



SWDB BOARD NOTES

Date: 2/21/25

Location: ZOOM

Minutes

Iowa Workforce Development Board Meeting

February 21, 2025

11 am – 12:00 pm

ZOOM

Agenda item 1. Call to Order

Chair Teresa Hovell called to order the meeting of the Iowa Workforce Development Board (the Board) on February 21, 2025, at approximately 11 am.

Agenda item 2. Roll Call

Members in Attendance

1. Director Beth Townsend
2. Keri Osterhaus
3. James Williams
4. Teresa Hovell
5. Scott Naumann
6. Jack Hasken
7. LuAnn Scholbrock
8. Jessica Dunker
9. Brad Elliott
10. Ofelia Rumbo
11. Alex Severn

12. Carrie Duncan
13. Charlie Wishman
14. Jason Shanks
15. Director MacKenzie Snow

Members Absent

1. Laura Book
2. Kelly Barrick
3. Nick Glew
4. Tiffany O'Donnell

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

Agenda item 3. Approval of Agenda

Chair Hovell called the next order of business which was the approval of the meeting Agenda for February 21, 2025. The agenda was previously emailed to the Members of the Board.

- **ACTION ITEM:** Motion to Approve the Agenda for 2/21/25.

Jason Shanks 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 4. Approval of 12/4/24 Minutes (Attachment 1)

Chair Hovell called the next order of business which was the approval of the meeting Minutes for December 4, 2024. The minutes were previously emailed to the Members of the Board.

- **ACTION ITEM:** Motion to Approve the Minutes for 12/4/24.

Jask Hasken 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 Teresa Hovell, Chair

Chair Hovell welcomes attendees.

- Welcome.
- May meeting at DMACC Urban Campus in Des Moines.
- Need volunteer to host the September meeting.
- Reminder of open meeting laws and use of AI chatbot. Avoid distributing as it does not always reflect perfectly.
- Even thought public meeting reminder that board members are the individuals involved in discussions. Public comments will be made at the end of the meeting.

Agenda item 6. Update on Academic Year 2026-2027 Future Ready Iowa High Demand Occupation List. (2026-2027 Future Ready Iowa High Demand Occupation List – Attachment 2)

Ryan Murphy opened discussions on the draft APY2026-2027 Future Ready Iowa High Demand Occupation List.

Year to select occupations for LDS for APY26-27. Fourth iteration that this board has been asked to approve. Background on how to get to this list for review. Team forecasts and projects industry employment and that feeds into projections. Iowa Code lists criteria:

1. At least 1% annual growth;
2. 250 openings every 5 years (cut down to 50 annual openings); and
3. Entry wage of \$14 per hour, just over \$28,000 per year.

List starts with about 600 occupations. Criteria is applied and list is roughly 180. Sent to Department of Education (DE) and Iowa College Aid. Reviewed programs and cut down about 50. List now about 130. Last iteration we selected about 60 from original list. Try to keep the list around 50. Items in green are top 25% of annual openings, red in bottom 25% of annual openings. This is just an introduction to the lists. Community college selected occupations for one of their 5 regional selections (in orange). Number in parenthesis is showing how many colleges selected that occupation.

Beth Townsend – did we produce for the board last time a list of scholarships that were provided for each occupation.

Ryan Murphy – yes but this is a very intensive time commitment.

Beth Townsend – for new members, historically board selects around 50 occupations with understanding we have limited amount of money. Will provide number of scholarships awarded before next meeting. Board has to prioritize to some extent. A lot of flexibility in determining which programs will go on list for 26-27. Ranked by openings but not bound by that.

Ryan Murphy – looking at growth and openings – looking at customer service reps have a lot of openings. Expect those to decline. Board may not want to consider this occupation. Take these things in when considering. See a lot of health science career clusters and manufacturing. Two largest employing industries in the state.

Jack Hasken – this is a little overwhelming. From manufacturing standpoint, it is hard to get people. Hoping manufacturing will get stronger in Iowa. Interesting looking at growth and openings. A lot to pick best 50 professions. Wonderful data but big task ahead of us. Manufacturing, healthcare.

Ryan Murphy – two by far are the largest in the state. Educational services as well. Try to find sweet spot to give you enough information to form opinions without a pile of data. In past we introduce for you to review, reach out to LMI decision with any questions about occupations. Light blue column looked at national data to focus on occupations that require certification. This is what LDS is geared for.

Beth Townsend – put up projected growth chart is a better indicator. Generally, not a high demand occupation for customer service. Don't want to spend limited LDS on. Listen to employers to see what they need and provide scholarships for those.

Ryan Murphy – feel free to reach out to me with any questions. This is a lot of data to cover.

Teresa Hovell – we will be voting in May7, correct?

Ryan Murphy – that is the goal. This is the first step and once the statewide list is determined, cc can work with the DE to make their selections based off what was not selected to help high school seniors next fall.

Keri Osterhaus – how does voting process work, do we pick or is an updated list provided?

Ryan Murphy – in past there has been discussions.

Beth Townsend – normally someone will make a recommendation about approving numbers 1 -10, 12-18, 25-45 or something along those lines. We will talk about them. We have never done just the top 50. Always occupations that are not in the top 50 that are considered important by this board. Example, EMTs. We wanted to elevate that. If any occupations that a board member wants to make sure we are looking at, especially out of the top 50. Robotics is an example. If occupations more towards the bottom but feel it may be high growth and want to put it on the list, you are free to do that. Because we want to keep list fairly manageable, around 50. This has been sweet spot in the past. CC have ability to add 5 regional programs to their list. Thirteen CCs that included a program on the regional list. If 13 out of 15 are putting on the list, it should probably be on the list because this is probably a high demand occupation around the state.

Keri Osterhaus – thank you, I appreciate that.

Jack Hasken – interesting to sort by career cluster and would be easier to dissect it a little better. AI could take this information and based off 50 positions would ask criteria. Almost scary how AI is coming into play and when you have this much information, it is just a wild thought. Might be easier to focus down to right professions. Intriguing that massage therapists are number 8. That's crazy but it's the data. I know career cluster part, might be interesting to have it sorted that way. I don't see anything about plastics – molding. I would hire ten if I could. Difficult profession. You have to have a demand and pull students in on what it's going to pay annually. Daunting task but important.

Ryan Murphy – can send out a new list sorted by career clusters.

Beth Townsend – massage therapy may be number 8 but not one we want to put on the LDS list.

Jessica Dunker – realize we can reach out to cc. Culinary. Is there a process or contact so we know who to reach out to? Would like CC to add chefs or sou chefs.

Beth Townsend – Rob is a great contact for DMACC. Any president at the CC. List has to go in front of their board and boards have to approve individually for each college.

Rob Denson – I think to start with the presidents since it comes through our office anyway. Good call.

Keri Osterhaus – do we know how many students have taken advantage of the LDS for the areas that have been selected?

Ryan Murphy – we can get that information, but we have to work with DE friends at Iowa College Aid. This is not something that IWD has. I can make a request.

Keri Osterhaus – curious and wondering if people are taking advantage and if not what we can do to make folks more aware of the LDS scholarships or identify why they are not.

Beth Townsend – 2018 program changed a little. The legislature added a means test to LDS. While funds fully expended at that point but would defer to the CCs if the 24 million has been awarded.

Emily Shields – usually closes in August but it is still open right now. Last we knew it was underspent by at least \$8 million which would speak to add more programs and not narrow down as much as it has in the past.

Beth Townsend – that and we need to talk to legislature about expanding the number of people that could be eligible. Certainly, don't want this program to be underspent. Want the CCs to give out \$24 million every year.

Emily Shields – as we do.

Beth Townsend – maybe we can talk about offline. We will bring forward a CC recommendation as we have in the past.

McKenzie Snow – data points requested. 8,000 served every year and extended deadline to 8/31 and will reevaluate. Iowa College Aid makes sure all funds are expended.

Beth Townsend – when putting together number of scholarships awarded we could provide some additional information from College Student Aid of expenditure rate. Todd have overseen from the beginning and would have good insight.

McKenzie Snow - Iowa College is happy to join the next conversation if invited by IWD and when these are considered for approval.

Teresa Hovell – anything additional? Great conversation. Ryan, any last thoughts.

Ryan Murphy – no but I do know questions will come, so please ship them our way. Industry employment we do expect healthcare and social assistance to be the largest change in new jobs over the next ten years. Keep that in mind when reviewing.

Agenda item 7. [Update on One-Stop Certification Standards Updated Process.](#)

Brandy McOmber opened discussions on the One-Stop Certification Standards updated process.

Core partner group held two consultation sessions to CLEs, local workforce development board members and various stakeholders. Shared standards and federal regulations prior to sessions so everyone attending would have all necessary information to make informed decision. Sessions provided general information about certification, shared standards and discussed associated requirements. Solicited feedback and sought suggestions and updates from all attendees. Opened up for questions. Attendees did great job of providing feedback excellent feedback on standards. Core partner group providing further consultation, making any necessary adjustments to standards with intent to bring back to this board for vote and approval in May. Change in timeline for guidance and feedback from several entities, so will update in May for approval.

Agenda item 8. Director's Report

Director Townsend provided her report.

- Introduced Georgia Van Gundy.
- Deep in legislative session. One agency bill with clean-up for changes to code that should have been made quite a while ago. Working through the process. Most relates to UI. Clean up from alignment.
- Iowa Office of Apprenticeship continues to move forward. Governor will release advisory council members list so we can hold first meeting in the next few months. Dane Sulentic is director and working hard with his team on what we need, meeting with stakeholders, and determining support to move programs forward or starting new programs. Working with WBL team and local employers and Department of Education (DE) for quality apprenticeship programs.
- No update on workforce training fund approved last year. Not heard anything from previous administration or current Secretary of Labor. Assuming confirmation but putting off vote for a week or two. Nothing moving at USDOL other than keeping the lights on. Need to talk to DOL about unfreezing those funds to create more workforce programs.
- Busy time with claims starts end of November and through February. Hoping it warms up drastically next week. With weather claims have been high. As weather warms up more people roll off unemployment and that's a good thing.
- Mobile unit. Continue to work with manufacturers with large scale layoffs and deploying the mobile unit around the state. Expand reach of the mobile unit to be proactive not just reactive. To high school, community colleges, career fairs and employers who want to do hiring fairs. Expanding schedule of the mobile unit. Goal is for it to be out 3 – 4 days per week. Harder in the winter for the generator to keep up with heat. Same with August heat and cooling.

Rob Denson – did DOL have any job cancellations like so many other departments?

Beth Townsend – None that I am aware of. I don't think DOGE has not been to DOL at this point. Assuming no actions with no secretary in place. Business as usual. A lot of apprehension in labor. Going to get on my soap box. I feel that states do workforce development programming better. Big proponent of block funding grants. Could save a lot of money and push that money out to the states. States are more innovative and responsible with money. If we could do block grants, we can create workforce training programs at the state level that would be more cost effective. Feels that this is an opportunity. My message to my peers in DC. This administration is open to block grants. Reduce overall footprint of USDOL. Talked about workforce programs at federal DOE. Reduce overall footprint of DOE. No specifics. Rehabilitative services agencies oversee VR is with DOE and we want to move it to DOL to be smaller with less control. Feels they are a barrier for a long time. Get more flexibility. Not get rid of accountability. What Iowa needs is not what California needs, etc. We did not get a lot of workforce grant funding in the last 4 years versus what we will get in the next 4 years. Feels the future of workforce development could be really bright in Iowa in terms of changes we could get done federally.

Teresa Hovell – update of IT system from 1973. Where are we at in the process?

Beth Townsend – go live with modernized UI program in June. Working on implementation to get off 1973 mainframe for several years. One issue told contractor we would not take system live during our busy season. Want to give ourselves plenty of runway. Implemented in late spring to summer so ready by November and have all bugs worked out. Targeted industry in internships. One of programs in cleanup bill but hoping to be combined with STEM so we have one internship program but have to do this legislatively. Will keep you posted Ofelia.

Ofelia Rumbo – thank you.

Agenda item 9. Update from Iowa Plains Committee by Committee Chair, Holly Espenhover.

Holly Espenhover provided an update for Iowa Plains Committee.

October – December 2024 progress:

- 173 referrals to programs.
- 18 to youth programs.
- Active case load adult and dislocated worker programs currently at 128 active adult and 20 youth.
- New enrollments 41 adult and disclosed worker program and 2 youth.

A lot of work and energy in increasing youth programs. Trying to increase the youth programs and targeting those particular areas.

Fabulous one-stop operator working diligently to pull together the partners and have collaborative effort for one-stop operator. Get all on the same page with direction and

strategy against all partnership. Leadership development work which is beneficial with trying to do strategy. Great partnership in one-stop operator. Rapid response happened in this region has responded to four WARN notices. Worker information meetings held at each location and some locations with mobile unit. IowaWORKS staff provided one on one assistance for resume writing, job search and some registered for Title I training assistance. Four counties effected (Pottawattamie (49 workers), Pocahontas, (91 workers), Denison (25 workers) and Shelby (94 workers).

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

Update from System Committee by Committee Chair Jack Hasken.

AJC branding. This is tougher one to tackle. Find anything that is not working right or needs probing. Review shows 17 workforce centers that brand themselves. AJC as part of DOL have their own marketing. Some friction of branding between centers. Review WIOA requirements and procedures applied. Would like to get opinion from marketing expert. Happen to know someone that once we collect issues get together as group and give ideas to make branding work better. 10,000 foot overview. Just getting underway.

Wend Greenman – across centers we have IowaWORKS brand. For regulations American Job Center has to go along with it. Variety of partners within centers. Some additional procedure might need to come into play. When does IowaWORKS get used in relation to their partner logos. Historically was all used use IowaWORKS branding and utilize independent logo as well as long as also using IowaWORKS and title of American Job Centers network. This committee is making sure we integrate with one-stop certification standards. All partners and centers are on the same page with branding of IowaWORKS a Proud Partner of American Job Centers as well as our independent programs.

Jack Hasken – appreciate Wendy and Michelle as a big part of this committee. Challenging but see issues we want to tackle and give you some suggestions. Last priority is staff training and integrated services. Tackling real workings of the system.

Agenda item 11. Update from Disability Access Committee by Committee Chair, James Williams

Update from Disability Access Committee by Committee Chair James Williams.

Met on January 8. Excited to share interesting updates. New members. Robust discussion. Sara Bath new member brought Ticket to Work program. DAC information reflected and gave perception that she wanted. Information on practices to avoid discrimination particularly around disability. Shared those resources and how we could dig further into that. Future employment first council is next week. Any interested in joining, feel free to let me know so you can join. Formed ad hoc committee for more friendly process.

Agenda item 12. Public Comments.

No public comments.

Motion to adjourn.

Adjournment.

Chair Hovell adjourned the meeting of the Board at 11:57 am.



Shelly Evans - Executive Assistant to the SWDB