

2019 Board Legislative Agenda and Session Update

PRESENTER NAME: Nova Gattman

BOARD MEETING DATE: 11/14/18

DISCUSSION TIME ALLOTTED: 45min

<p>ISSUE/SITUATION: Be concise - 1 or 2 sentences that get to the heart of the situation, problem or opportunity being addressed.</p>	<p>THE ISSUE/OPPORTUNITY IS:</p> <p>The opportunity is for the Workforce Board to coalesce around key levers to advocate for strategies and tactics to improve economic outcomes for Washington’s workers and businesses. By bringing together the full workforce system under a <i>Talent and Prosperity for All</i> (TAP) legislative agenda, we are able to bring a lot more support for necessary system changes.</p>
<p>TAP STRATEGIC PRIORITY: Which TAP strategic priority or priorities does this recommendation support? Can you tie to specific goals and objectives in TAP? Briefly describe these connections. If the connection is unclear, describe why this is of consequence to the Workforce Board and/or workforce system.</p>	<p>SUPPORTS TAP STRATEGIC PRIORITY:</p> <p>Three priority areas were identified at the Board’s Retreat in August and affirmed at the September meetings. Advocating for their improvement helps support the following TAP priorities:</p> <ol style="list-style-type: none"> 1. Business Engagement: Make the system easier to navigate and more effective for employers. Increase the number of Washington employers who actively engage with the public workforce system to co-create their talent pipelines. 2. Jobseeker Service Integration: Help more jobseekers—especially those with barriers to employment—achieve economic security by streamlining and improving system services. Improve customer service planning and delivery by allowing funds and services to be interwoven and blended seamlessly to strengthen customer engagement, persistence, and momentum toward career goals. Access and Barrier Removal: Scale best practices and use technology and other tools to ensure hard-to-reach populations and those with barriers to employment can successfully access, navigate, and benefit from system services. 3. “Next Generation” Performance Accountability: Move to a performance tracking model that captures the full scope of services an individual may use on a path to economic security. Transition away from evaluating individual programs. Instead, evaluate the system by measuring its impact across different demographic groups, and by evaluating how well multiple programs work together to serve individual participants.
<p>POTENTIAL IMPACT: Effect on people, businesses, communities. What is better or different from other existing strategies?</p>	<p>IT IS SIGNIFICANT BECAUSE:</p> <p>A Workforce Board legislative advocacy agenda will allow Business, Labor, and Government to be united in pursuing support from the Legislature to move key issues forward to advance the transformation of the workforce system under TAP. This provides a more narrowed and stronger focus on a small set of issues critical to the workforce system, while not prohibiting advocacy for items that are not listed.</p> <p>Additionally, developing a small, targeted list of legislative priorities allows Board members and stakeholders to have a much deeper knowledge of key items on the list, allowing for increased participation and advocacy for the workforce system goals before policymakers.</p>

<p>OPTIMAL NEXT STEPS: What do you really want to happen as a result of this discussion with the Workforce Board?</p>	<p>MY IDEAL OUTCOME OF THIS DISCUSSION IS: Board reviews the recommendations from the three priority areas and is prepared to discuss adoption as the Board’s official agenda for the 2019 Legislative Session.</p>
<p>BACKGROUND: Short history of how this recommendation came to be. What has been tried, to what result? What evidence exists to support this recommendation?</p>	<p>RELEVANT BACKGROUND INFORMATION: The state’s workforce plan—<i>Talent and Prosperity for All</i> or TAP—launched in 2016, with approval from the state Legislature, the U.S. Departments of Labor and Education, and Governor Inslee. The plan links 22 state and federal programs and/or funding streams that sit within eight state operating agencies into a cohesive system. State and local leaders have committed to a new vision that helps align and integrate services and funding silos to more seamlessly serve customers, while meeting three key interdependent goals:</p> <ol style="list-style-type: none"> 1. Help more people find jobs that lead to economic self-sufficiency, with a focus on disadvantaged populations. 2. Close skill gaps for employers, with a focus on in-demand industry sectors and occupations. 3. Connect staff across programs and funding silos to act as a single, seamless team to make this happen. <p>At a Special Board Meeting on Sept. 5, and in the September 26th Regular Board meeting, proposals were made on the priorities on the attached draft agenda. Staff then took the priority list and distilled the ideas and discussion into this proposed agenda.</p>
<p>RECOMMENDATION AND NEXT STEPS: What specific result do you want from the Board? Is this recommendation for discussion or action? If for discussion, will action be required at a later date? What next steps are expected after this discussion?</p>	<p>THE RECOMMENDATION AND/OR REQUESTED ACTION IS: This advocacy agenda proposal was initially prepared by Board Members assigned to the priority workgroups, and then finalized by Board staff. Staff requests that Board members carefully review the proposed items and take action on a final advocacy agenda.</p> <p>Once the agenda has been finalized, the next steps will be to determine how Board members would like to engage during the 2017 Legislative Session.</p>

Talent and Prosperity for All

Legislative Agenda

Talent and Prosperity for All: The Strategic Plan for Unlocking Washington’s Workforce Potential (TAP) is the state’s plan for creating a world-class workforce development system that helps jobseekers gain the skills and credentials needed for employment, and ensures that our state’s businesses have the talented employees they need for successful participation in the economy.

A dual-customer focus puts Washington’s workers and businesses at the heart of the state’s workforce system and TAP. Governor Inslee set three overarching goals for the Workforce Board (Board) as we began developing the state’s plan:

- Help more people find and keep jobs that lead to economic self-sufficiency, with a focus on disadvantaged populations.
- Close skill gaps for employers, with a focus on in-demand industry sectors and occupations.
- Work together as a single, seamless team to make this happen.

As the Board has been driving toward implementation of these goals, we’ve also been hearing from our state and local partners implementing the plan about a few major challenges in actualizing the vision of TAP. Based on this feedback, the Board has prioritized three key areas that are limiting the reach of the plan and its partners in implementing the necessary changes to transform the state’s workforce system.

Incumbent Worker Training

Problem: Today’s economy—and the economy of tomorrow—require ongoing adaptation, resiliency, and skills upgrades, yet Washington only invests in customized incumbent worker training in the range of six million dollars a year. In the last issued national study of customized industry training, our state ranked #46 in the nation. For the state’s economy to thrive, businesses need workers with the right mix of skills, education, and aptitudes to increase productivity and profitability. Washington needs an investment that equips our state and local workforce development partners with the tools to expand our support for businesses and workers in achieving long-term economic security.

Solution: Washington needs to increase its commitment to training our workers by investing in an Incumbent Worker Training Fund. This recommendation would significantly build on the success of the State Board for Community and Technical College’s (SBCTC) Job Skills Program and other incumbent worker investment strategies by doubling our investment to provide current workers with increased skills and credentials. The program would provide a 50/50 match to employer funds, and would be a co-investment model providing an opportunity to leverage capital, expertise, and existing workforce infrastructure to prepare for rapid transformations taking place in industry, while retaining and growing the existing workforce.

(Cost: \$12.5 million annually)

DRAFT: Subject to final review and approval by the Workforce Board.

Increased Business Engagement

Problem: We know that in order to meet the goals of TAP to help workers get more jobs, and businesses get the help they need when they need it, we have to reach more businesses. We estimate that the state's workforce system is only directly serving between 4-8 percent of businesses. These services can make a tremendous impact in the success of the participating companies, but we are not reaching enough potential customers. Being able to more quickly identify businesses in need of services will help the workforce system more effectively use limited staff and funding resources. Up until now, there was no way to do this without extensive research and analysis costs.

Solution: The Board has identified a program that could help with more effective targeting of resources through Dunn & Bradstreet, called EconoVue. The program employs a wide range of data to recognize businesses that are showing signs of growth and are likely to add workers, so the system can help them secure the talent that they need to be successful. Conversely, EconoVue can also quickly find those businesses at risk of layoffs or closure so the workforce system can offer assistance to mitigate layoffs or even prevent closure.

(Cost: \$350,000 annually)

Integrated Service Mapping

Problem: The new federal workforce legislation (Workforce Innovation and Opportunity Act, 2014) called for service integration across programs and funding streams to achieve better outcomes, but did not provide any new resources. Instead, it provided mechanisms for states to break down the walls between funding and program silos. True integration of service planning and delivery requires that programs can communicate with each other on critical aspects of the customer relationship. As an example, a business with critical workforce shortages should be able to access the full breadth of services available across WorkSource centers, community and technical colleges, and the Department of Commerce without having to retell their story, or supply the same intake information or qualification requirements across multiple agencies. For both businesses and jobseekers, an integrated case management system will streamline the customer experience, save time, and reduce duplication on the path to customer goals. Every agency has its own data collection and service management system, and these systems don't talk to each other, limiting our ability to operate as a comprehensive system.

Solution: Funding is needed to support an IT business analysis of our system's MIS infrastructure. New technologies have provided more options, at less expense, for data sharing and integration, while still maintaining personal data security. Under the Board's proposal, a business analyst will scope the technological and legal challenges to data sharing, and will scan the national environment and technology solutions to make recommendations for cost-effective mechanisms for sharing data across existing systems, without having to rebuild any single system.

(Cost, TBD)

DRAFT: Subject to final review and approval by the Workforce Board.