



# SWDB BOARD NOTES

**Date: 12/14/23**

**Location: DMACC Urban Campus, Des Moines, IA**

## Minutes

### Iowa Workforce Development Board Meeting

December 14, 2023

11 am – 12:00 pm

ZOOM / DMACC Urban Campus

#### 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 December 14, 2023, at approximately 11 am.

#### Agenda item 2. Roll Call

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##### Members in Attendance

1. Laura Book
2. Dave Deyoe
3. Beth Townsend
4. Emily Wharton
5. James Williams
6. Alicia Stafford
7. Scott Naumann
8. Daren Westercamp
9. Jack Hasken
10. LuAnn Scholbrock
11. Teresa Hovell
12. Jessica Dunker
13. Brad Elliott
14. Ofelia Rumbo
15. Alex Severn
16. Nick Glew
17. Charles Wishman
18. Andy Roberts
19. Jason Shanks
20. Jayson Henry
21. Nancy McDowell
22. Drew Conrad

23. John Smith
24. Kristie Fisher
25. Rita Grimm
26. Kyra Hawley
27. Amelia
28. Scott Thompson

##### Members Absent

1. Dawn Driscoll
2. McKenzie Snow
3. Jay Iverson
4. Kellie Gottner
5. Mary Landhuis
6. Deb Mauricio
7. Kelly Barrick
8. Matthew Nicol
9. Carrie Duncan
10. Josh Cobbs
11. Tiffany O'Donnell
12. William Dotzler
13. Jeff Cooling

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

### 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 December 14, 2023. The agenda was previously emailed to the Members of the Board.

- **ACTION ITEM:** Motion to Approve the Agenda for 12/14/23.

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

### Agenda item 4. Approval of 9/20/23 Minutes

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

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

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 5. Welcome by Jack Hasken, Acting Chair

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Acting Chair Hasken Acting Chair Hasken welcomes attendees.

- Welcome.
- Thanks board members for attending. Discussions are for board members first and public comments toward the end of the meeting.
- Need volunteer to host September meeting.

### Agenda item 6. Discussion on appointing Vice Chair for SWDB by Jack Hasken, Acting Chair. (Bylaws – Attachment 2, page 2)

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Acting Chair Hasken opened discussion on appointment of Vice Chair. Must be a business member and Teresa Hovell has volunteered to be appointed.

Teresa Hovell. Vermeer for 26 years with prior experience in quality manufacturing. Manage benefits program (health, dental, onsite clinic, pharmacy, etc.). Work with other entities to expand program. Core of company is to take care of our people. Vermeer employs about 4,000 in U.S. and 4,500 nationwide. Continue to grow but like other companies, struggle with same challenges of labor shortage. Third generation company

that is located in four other states. Mary Andringa, the Chair, is an amazing role model. I would be happy to serve. Love taking care of others who work in Iowa.

Jack – found a really good vice chair. Jay's term ends on April 30 and the new position would start May 1.

- ACTION ITEM: Motion to Appoint Vice Chair.

Jessica Dunker motioned to appoint Teresa Hovell as Vice Chair and Jason Shanks seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

Agenda item 7. Discussion on amendment to Bylaws to rename the Ex-Offender Standing Committee to Returning Citizens Standing Committee by Michelle McNertney, Executive Director of the SWDB (Proposed amendment to Bylaws to rename Returning Citizens Standing Committee - Attachment 3)

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Michelle McNertney opened discussions on amendment to Bylaws to rename the Ex-Offender Standing Committee to Returning Citizens Standing Committee

Previously referred to as ex-offender but this is outdated terminology. With focus on this population, suggestion is to change to Returning Citizens Committee and remove the ex-offender piece of the title.

- ACTION ITEM: Motion to Approve amendment to Bylaws to rename the Ex-Offender Standing Committee to Returning Citizens Standing Committee the Minutes for 7/7/23.

Jason Shanks motioned to approve amendment to Bylaws to rename the Ex-Offender Standing Committee to Returning Citizens Standing Committee the Minutes and Andy Roberts seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

Agenda item 8. Discussion on approval of appointing a Chair for the Disability Access Committee by Michelle McNertney, Division Administrator IWD.

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Michelle McNertney opened discussions on appointing Chair for the Disability Access Committee.

This committee is very active. Dan Tallon was prior chair. Last spring when he left that position Emily Wharton graciously agreed to step in. James Williams is the newly appointed vocational rehabilitation administrator. James is willing to take over and Emily is fine with that.

Emily Wharton – this chair position was previously split between Department of Blind and Vocational Rehabilitation. With recent health issues, Dan had agreed to step in. Hope to continue with James' leadership moving forward.

Jack – clarify that it is James Williams to appoint as chair.

- ACTION ITEM: Motion to Appoint Chair to the Disability Access Committee.

Teresa Hovell motioned to appoint James Williams as Chair to the Disability Access Committee and Emily Wharton seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

Agenda item 9. Discussion and approval of draft PY24 WIOA Unified State Plan by Michelle McNertney, Division Administrator, IWD. (Draft of PY24 WIOA Unified State Plan – Attachment 4)

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Michelle McNertney opened discussions on approval of the draft PY24 WIOA Unified State Plan.

State is required to submit Unified State Plan every four years. Strategic document of how we attack and support workforce system. Update plan every two years. New plan to start July 2024 and will be good for four years. WIOA Core Partner teams which consists of senior leaders from different agencies and programs. Plan historically copied and pasted. Team did rewrite. A lot of work that went into this and proud of them.

Wendy Greenman – Brian is going to jump in and kick it off.

Brian Dennis – proud member of WIOA partner working group and this group has spent a lot of time working on the plan. Team members consisted of:

Michelle McNertney  
Wendy Greeman  
Klye Klabby-Kane  
Brian Dennis  
Brian Williams  
Mary Jackson  
Brandy McOmber  
Keri Osterhaus

Unified State plan with four-year strategy and updated every two years after that.

Brandy McOmber – action plan to develop a line and integrate state systems as well as to provide a platform. Six core programs.

Title I – Adult, dislocated workers and youth programs  
Title II - Adult education and literacy  
Title III - Wagner Peyser  
Title IV - VR / Dept of the Blind

Wendy Greenman – theme across plan includes program and system alignment, integration, co-enrollment across core programs and work-based learning. Plan includes how to provide effective and more streamlined system in Iowa. Strategic planning element on pages 9 – 99. Economic and workforce activities analysis. Economic conditions across Iowa. Workforce characteristics, labor pool across Iowa. Looking at tight labor market in the state. Lack of labor force due to low unemployment. Some

employers are not going to fill positions. Top theme across industry in Iowa is manufacturing is at top end of current in demand industries. Growing are healthcare, manufacturing, and transportation and logistics. Operational Planning Elements identifies efforts to support and infrastructure policies to achieve goals. Roles of partners. LMI did gather data. Helps identify how to look at programs independently.

Kyle Klabby-Kane – Vision and goals are guidepost for drafting plan. Vision. Aligned. Customer groups of workforce system that the plan intends to serve; neither can be successful without the other. Goals and strategies. Much discussion by core partners in drafting goals and strategies. Goal 1 supporting strategies focus on serving individuals. Goal 2 supporting strategies focusing on employers.

Wendy Greenman – points of interest: alignment, co-enrollment, WBL, business engagement, youth waiver, VR + IDB goals and strategies. Under WIOA youth has two areas: 1) in school and 2) out of school.

Brian Dennis – Business engagement is important part of work done at IWD. With realignment Governor wanted to be proactive in helping employers. Last September this division was created. Business Engagement Consultants (BECs) are first point of contact. Over 5,500 contacts made with employers. Focus on work-based learning (WBL), quality pre-apprenticeships and registered apprenticeships. Earn and learn.

Mary Jackson – VR portion highlight goals and strategies (around pages 244-247). Completed needs assessment with the University of Iowa. Results viewed with State Rehabilitation Council (SRC). SRC charged us with different focus areas. Taking all information into account, want to have goals and strategies aligned with the state goals and strategies.

Keri Osterhaus – worked and collaborated with Commission of the Blind to review and assess Iowa needs. Looked at yearly statewide assessment. Collaborated with Inner Work Institute of San Diego to complete statewide assessment. Goals and strategies tied back to this. Next step is public comments. Need plan posted on December 18 and must be open for 30 days for public comments. Open through January 26. Will do two town hall sessions. Comments and questions from public. Comments will be reviewed, and changes/updates will be made. Hope to have done by February 4 and brought back to this board for February quarterly meeting.

Nick Glew – unified, collaborative, business engagement models and how they work together with other organizations. Point to specific areas of the plan that this was inserted into the plan.

Brian Dennis - regarding collaborative effort to serve employers. Not just from state plan but each local area created business services teams, in centers, economic development, intermediary sector boards. Business Engagement team has had meetings. Kathy Anderson previous work to make sure we are being collaborative and not silo.

Nick Glew – appreciate that on the specific language. Not expert.

Michelle McNertney – plan is based on outline from government. Will find specific plan in section and share.

Andy Roberts – performance metrics in the plan. Something to show that the plan is working.

Michelle McNertney – different sections call for past performance assessment. Explain how we determine if workforce system is being successful. Using federal established metrics. Data is in the plan. As part of plan, we have to indicate to federal government what are performance will be for the next two years. Process is to negotiate (spring 2024) on performance going forward. State can add additional metrics if we choose to. Currently reporting out on 6 measures established by feds. Look at earnings to see if they are still employed, increased salary. Credentials. Effectiveness in serving employers.

Beth Townsend – 117 and 319 pages.

Andy Roberts – how are federal funds get allocated across the programs?

Michelle McNertney – federal government has a formula. Title I gets pushed out to the local areas. Others have specific funding formula. We are required to send 85% of adult/youth program down to local boards. Formula that determines how it goes to each local area based upon federal government. All other programs stay at the state level. Convene a group of stakeholders moving forward to review to determine most effective way moving forward. Based upon unemployment rates.

Andy Roberts – how much is our allocation?

Michelle McNertney – 3 programs 13.5 million.

Michelle McNertney – proposed federal legislation for WIOA reauthorization. Not currently in proposed bill. Changing from feds to the state.

Drew Conrad – youth waiver or any others that we are going to request?

Michelle McNertney – no other waivers being requested.

Jack Hasken – share data from the systems committee.

Jessica Dunker – well done to all that worked on it.

- **ACTION ITEM:** Motion to approve draft PY24 WIOA Unified State Plan by Michelle McNertney, Division Administrator, IWD.

Andy Roberts motioned to approve draft PY24 WIOA Unified State Plan and Alex Severn seconded the motion. Members of the Board in attendance voted on the motion by voice vote, which carried unanimously.

## Agenda item 10. Director's Report

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Director Townsend provided her report.

- Since last quarterly meeting working on our housekeeping. Big step joined by Dr. James Williams from Texas. Thanks to Brian Dennis for stepping in for coverage. 14 days to get all federal contracting done and state plan done, and team did it.
- Introduced James Williams as new Division Administrator for Vocational Rehabilitation.

James Williams – proud to be joining VR. Excited about opportunity of realignment. How to bring VR as more a part of IWD. How to be unified WIOA core partner. Would like feedback and ideas. Learning Iowa. Visited 12 of 13 offices statewide. Incredible team.

Beth Townsend - Started as special education teacher. CEO of community provider for Texas and 6 other states. Wealth of experience and helped move realignment efforts by leaps and bounds. Taking time to meet all VR staff. Getting ideas and input from staff. Has gone a long way of making VR staff feel like part of IWD. Great partner with other division administrators. Fell in love with Iowa and wants to raise his young son.

- Busy time for unemployment during holidays. Ready to provide good customer service for increased claims.
- Registered apprenticeship process – application sent to USDOL in September. No response yet. Requested multiple updates. Advised that legislative session starts in January and need to know if changes need to be made. In limbo. Unfortunate USDOL office is down to 2 people and no new staff are being hired.
- Clean up bill for programs from 80s and 90s. Statutory clean up that reflects current IWD work. Non-controversial. Programs were not funded and no one working on at IWD in recent memory.
- Department of Education and Director Snow to collaborate on WBL. Governor committed to every high school can have an authentic WBL before graduating from high school. Separate career development and do it earlier than high school. Know life changing experiences. Help recruit employers to help schools. Expand in CTE community or programs.

Getting ready for end of year close out and next legislative session and goals and plans of 2024. Most in the state plan.

Drew Conrad – how are things going out west with the new workforce region?

Beth Townsend – my perspective it is going well with opportunities.

Michelle McNertney – Linda Rouse's team working hard. One meeting hosting business members and what it would mean to be on community. More nominations and hope at February meeting we can elect a chair and move forward. Working hard to hire new team members and get trained. How do we navigate in dual roles. Working through

dual roles and fire walls. Only a few months into working in those programs but it is going well.

#### Agenda item 11. Update on Website Project by Michelle McNertney, Executive Director to the SWDB.

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Michelle McNertney - State is going through transformation on logos. Websites. State board is Governor's board and one of those websites. Moving to new platform. Consistent with all other transformations that the state is going through. Current domain will stay, transfer all to new site. Any thoughts or feedback, let us know.

Beth Townsend – historically each had their own. Customer trying to navigate agencies and programs how to do each individually. Now will only have to navigate once for all agencies and programs. Increase accessibility across the state for programs.

#### Agenda item 12. Update from System Committee by Committee Chair, Jack Hasken

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Update from System Committee by Committee Chair Jack Hasken.

Wendy Greenman – committee goals and priorities to provide information and assisting with the operational and other issues related to the workforce system in Iowa.

Priorities: performance data, core partner program partnerships, customer satisfaction, AJC, branding, staff training, and integrated services.

Key performance measures for programs. Performance data. Worked with LMI team. Interactive dashboard. Many filters to turn on and off for data.

Jack Hasken – nice to quantify the progress and that's the goal of systems committee. Want board aware of how good or bad we are doing.

Wendy Greenman – Goals set by us but negotiated with USDOL. Look at trends. Reported to USDOL quarterly and annually.

Jack Hasken – good for board to know.

Wendy Greenman – not going to see us negotiate down but moving up.

Beth Townsend – encourage all of board members to spend time on website and look at areas you are from or programs that you are interested in.

#### Agenda item 13. 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. Completed listening tours across the state. Dubuque, Storm Lake, and Council Bluffs. Have not yet come together to discuss themes. Goal was to bring down unemployment



rates for minorities to 5%. Surprising to me. Average is down to 4.2% compared to 2.9 for whole state. African American is 9.1%. Next step is to get together and look at common themes and have report of barriers for minority committees for being successfully employed.

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

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None.

Agenda item 15. Update from Disability Access Committee by James Williams, Division Administrator Vocational Rehabilitation, IWD.

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Update from Disability Access Committee by James Williams, Division Administrator Vocational Rehabilitation.

James Williams – new to committee as well.

- American Job Center accessibility.
- MOUs for each center.
- Developing
- Increase employer engagement across Iowa.
- Success stories and events. October national recognition.
- IWD website features a drone manufacturer with disability. Video posted. Encourage members to check it out.
- DIFF grant.
- Website updates.
- Leadership chair position.

Brian Dennis – largest unrecognized workforce across all demographics.

James Williams – looked at leases for AJCs, accessible, locations, and co-locating. Where are needs and bring partners into those smaller communities. Looking at offices to meet needs in rural communities.

## Public Comments

Jessica Dunker – legislatively work licenses. Report is now out and recommendations that teen workers be given that school activities receive. Narrowed some other things. If you employ 14.5 to 15 this legislation should be watched with interest.

Eric Kress – SWDB central board. Appreciate relationships between state systems and local systems have grown a lot. Started in 2022 and see great momentum. Michelle, Linda, and Wendy. Emphasis importance of local workforce boards and state plans into local areas and vet further into the communities. Closer proximity to those that are being served. Local boards provide great opportunities with other non WIOA partners. Economic, United Way, community colleges and state colleges. Can benefit from

executive leadership and influence strategies. Partners are critical to success. Invite anyone in central Iowa to be a part of what the local board is doing.

Beth Townsend – Governor gave us some ARP funds which were used to purchase a mobile unit to serve lowans. It should arrive. Governor committed the first few months in southeast part of state. Employers, communities, local boards can invite. Has workstations for customers, TVs. Nice weather for tables/chairs outside to serve more people. Trained advisors driving and operating bus. Will bring to May meeting. Hoping to have roll out event with Governor.

Andy Roberts – what is it?

Beth Townsend – no CDL to drive. Mobile recreational vehicle. Pretty visible. Not as big as commercial bus. 32 feet.

Andy Roberts – motion to adjourn with Merry Christmas.

Adjournment.

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Acting Chair Hasken adjourned the meeting of the Board at 12:37 pm.



Shelly Evans - Executive Assistant to the SWDB