



SWDB BOARD NOTES

Date: 5/15/24

Location: ZOOM

Minutes

Iowa Workforce Development Board Meeting

May 15, 2024

11 am – 1:00 pm

Marion City Library, 1095 6th Avenue, Marion, IA

Agenda item 1. Call to Order

Chair Teresa Hovell called to order the meeting of the Iowa Workforce Development Board (the Board) on May 15, 2024, at approximately 11 am. Chair Hovell welcomes attendees.

Welcome by Mayor Nicolas AbouAssaly, Marion, IA. Thankful for opportunity to say hello. Marion is a great place, and we have been working hard for two years to make it a designation for raising a family and for business. Fastest growing city with over 43 thousand residents. Focus on serving people's needs and quality of life. City is competing with great talent for workforce. Library is a great facility and community center. City has built 35 miles of trails in the city limits. Invested in award-winning amenities. New fire station is historical. Thank you.

Agenda item 2. Roll Call

Members in Attendance

- | | |
|---|--|
| 1. Director Beth Townsend | 14. Kelly Barrick |
| 2. Keri Osterhaus as designee for
Director Emily Wharton | 15. Nick Glew |
| 3. James Williams | 16. Carrie Duncan |
| 4. Jay Iverson | 17. Charlie Wishman |
| 5. Teresa Hovell | 18. Andy Roberts |
| 6. Scott Naumann | 19. Jason Shanks |
| 7. Daren Westercamp | 20. Jayson Henry |
| 8. Jack Hasken | 21. Drew Conrad |
| 9. LuAnn Scholbrock | 22. Kristie Fisher |
| 10. Kellie Gottner | 23. Rita Grimm as designee for Director
Debi Durham |
| 11. Jessica Dunker | 24. Director Beth Skinner |
| 12. Mary Landhuis | 25. Amela Alibasic |
| 13. Ofelia Rumbo | 26. Scott Thompson |

Members Absent

1. Laura Book as designee for Governor
Kim Reynolds
2. Senator Dawn Driscoll
3. Representative Dave Deyoe
4. Director McKenzie Snow
5. Alicia Stafford
6. Brad Elliott
7. Alex Severn
8. Deb Mauricio
9. Josh Cobbs
10. Tiffany O'Donnell
11. Nancy McDowell
12. Senator William Dotzler
13. Representative Jeff Cooling
14. John Smith

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

Agenda item 3. Welcome by Teresa Hovell, Chair

Chair Hovell welcomes attendees.

- Welcome.
- Honor to serve on board that impacts every Iowan.

Agenda item 4. Approval of Agenda

Chair Hovell called the next order of business which was the approval of the meeting Agenda for May 15, 2024. The agenda was previously emailed to the Members of the Board.

- **ACTION ITEM:** Motion to Approve the Agenda for 5/15/24.

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

Agenda item 5. Approval of 2/16/24 Minutes (Attachment 1)

Chair Hovell called the next order of business which was the approval of the meeting Minutes for February 16, 2024. The minutes were previously emailed to the Members of the Board.

- **ACTION ITEM:** Motion to Approve the Minutes for 2/16/24.

Andy Roberts motioned to approve the Minutes and Jason Shanks seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

Agenda item 6. Discussion on appointing Vice Chair (Attachment 2)

Acting Chair Hovell opened the discussion on appointment of a Vice Chair.

- Must be a business member of the board.
- 2-year term that will roll over to the Chair position for a two-year term.
- Will chair quarterly meetings in the event that the Chair is unavailable.
- Ask for volunteers or nominations.
- Open for discussion.

Jessica Dunker – what are the duties of the chair and vice-chair positions?

Jack Hasken – I have covered previous meetings as vice-chair. No big-time commitment. Acted as chair last year. Biggest commitment is to drive this board. Likes working with IWD. Director Townsend is great to work with as well as Michelle and Wendy Greenman. Lobbying someone consider it very strongly. I would do it, but I have other commitments. Very prestigious board.

Teresa Hovell – Shelly and Michelle are amazing. Planning Agenda and providing all information needed. Very doable for someone who wants to make this a commitment.

Jessica Dunker – how many people qualify?

Michelle McNertney – there are 17 business members on the board.

Jessica Dunker – would it be considered a conflict if you lobby?

Michelle McNertney – I don't know. That is a question for the AG's office.

Jack Hasken – it looks great on your resume. Banks look favorably on this.

Teresa Hovell – Jessica we will check on that and let you know. If anyone has a nomination or you would be interested, please email Shelly and myself. We can have a conversation or if additional questions come up.

Tabled for future meeting.

[Agenda item 7. Discussion on appointing Chair for SWDB Returning Citizens Committee.](#)

Michelle McNertney opened discussions on appointing Chair for Returning Citizens Committee.

- Committee is part of Bylaws.
- Historically very active.
- Community members very interested in this topic.
- Important for workforce future in Iowa.
- Can be any member of the board.
- Seeking for volunteers or nominations.

Teresa Hovell – how many people are on that committee?

Michelle McNertney – Shelly do you know how many people are on that committee?

Shelly Evans – I am just guessing but I would estimate around 12.

Nick Glew – are all 12 board members?

Michelle McNertney – no. Community members passionate about this work. This committee met about a year ago. Committee just needs chair who is a board member. Others can be community members.

Teresa Hovell – any other questions?

Kristie Fisher – for some reason I volunteered to chair the Youth Services Committee. If you think it would be easier to find someone for the Youth, I would be interested in this committee.

Michelle McNertney – I think it's great what you are asking.

Teresa Hovell – any future questions or should we table this?

Nick Glew – possible to provide more information?

Michelle McNertney – yes.

Tabled for future meeting.

Agenda item 8. SNAP Employment & Training Program Presentation

Jeremy Ritchie, Bureau Chief at IWD, presented information on Supplemental Nutrition Assistance Program (SNAP) – Employment and Training Program.

- Important project with IWD and Health and Human Services in Iowa.
- What is SNAP? Program designed to assist those who are receiving food benefits to obtain employment. Training, education to help become self-sufficient. Individuals receiving are eligible to participate in voluntary program. Must be 18 years old and reside in area.
- Food and Nutrition Service (FNS) – federally responsible for administering program and roll it out to Health and Human Services in Iowa.
- Reimbursement program (50% reimbursement).
- Services voluntary and provided at no cost to participant. Trainings offered: occupational/vocational skills training and education, job search skills, job retention services, wrap around and case management and coaching.
- Benefits provider to increase capacity of non-federal funding and increases by 50%, increases staff capacity and number of individuals served and expands scope of services.
- Lists current partner network.
- Requires consultation with SWDB. State plan must be submitted annually, connection with state/local boards to ensure SNAP program is operating correctly.

Teresa Hovell – any questions for Jeremy?

Liz Rodriguez – Does SNAP work with TANF?

Jeremy Ritchie – someone on SNAP does not qualify for TANF.

Liz Rodriguez – you can't be enrolled at the same time?

Jeremy Ritchie – you cannot be enrolled at the same time.

Jessica Dunker – what are the measurables and what are expectations?

Jeremy Ritchie – with WIOA, we are looking at items like attainment, wages, similar outcome measures. National outcomes expected and as well as state outcomes. HHS has developed additional ones as well. Similar to other reporting programs.

Jessica Dunker – what are the expectations of this board?

Jeremy Ritchie – expectations to provide awareness of program, be involved, know what is happening at state/local levels to drive the program with this information.

Drew Conrad – what is required of the training providers? Hawkeye. Can a region have multiple training providers?

Jeremy Ritchie – yes. Must have non-federal funds because federal funds cannot be used.

Kristie Fisher – Kirkwood has a program that works well.

Drew Conrad – some geographic gaps and how do we fill those?

Michelle McNertney – the goal with the partnership with HHS is to expand SNAP to all 99 counties.

Nick Glew – how many SNAP participants are engaged in these types of services retaining?

Jeremy Ritchie – I couldn't tell you by numbers but can tell you in FY23 served 425 participants and this year with 6-78 months in have served about 375 total participants.

Michelle McNertney – it is a voluntary program, so we have to offer it.

Nick Glew – is there a desire/ goal to make it not voluntary?

Michelle McNertney – Jeremy is Lori on the call as well? I think you are talking about something at the federal level related to this legislation.

Jeremy Ritchie – Laurie is on the call.

Laurie Doyon – with HHS. Voluntary program. Not mandatory state. Would be a big lift. Not ability of providers to make mandatory. Has been discussed for quite some time.

Need additional funding and providers and would not be a good idea. Across the nation, most programs are voluntary.

Michelle McNertney – can you repeat.

Laurie Doyon - Not capacity or funding to make mandatory. Majority of states are voluntary.

Nick Glew – program benefits 400+ people in FY23 how many people are we talking about?

Jeremy Ritchie – Laurie if you are still on, I will defer to you.

Laurie Doyon – I don't have those numbers available off the top of my head, but we can provide them. Would be thousands.

Liz Rodriguez – interested in how IowaWORKS centers were chosen to administer. There needs to be non-federal funding and would assume that it is state funding for IowaWORKS.

Jeremy Ritchie – funding question – correct. Chosen pilot sites based on gaps in service delivery. In October plan is to move forward with all American Job Centers (AJCs) and IowaWORKS centers to provide these services.

Liz Rodriguez – if Central Iowa is interested, I'll just talk to Dr. Fisher about it. We will come up with a plan and send it to you.

Agenda item 9. Rapid Response Update

Lacie Kraft, Rapid Response Coordinator and I oversee the notices and WARNs when companies are closing or doing layoffs. Brief update of what is happening across the state right now. Shares WARN website and shows how layoffs are happening. Since January 1, 35 WARNs. Since March 25 have come in that has impacted 3,000 workers. Increase in WARNs. Areas of increases manufacturing and health and human services. Annual WARN information is shown but second quarter is not yet up to date. WARN log in either Excel or PDF. Trend in manufacturing, health care and human services right now. I receive notices and send to local area. Local lead takes charge and offers services to employer and employees. The company does not have to accept services, but we are required to offer them. An employer meeting is set up to learn about the workforce, needs, demographic information. Bring together all core partners and community resources. Collect dislocated worker surveys to plan services in the local area. Focus on employment or training. All customizable to employers. Mobile unit can also go to rapid response events. Additional services job fairs, workshops to employers, or any other services provided at the AJC.

Teresa Hovell – what is considered a mass layoff?

Lacie Kraft – in Iowa WARN notice is required for 25 or more people who are being laid off. Hy-Vee is closing a few stores across the state. Everyone has been offered to transfer to other locations. Same as Red Lobsters. Mississippi Valley funding cuts in healthcare.

Have reached out to 85 employers but this is not reflected on WARN sheet due to small numbers. Nursing home in Clarinda. More nursing homes closing in smaller towns. This seems to be a trend.

Charlie Wishman – I was going to ask about Hy-Vee. This is going to affect a lot of people, and you answered my question as to WARN notices. You are indicating that WARN notices were not issued because of the transfers?

Lacie Kraft – Yes, Hy-Vee offered transfers to those employees, so they are not laying off or if they are, it is under 25.

Drew Conrad – over a decade ago my team worked with IWD in a community response manual. This needs to be updated. Is IWD interested in partnering to update that? Employees to pivot with alternative options. Learned lesson from the closing of the processing plant and a few others. Things should have been done sooner. Some things we should look at.

Michelle McNertney – yes, absolutely.

Lacie Kraft – been in this work for 4 years. Michelle forwarded me that document so we can update it.

Drew Conrad – we are willing to help out.

Nick Glew – are there any more specifics you can provide of what the state is doing or will continue to do in the next few months, specifically in the Perry community?

Lacie Kraft – in Perry have transition center set up at Tyson. Going in 2-3 days a week and holding a mini IowaWORKS center. Inviting community partners and agencies to come in and meet with those individuals. Learned from Perry group there are 11 different languages and cultures. Coming into IowaWORKS center can be scary for them. We are meeting with them in the cafeteria. Job fair tomorrow with 85 businesses. Mobile unit at the job fair and can apply for jobs tomorrow. Can help with completing resumes. Next few weeks will be on training options and career industries with training options. Towards end of June, closing still June 28. Will shift focus to unemployment and continuing their job search. Next step will be to work with DMACC with a workforce center and partner and provide services. No end date yet of services in Perry.

Nick Glew – obviously employees would prefer to stay in the Perry area – it's home. Do we have conversations on how we can help them if there are no jobs in their community. Continue to support state-wide workforce.

Lacie Kraft – when planning job fairs, one in early April that targeted Perry businesses. Now doing 50-mile radius and then 2 hours away radius. Will then open statewide. Employers coming into job fairs have relocation packages. Businesses come with relocation packages and a lot of communication and training for the job seekers. We don't want to see them move from local area but definitely not out of State of Iowa.

Liz Rodriguez – May be on website, do you differentiate on data on temporary layoffs and for real closing layoffs due to closing. Can we search for those criteria to be prepared locally?

Lacie Kraft – temporary less than 6 months will not be on website. Employers not required if less than 6 months. Website differentiates on mass layoffs or closing. Seasonal layoffs are not on the website.

Teresa Hovell – thank you Lacie for sharing the updates.

Agenda item 10. Director's Report

Deputy Director Jon Peppetti provided the Director's report.

Jon Peppetti – speaking on behalf of Director Townsend. Sends regrets but had a conflict and asked me to give her report. I am one of two Deputy Directors at IWD. Oversee employment and training departments (AJCs, Business Engagement, Workforce Services and LMI Divisions). Updates:

- Announce Tim Goodwin returning to IWD as fulltime legislative liaison, overseeing communications and strategic efforts moving forward. Tim previously stood up the Business Engagement Division.
- State Apprenticeship Agency. Required legislative fix per USDOL to be certified. Waiting for the Governor to sign the Bill with new language. Will then send language to USDOL. Have been working with them for more than a year with USDOL. Hopeful by next meeting will have an update on the SAA office.
- Director has been asked to appear before the US House Ways and Means Sub Committee on work and welfare. Will be testifying on June 4. Primary focus is the RCM program. Program has been around for a couple of years and a tremendous success for Iowa. Focus to rebuild and restore confidence in state unemployment programs moving forward. Results for program speak for itself. Program began in 2022. At that time average duration for unemployment benefits was 13 weeks. Currently is at 9.1 weeks. Lowest duration length since 1960. Lowest amounts of benefits paid in 2022 and 2023 were lowest amounts since 2000. In 2022 paid \$253 M in 2023 a little higher at \$260 million but that's compared to \$381 million which was prior to the pandemic. Significant reductions in duration and amount of benefits. A lot of that success is due to this program. Getting a lot of attention at the national level. Will provide link to board for this hearing.
- Unemployment rate did decrease to 2.9% in March. Director's comments: Indicate steady progress across Iowa's economy. Construction extended for fifth straight month while Iowa employers added over 4,000 jobs in March. Number of unemployed decreased to 48,700 in March from 50,200 in February.
- Mobile workforce center. Governor held a roll out press event at the end of February. Since that time, we have been deploying the mobile unit for rapid response type events. Not all its intended to be used for but intend to take around state to more rural areas where there is no access to our centers across the state. 10 workstations and career planners that travel from local offices to command the mobile unit. Great success. Website contains link to request the mobile unit. Planning on bringing mobile unit to the next board meeting at Vermeer. You can walk through it and see that it is a full-service AJC mobile unit.
- Realignment. 10 months into it. Past point of administrative position and now doing deep dive into programs to make sure they are working at optimal levels to proceed services. Governor's intention was to move pieces where they make more sense and provide better services.

- Title II – Adult Education. Michelle and team are doing deep dive.
- Title IV – Vocational Rehabilitation Services. James will provide update.
- State fair. Two locations. Booth in varied industries building and a separate location for the mobile workforce enter. Encourage you to stop by the fair.

Jack Hasken - Governor recently asked for \$30 million dollars from the trust fund for work-based learning. Can you give us an idea of what's involved, how that going to be used.

Jon Peppetti – we will be working with the Governor's office on her intentions.

Jackl Hasken – The Governor came to ABI and asked to use part of the trust fund. Hadn't heard anything on the workforce side.

Jon Peppetti – we haven't done anything because of the legislation, the bill has not passed or been signed yet. If it is, we will take a look internally on how it is set up to administer the funds, but we will be working with the Governor to see what she wants to do with that.

Jessica Dunker – legislation passed child labor laws got changed last legislative session. Expanding the work hours. We are under massive assault. Particularly in places that higher a lot of teens. Restaurants and child care. DOL attitude with business owners and teenagers. Coming in during hours of busiest operation. Demanding access to minor workers and that an adult be present. Making teens cry. Letters from parents asking that this stop. They are frightening business owners. Two female owners bullied to point of tears. Said would be fined \$100,000 to \$200,000. They were told they didn't care what the state laws said and said they should know better. Not hearing this from other states, just Iowa. Uncomfortable with the way teen works are being treated. Everywhere from Maquoketa and Knoxville. Federal regulators are making an example out of Iowa. Second piece of legislation did pass. This will affect businesses moving forward.

Nick Glew – happy to hear the updated about the legislation. Very positive.

Charlie Wishman – federal government is trying to enforce federal rules and regulations.

Jessica Dunker – yes and no. They are trying to send a message. If trying to enforce they would explain. Double edged sword.

Charlie Wishman – they are not making up things that aren't in the Department of Labor Regulations.

Jessica Dunker – interesting questions. DOL says they can have an attorney or your accountant present. They are disallowing that. This is above my paygrade, so we have enlisted the help of our congressional members. It's not like Illinois where they are just ignoring federal law where people sell drugs to children.

Agenda item 11. [Update from System Committee by Committee Chair, Jack Hasken](#)

Update from System Committee by Committee Chair Jack Hasken. Identified five priorities. Checked off performance data and core partners. Now onto customer satisfaction.

Wendy Greenman – Lacie Kraft has some technical pieces through IowaWORKS. Lacie has most knowledge about this program.

Lacie Kraft – worked with local boards to come up with customer satisfaction survey that goes out to Title I and Title III individuals who are registered with them. Sends out twice a month to anyone who receives services (self-service, youth program, case managed, adult, dislocated workers, veterans, and using job search). Approximately 2,000 individuals. Get between 3 and 5% return rate. Local areas, boards, one-stop operators have access. Both positive and negative comments.

Jack Hasken – yes that was good. 3 – 5% is not good. How do we improve that? What is the incentive to fill out that survey.

Wendy Greenman – historically LMI division assisted in sending out the surveys. Once moved into IowaWORKS data management system that allows us to do that. June 2023 went live. Return rate increased with this system. Determined going to send more frequently. Progression on return of investment of those surveys. Worked with local board staff when developing. Wanted to make sure all areas were sending out individual surveys. Rather have just one survey sent as opposed to two. Gather data from businesses on customer satisfaction as well. Still being done through LMI. Discussions on how to include that survey within IowaWORKS. Trying to get higher returns on results we will continue to keep talking about. Talks about what else we can do to put in place to get higher results.

Lacie Kraft – I think you covered it. This is year two. Don't know how we incentivize other than making them aware in local AJCs that they will be getting a survey. Added to everyone's dashboard in year two. Thought we would get more responses via the dashboard, but we are not.

Liz Rodriguez – works with Wendy and Lacey's survey but we have another one with a QR code. IWD and local areas work well together.

Drew Conrad – last 12 months how many surveys did we get complete?

Lacie Kraft – let me get a count really quick.

Kelly Barrick - Standard returns – what would be a goal of what we would be shooting for if not 5%? Yes, short is better. I like changes team has made, and I think it's good that we are sending it out more frequently. I think times when I have received services and get an email right away, I am more apt to fill it out than rather receiving the survey a month later. I can see why people are not filling it out because people don't remember. If they do remember, it could be the negative side.

Liz Rodriguez – locally we have a little piece of paper classroom setting and we ask them to fill it out. Combination of both is really smart.

Kelly Barrick – when you capture them per se, you can have them fill it out right there.

Liz Rodriguez – yes.

Jack Hasken – committee is going to meet in June. We are focused on results.

Wendy Greenman - We can have some additional data pulled to share at our next meeting.

Lacie Kraft - I do have a number through the end of March. 2,289 completed from June to March.

Agenda item 12. Update from Minority Unemployment and Outreach Committee by Committee Chair, Ofelia Rumbo

Update from Minority Unemployment Committee by Committee Chair Ofelia Rumbo. Not much of an update. Planning on scheduling meeting in the next few weeks.

Agenda item 13. Update from Disability Access Committee by Committee Chair, James Williams

Update from Disability Access Committee by Committee Chair James Williams. Good discussion in April meeting. Status of local DACS around the state – some active, some not, some meeting regularly, some not, some doing a lot, some are not. Trying to figure out how we can best support and where we can get to basic standard. Expect some have amazing people on that can do a lot, others where the band is more limited. Trying to figure out where we can set expectations or middle ground. Acknowledge local DACS know their local communities. Give them support and structure to help them but not too much where they feel they can't do what they need to for their community. Concrete next steps at next meeting. Create mission statement. Strength and formulate our role. Provide structure expectations and guidelines so they understand what they are supposed to be doing. Contact local DACS and be part of their meetings to learn and also share with them. Heard from boards and they indicate DACS are weaker in their community. Conference workforce board, directors, representations from all title programs. Michelle/Elizabeth did great presentation. Great opportunity to share how alignment can look. VR staff able to see people, make connections with people and programs. Most positive a) love presentations from titles and b) liked Director, Jon, Michelle and the rest of the team were there. Loved getting to meet them and get pictures with them. Very passionate about what we do. Resounding success.

Kelly Barrick – fabulous. You all need like cardboard cut outs across the state when you are not there.

Agenda item 14. Update from Iowa Plains Committee by Committee Chair, Holly Espenhover

Update from Iowa Plains Committee by Committee Chair Holly Espenhover. I volunteered to chair. Brief update. Cover 42 county region. Committee has been really

busy. Has 8 out of 10 career planners hired. Those positions filled by June. Fort Dodge has scheduled you and youth adult focused job fairs. Bring those in that higher for summer help. Title I assisted with Rapids Response in Storm Lake and Glenwood. Storm Lake is hosting a job fair for laid off workers interested in Title I and ESL and HI Set classes to get trained for new career. Glenwood closing, Council Bluffs Title I team has been involved in several worker information meetings and recruitment into Title I services and career training if they are unable to find employment. Group focused on policies and procedures. Streamlined enrollment process to help break down barriers. Increase enrollment which can be a challenge. Survey sent to local businesses. Had 40 individuals invited to last meeting. Currently 8 members representing businesses in that area. Local plan being worked on and meeting every other week. Committee is in collaboration with SWDB for one-stop operator for Iowa Plains area. RFP is moving forward.

Linda Rouse – nothing to add you did a great job Holly.

Agenda item 14. Public Comments

Chair Hovell opens the meeting for public comments.

Liz Rodriguez – just want to say Holly – awesome. Linda you too – just awesome. Wow.

Drew Conrad – question for Michelle. One-stop will that come before the board.

Michelle McNertney – yes. They are working on the final product and then it will come before the board for their approval. Will seek initial approval and then bring it to the board for approval at the next meeting.

Drew Conrad – they mention business seats. Are they have problems filling them?

Michelle McNertney – Linda can probably answer that better than I can. The focus right now has been on businesses. Linda, who else has been attending those committee meetings?

Linda Rouse – Holly might have a list as well. Various rep from various sections. Trying to grow membership. 42 counties is a large local area. Trying to get employers from different sectors has been challenging. This is something we have been working on for the past several months. Working in the right direction but if anyone knows of local employers in that area, we would love to know.

Michelle McNertney - Core partners (Title I, II, III and IV) are working with the committee to go over the plan so we have all of the programs represented.

Drew Conrad – I'm thinking like economic development. State board and local board, are we trying to have all of those seats represented?

Michelle McNertney – try to mimic it but theoretically it is the state board that is the board, so those requirements are met. Anyone willing to participate in the committee, per the Bylaws, are businesses from the central Iowa area for local representation.

Drew Conrad – I was offering if they are struggling with those groups to let us know.

Michelle McNertney – yes.

Nick Glew – not to put you on the spot.

No additional comments were received.

Adjournment

Chair Hovell adjourns the meeting of the Board at approximately 1:00 pm.



Shelly Evans - Executive Assistant to the SWDB