerns on finding someone in that area.

Michelle McNertney – all had chairperson on the local board. Depends on area what level of involvement. AJC is already gathering list of those interested in being part of committee.

Drew Conrad – local elected officials turned down the funds.

Jessica Dunker – Director, are you comfortable with this?

Beth Townend – absolutely. Unfortunate local boards chose to walk away. Excited that the SWDB will be able to do what is required by local boards. This board has experience and will be operating the largest local area. Great opportunity. Try some things in local areas from policy perspective that the SWDB would like to try. Then go to other boards to make suggestions to consider. Standing committee will help get things done on a day-to-day basis. Standing Committee and chair will help with day to day. Can't reconvene SWDB every time a decision needs to be made. Good opportunity and fully support it.

Drew Conrad – is this board going to hire one-stop operator?

Michelle McNertney – Western Iowa will look different. No other examples nationwide of state agency running local area to the level that we will be. Possibility. Things in law that allow one-stop operator. IWD has filled for a very long time. Close contact with Department of Labor and fully supportive of Iowa Plains. Look at waivers. Types of things that this committee will talk through and bring back to SWDB decision.

Jessica Dunker – Parallel example. Department of Inspections and appeals. Related inspections and more control back to the state. Portions of people who refused contracts. It worked very well. Model to be aware of. Different but good.

Beth Townsend – if Wegner Peyser one-stop operation, we can do that at no additional cost to operation of local board. Means more money. IWD interested in one-stop operator and opportunity<sup>7</sup> to save program or administrative dollars. Anytime we can save admin dollars we can get more to lowans.

Drew Conrad – know other regions are struggling.

Michelle McNertney – Yeah. We can talk about that. Way off topic so I'll stop.

Jack Hasken – Good discussion. Entertain a motion for standing committee for the Iowa Local Plains workforce area.

Jessica Dunker – moves.

LuAnn Scholbrock – second.

- **ACTION ITEM:** Motion to Approve Standing Committee for Iowa Plains Local Workforce Development Area.

Jessica Dunker motioned to approve the Standing Committee for Iowa Plains Local Workforce Development Area and LuAnn Scholbrock seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

### Agenda item 11. Discussion on approval of PY24 WIOA State Plan Vision and Goals

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Michelle McNertney - WIOA State Plan due March 1, 2024. Required to ratify state plan every 4 years. PY23 modify every 2 years. 4-year overhaul. Last time was during COVID and LMI much different. Purpose is to lay out 4 year vision and strategy. Governor's and SWDB plan. Core partner teams, all 4 Titles I, II, III, and IV. Team gets together weekly to discuss and plan. Will bring updates at all future meetings. Attachment 7 – chart of existing vision and goals. Core partner recommendations – proposed goals. Current vision/goals were heavily focused on FRI. FRI great success and goal already achieved. Time to amend goals and look forward. Team made vision/goals more concise and measurable. IowaWORK is term that talks about system that is workforce development in Iowa. Many partner programs, IWD at the front of it and now with oversight of all four core partner titles. IowaWORKS is not an organization but a title of all people that work together to provide these services. Specifically, with IWD. May discuss but would like to get approval today to bring back to local boards. Discuss and would like to get approved goals. Locals write plan every 4 years. Local plan due April 1, 2024. Locals needs to know goals.

#### General Discussions.

- Way to track goals and tie in, setting up metrics, to report out.
- Department of Management creating dashboards across all state agencies.
- Add goal for expansion of Work Based Learning (WBL) through K12 system.
- Specific strategic goal of workforce policy moving forward.
- WBL available to all high school students in the state.
- How to we measure access?
- Specific goals so we can share out achievements.
- Want employers to recognize system but use it and benefit from it.
- Educate workers and connect with training programs.
- Create and track employer awareness of available resources through BE team.
- Build relationships with employers so resources/services are known.
- Shift/elevate perception.
- Diverse workforce.
- Engagement.
- Premier provider.
- Facilitate listening tour across state of virtual meetings to receive public comments.

- Companies growing their own workforce with others that are not lowans.
- Create more community awareness.
- Don't want to resources to train those outside of Iowa. Just those that live or work in Iowa.
- Continuum of high quality education to training.
- All lowans. Current and potential workforce. Citizens. Migrant workers.
- Resources to remain available to just lowans.
- 2 goals and system to serve job seekers and employers.
- Not stating particular training provider.
- Profit and non-profit training.
- Diversity to vision.
- One stop shop, we all of the programs working together to serve people in the best way possible people or businesses
- Align and implement service delivery.
- Accessible services.
- Expand WBL.
- Target services.
- Operationalize WBL through the state. Standard model.
- Collaboration between high schools and businesses.
- Educate and create awareness with employers.
- Engage local school districts.
- Teach employability skills.
- Career exploration activities.
- Registered apprenticeships.
- Increase program participation by employers.
- Support and education by school districts.
- WBL vs. career exploration.
- Registered apprenticeships = wages.
- State strategy for engagement.
- Misconception by businesses that WBL is a liability and decreases productivity.
- Guidance counselors are obstacle in culinary.
- Registered apprenticeships are more than just trades.
- Not one size fits all.
- Playbook of events.
- Sharing grant application process.
- Employers and communities have different needs.
- Community colleges design programs around community needs.
- Exposure for high school students to WBL / registered apprenticeships.
- Start developing workforce in high school.
- Earlier exposure for middle school students – 6<sup>th</sup> or 8<sup>th</sup> grade levels.
- ICAP.
- Collaboration with current WBL with others interested who have not done one before.
- Geographic diversity.
- Opportunity to participate.
- Teachers tapping into full potential of all students.
- Create more opportunities for access.
- How to engage educators?
- Engage Department of Education.
- Intermediary network.

- Overcoming barriers. Employer, education systems, students, parents, and stakeholders.
- Enough training programs for anticipated need.
- Data points shared
- Policy of this board to help encourage businesses as WBL is viable workforce development strategy. It should be educate and awareness for employers.
- Intentional collaboration with economic development professionals across the state.
- Current workforce v. predicted in 10 years.
- Relationship integrating.
- Create and implement unified and collaborative business engagement model.
- Veterans and women.

### **VISION**

An aligned, flexible, and streamlined workforce delivery system that meets the needs of employers and all lowans for a skilled and diverse workforce.

### **GOALS**

Goal I: Increase the engagement and awareness of the Iowa wo's current, potential, and future workforce to the continuum of high-quality education, training, and career opportunities in Iowa.

Goal II: Increase employment engagement and awareness of the IowaWORKS system as the premier provider of business services for a skilled and diverse workforce.

### **STRATEGIES**

#### **Goal 1**

Strategy 1: Align and implement an accessible, integrated service delivery model incorporating all workforce system partners.

Strategy 2: Ensure all Iowa students have opportunities for meaningful work-based learning experiences.

Strategy 3: Target services to underserved populations, including individuals with disabilities, minorities, returning citizens, women, rural lowans, new citizens, veterans, etc.

#### **Goal II**

Strategy 1: Support local workforce boards in the development and enhancement of sector partnerships.

Strategy 2: Create and implement a unified and collaborative business engagement model.

Strategy 3: Increase the awareness and engagement by employers in work-based learning opportunities.

Jack Hasken – let's get motion to approve what we just discussed as WIOA unified state plan, by Michelle, nice work and good back and forth discussion. Motion to approve as discussed.

Jessica Dunker – move we approve visions and goals with discussed and agreed upon edits.

Nick Glew – second.

- **ACTION ITEM:** Motion to Approve PY24 WIOA State Plan Vision and Goals.

Jessica Dunker motioned to approve the PY24 WIOA State Plan Vision and Goals and Nick Glew seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

## Agenda item 12. Director's Report

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Director Townsend provided her report.

- Introduced Kathy Anderson as new BE administrator. Announce Jon Peppetti as Deputy Director of Employment and Training. New VR administrator, James Williams starting October 1. Deep gratitude to Brian Dennis as interim VR Administrator.
- Questions about recommendations board and commissions task force. We are not on the task force. Met with task force and provided/answered questions. Provided federal WIOA legislation. We did not get advance copy. I can't tell you anymore about recommendations than what is on the website. Hope if you had questions you raised those during the public comment period.
- Behind on realignment because of change in personnel. Once James gets here on 10/1 hope to move forward and bring VR and IWD together.
- Title II – came to use from Department of Education (DE). Working on since July 1. Michelle and team good on bringing that on.
- State Apprenticeship Agency – passed by legislature last session. Working with USDOL to get plan approve by USDOL and has to happen before we can open up agency. Anticipate final plan submitted to USDOL in next couple of weeks. SAA met with USDOL in charge of making that happen. Went well. Matter of formalizing the request. Incorporate administrative rules submitted/approved. Hired new director Dan Sulentic from DOC and oversaw apprenticeship programs. Well known in IWD community. Excited to have Dane onboard.
- Press Release UI uptick slightly. Re case management system. Started in January 2022 connect within first week of filing for unemployment. 2022 average duration was 13 weeks. Now down to 9.7 weeks between jobs. Finding good jobs much quicker. Even though # of jobs have gone down, employer needs have filled. Not that low since 1967. In DC and talked about, don't see statewide averages below 10 weeks. Goal is to get below 9.

- Jessica – well done.
- Kelly Barrick – congrats.

### Agenda item 13. Update from System Committee by Committee Chair, Jack Hasken

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Update from System Committee by Committee Chair Jack Hasken.

Drew Conrad joining this committee. Next meeting is Wednesday. Data is our focus. Dashboard and technical. IT issue.

Michelle - Not working today. LMI working to get back online. Will put out email with all data gathered and available.

Jack – meeting next week.

### Agenda item 14. Update from Minority Unemployment and Outreach Committee by Committee Chair, Ofelia Rumbo

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Update from Minority Unemployment and Outreach Committee Chair Ofelia Rumbo.

Michelle McNertney – Ofelia is doing a great job. Committee working on listening tours across the state. Several scheduled. Ofelia hosted one in Storm Lake. Jessica hosting in Council Bluffs. Past Saturday Anderson hosted a tour.

Anderson Sainci – listening sessions with minority committee members. Provided a lot of services. Apprenticeship programs, workforce development training and one centralized location for each individual. Actual experience and get connected to those resources. Picked date by engaging resident of community. Food, childcare, free bus passes. Figure out how to bring essential resources in centralized location so community members can tap into them. Super excited to be part of the solution.

### Agenda item 14. Update from Youth Services Committee by Committee Chair, Matthew Nicol

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Update from Youth Services Committee by Committee Chair Matthew Nicol.

Matthew – met on 8/25. Continue to do bring chairs/committee quarterly across the state. Theme around services support. Implementation and execution of changes. Addressing mental health and emergency food supplies. Best practices. South central Iowa WBD selected 1 of 9 groups remaining. 3 youth selected to go to DC. Whitehouse tour and met with Secretary of Labor and Congressman Zach Nunn to advocate for youth partnership and legislation. Presented to local foundation and awarded funds to advance work and create youth community pre-apprenticeship careers in government, philanthropy, non-profit, etc. Design job description, interviewing, and hiring authentic

youth coordinator. Develop shared youth attraction and retention employment for South Central. Next report be great to have one youth to share their experience.

#### Agenda item 15. Update from Disability Access Committee by Committee Chair, Emily Wharton

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Update from Disability Access Committee by Committee Brian Dennis.

Brian – met on 7/12. Addressed issues to providing workforce services to persons with disability. Biggest group that is not involved in workforce area. How to do better services statewide. Continued work for AJC accessible. More than 1 customer, more than job seekers. Employer engagement. Kathy's team on talking to employers about disability. Employers need assistance with that. Customer model for employers. Establish community practices. Feel siloed. How to bring everyone together from statewide perspective. Focus on every year and grow out from local level. Month of October is National Disability Awareness month.

#### Agenda item 17. Update on PY24 SWDB meeting dates and locations

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Acting Chair Hasken

Two in-person meetings and two virtual meetings. Need volunteers to host in-person dates.

Proposed 2024 Dates:

- February 16, 2024 – Virtual
- May 15, 2024 – TBD
- September 11, 2024 – TBD
- December 4, 2024 – Virtual

Jack – fun to show your business off.

Beth – introduce new member to the board. McKenzie Snow, Director of Education from State of Iowa. Appreciate her joining us. Know she will do great as her role as the Director of Education.

McKenzie – Appreciated robust discussion around expanding WBL. Seen great examples recently in Boone and SE Polk. Look forward to continuing to contribute to the great work of the board.

Jack Hasken – thank you to everyone that traveled here today and our guests from area. Dan is available for tour of the facility.

Adjournment.

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Acting Chair Hasken adjourned the meeting of the Board at 1:05 pm.



Shelly Evans - Executive Assistant to the SWDB