

Project Name: TAP Implementation Committee on Business Engagement

Sponsor: Workforce Training and Education Coordinating Board (Workforce Board)

Project Leader: Perry England, Dale Peinecke

MISSION STATEMENT

To understand, co-ordinate and advocate for substantially improved statewide business engagement to achieve stronger results for our business customers' needs and goals in achieving the TAP Plan. Improved business engagement can lead to closing skills gaps and helping employers hire and further develop the talented workforce they need to grow and prosper. Improved business engagement can also benefit our Washington state economy by taking a more proactive approach to talent development, one that moves away from episodic career transitions to more thoughtful, long-term, proactive approaches to skills development and career pipelines.

BACKGROUND

The role of the Workforce Training and Education Coordinating Board (WTECB) is to provide policy recommendations, coordination between partners and advocacy for implementing the state's Talent and Prosperity for All (TAP) workforce development plan. To that end, the Board created an Implementation Committee for Business Engagement to coordinate statewide engagement efforts.

Under the Workforce Innovation and Opportunity Act (WIOA), Local Workforce Development Boards (LWDBs) are required to proactively engage with businesses by developing both a strategic plan and operating plans with other workforce system partners that coordinate business engagement strategies across the workforce system, in support of regional and local economies. LWDBs serve to coordinate and support specific efforts, like sector partnerships. In addition, LWDBs assess business engagement opportunities, coordinate partners to create an aligned approach to business engagement, and create partnerships with effective intermediaries, including not-for-profits. LWDBs will unify the approach of all partners and establish a documented process for business engagement (Refer to TAP Plan pages 31-32).

This Implementation Committee will review the success of business engagement implementation in the field; support the field by removing state-level obstacles identified by local implementers; support the field by providing state-level staff connections, including capacity building grant funding institutions or resources on request; and recommend statewide policies to increase outcomes for employers. The role of the Committee is to be an enabling tool that build capacity in existing organizations; not a doing tool.

The committee will be a standing committee of the Board, until such time as the Board may disband the committee. The committee will determine its frequency of meetings, when in-person or electronic meetings are required/allowed, the agenda for its meetings, and details of its governance.

Strategic Link with TAP

Business engagement to create a demand-driven workforce development system which is a cornerstone of Washington’s TAP Plan. WorkSource is Washington’s publicly-funded workforce development and labor exchange system for employers and job seekers. WorkSource’s mission is to connect employers and job seekers – supporting transitions to new jobs and empowering careers. A TAP Plan strategic goal is to increase WorkSource outcomes and relevance for employers and job seekers.

Goals Tied to Strategic Priority

Strategic Priority 2. Increase Business Engagement with a Clearly Defined Workforce

Value Stream

Only 8 percent of Washington businesses utilize the public workforce system. This stark fact underscores the limited interaction between businesses and workforce development service providers at all levels. Businesses need simple paths to the workforce system and a better understanding of the benefits, whether it’s filling open positions with qualified applicants from WorkSource, shaping training programs to ensure workers have industry-specific skills, or partnering with state high schools, community and technical colleges and higher education. In addition, once businesses and industries are engaged—be it through sector strategies or recruitment services—the workforce system must build and sustain these partnerships. The system’s promise to partnering businesses is streamlined and integrated services that are a recognized value and easy for an employer to navigate.

Goals Tied to Strategic Priority

- Identify meaningful metrics to establish a baseline and increase the number of businesses utilizing the workforce system.
- Have at least one sector partnership in development in each workforce region. Use the Sector Partnership Framework or a similar framework to show progress over time.
- Increase resources for work-based learning opportunities, including on-the-job training, pre-apprenticeship and apprenticeship, internships, job shadows, but especially, incumbent worker training.

SCOPE OF COMMITTEE WORK

The scope of the committee will include:

- Receiving regular field reports from LWDBs regarding specific skill gaps they are working to close for an employer or sector, progress to date, and state-level obstacles, personnel needs, or resource needs that can help them succeed, or succeed more quickly.
- Coordinating action to remove state-level obstacles and/or provide state-level staff connections or resources. For example: facilitating connections to Commerce’s sector leads; action if local requests for training funds are not receiving timely responses; following through if local agency partner staff have made budget requests that are being delayed;; or

ensuring that local agency/entity partner staff are effectively collaborating with the LWDB to provide an integrated approach to business engagement.

- Identifying and promoting statewide agency-coordinated initiatives with sectors where a cogent statewide need exists. For example, numerous agencies have approaches to incumbent worker training. Streamlining and expanding a coordinated effort could vastly improve outcomes. Further examples might include statewide industries such as health care, retail, hospitality, restaurants, and placement agencies. Initiatives will be implemented by the appropriate agency(s) – or, in the case of incumbent worker training, could be hinged together to provide a clear and straightforward menu of options for job-seekers and employers.
- Identify and recommend to the WTECB statewide policies, funding, or reform necessary to close skill gaps and/or better serve employers. Examples may include but are not limited to work-based learning, high school and youth-based professional development programs, incumbent worker training, apprenticeship/pre-apprenticeship, and training to close skills gaps identified by employers in skills centers, community and technical colleges, and private institutions

The scope of the committee will not include:

- Subsuming the LWDBs role to lead business engagement efforts in their jurisdiction.
- Implementing projects which are the responsibility of LWDBs, implementing agencies, or other partners.

SCHEDULE

MILESTONE	START DATE	FINISH DATE
Adopt Project Charter	September 8th	October 17th
Decide on which 2 measures of employer satisfaction to track	?	?
Define skill gaps in a measurable way.	?	?
Have at least one sector partnership in development in each workforce region	?	?
Build Business Engagement Model	?	?
Define Common Terminology		
Target businesses for engagement to maximize outcomes	?	?
Regular review of local business engagement outcomes by the twelve LWDBs: <ul style="list-style-type: none"> • Review and coordinated action to remove state-level obstacles and/or provide state-level staff connections or resources. 	?	?

<ul style="list-style-type: none"> Identifying and promoting statewide agency-coordinated initiatives with sectors where a cogent statewide need exists. 		
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OUTCOMES AND MEASURE

OUTCOMES	MEASURES OF SUCCESS
For Entire Workforce System	
Top Skill Gaps are identified within each WDC	<ul style="list-style-type: none"> Number of specific skill gaps for specific industry sectors identified by LWDBs or by the state Number of those sectors with plan in place for community and the state to close the gap Number that measurably reduced the skill gap Number of individual employers with specific skill gap identified by LWDB and training or other services underway to close the gap
Create an integrated model for business engagement that defines common terms, common components and their interconnections, and the relationships between key partners that can serve as a benchmark standard for statewide efforts to achieve employer-partners and as a tool to coordinate business engagement.	
Meeting Business workforce needs	
For WorkSource	
Increase number of WorkSourceWA job postings by employers.	Increase number of WorkSourceWA job postings by employers from x to y.
Increase number of employers that are repeat customers of the WorkSourceWA.com job posting feature. [Explanation: Repeat use of WorkSource by employers indicates they are gaining value and therefore willing to invest the time to keep using it].	Increase number of employers that are repeat customers of the WorkSourceWA job posting feature from x to y.
Workers who participate in workforce development sponsored efforts to	Number or percent of participants in skills development programs that are enrolled and placed through

close skills gaps are placed in employment through the WorkSource system.	WorkSource.
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RELATIONSHIP TO END GOAL

How does the work of this committee relate to the end goals:

- **Close skill gaps for employers, with a focus on in-demand industry sectors and occupations.**
- **In closing these employer skill gaps opportunities are being created for job seekers, which can lead to economic self-sufficiency.**

COMMITTEE MEMBERSHIP ROLES AND RESPONSIBILITIES

ROLE	RESPONSIBILITY/AUTHORITY
Co-Leads	<ul style="list-style-type: none"> • Facilitate Committee meetings • Work with staff to development agendas and work plans • Represent committee activities to the Workforce Board • Facilitate strategies for committee recommendations • Create and assign leadership for needed taskforces/small groups
Committee Staff	<ul style="list-style-type: none"> • Assist Lead in development of agenda • Assist in meeting facilitation, as requested • Develop and provide support materials, as appropriate • Represent Committee, as appropriate or requested
Committee Members	<ul style="list-style-type: none"> • Refine project vision, goals and objectives • Commit to mission and goals • Represent your organization/administration/constituents • Relate information to your organization/administration/constituents • Keep focus on customer outcomes • Advocate for the committee's mission • Approve charter • Accept and support key project deliverables • Champion adoption of recommendations • Participate fully in Committee activities • Review deliverables as assigned • Make efforts to attend all meetings or keep up with Committee progress • Look for opportunities and initiatives that support the mission • Be open to new ideas

CONSTRAINTS AND DEPENDENCIES

It will be critical to work with business to understand their wide spectrum of issues and needs, with a focus on the goals of business, and develop concepts that could assist business in understanding and navigating the varied services available.

COMMITTEE MEMBERSHIP

Executive Lead: Perry England, Dale Peinecke

Staff Support: Dave Wallace

Admin. Support: Rebecca Reule, Workforce Board

Committee Members/Subject Matter Experts	
Gary Smith	Northwest WDC
Sasha Nollman	SeaKing WDC
Mark Mattke	Spokane WDC
Ellie Chambers-Grady	Workforce Central
Cass Parker	Workforce Southwest WA
Chelsea Chunn	Workforce Southwest WA
Bob Potter	Olympic Consortium
Sean Murphey	Pacific-Mountain WDC
Kyle Wiese	Thurston Economic Development Council
Leslie Schmitz	Jobs for Washington Graduates Foundation
Naja Hogander	WA Restaurant Assn.
Colleen McAleer	Washington Business Alliance
Beth Thew	Spokane Labor Org
Karen Dove	ANEW
Lynn Carey	Community Youth Services
Mark Ozias	Clallam County
Aline Allonas	Commerce Department
Joshua Berger	Commerce Department
Maura Little	Commerce Department
Molly Onkka	Commerce Department
Radi Simeonova	Commerce Department
Mark Adreon	DSB
Lisa Bennett-Perry	DSHS
Louisa Erickson	DSHS
Eddie Rodriguez	DSHS
Ted Thornton	DSHS
Esther Bennett	DSHS/DVR
Jennifer Peppin	ESD
Marie Bruin	ESD
Will Durden	SBCTC/BEa
Peter Guzman	SBCTC/Workforce Ed

Kelly Richburg	Seattle Jobs Initiative
Meg Ryan	CofE Global Trade & Supply Chain Mgmt., Highline
Mike Brennan	WTB

GOVERNANCE AND GUIDING PRINCIPLE

All really does mean All. Economic opportunity for all will drive decision-making.