

## State Workforce Innovation Council

September 4, 2008, 10:00AM

Indiana Government Center South, Conference Room B  
Indianapolis, Indiana

**Present:** Gina DelSanto, Jim Gislason, Andy Goebel, Mark Goldman, Kay Gordon, Jim Hemmelgarn, Leroy Jackson, Peter Kissinger, Mark Maassel, Linda Madagame, Jim McClelland, Chip McLean, Cathy Metcalf, Jac Padgett, Paul Perkins, Derek Redelman, Terry Rodino, Robert Schaefer, Patty Shutt, Mark C. Smith, Senator Brent Waltz and Dennis Wimer.

**Absent:** Rep. Randy Borrer, Brian Burton, Ed Carpenter, Cathy Delgado, Harold Force, Senator Glenn Howard, Al Huntington, Rob Jeffs, Paul Mitchell, John A. (Jac) Price, Mitch Roob, Mayor Wayne Seybold, Noah Sodrel, Bill Stanczykiewicz, Matt Ubelhor, Teresa Voors and Beth Washington.

**Also present:** From the Indiana Department of Workforce Development: Martin Morrow, Chief Operating Officer, John Ruckelshaus III, Deputy Commissioner, Governmental Affairs, Dustin Stohler, General Counsel, Dale Wengler, Deputy Commissioner, Policy and Field Operations, and Betty Culley, Policy.

Welcome and Opening Business – State Workforce Innovation Council Chair, Paul Perkins, called the meeting to order at 10:12 a.m. Mr. Perkins called the roll of SWIC members and a quorum was present. Mr. Perkins asked for a motion to approve the minutes of the May 1, 2008 meeting. A motion was made and seconded and the minutes were approved as written. Mr. Perkins welcomed two new members to the Council, Linda Madagame, Executive Director of the American Indian Center of Indiana, and State Senator Brent Waltz.

Deputy Commissioner Wengler spoke to SWIC members about the number of changes they had seen since the new Council structure began in 2005 under the Department of Workforce Development's Strategic State Plan. Mr. Wengler stated that in recent discussions with SWIC members, they indicated that they would like to do more. Because of several new members to the Council, he suggested that members might want to review their roles and responsibilities. He said that those interested in doing so should sign the sheet being passed at today's meeting and that a PowerPoint presentation would be available in the future for those interested. With the new subcommittee structure, the four subcommittees can propose specific strategy and action items to implement such as specific performance goals. Paul Perkins suggested that the chairs of the committees meet once between the quarterly scheduled SWIC meetings.

Mr. Wengler gave an update on Department of Workforce Development activities. Since the last meeting, a \$2.4 million National Emergency Grant (NEG) from the U. S. Department of Labor (USDOL) was received for the flood disaster in southern Indiana. Mr. Wengler stated that Nate Klinck had written the grant and that Deputy Commissioner John Ruckelshaus was coordinating the grant. Also, an unemployment insurance extension was announced by the U. S. Department of Labor during this time. These were occurring while the Department was preparing to launch IndianaCareerConnect (ICC) on July 1 with all WorkOne offices having full integration of services.

Also, the Department received a National Emergency Grant for workers of ATA to provide training monies up to \$6,000 for each laid off person plus supportive services. The grant is being given in tiers, and USDOL has given the Department \$1.4 million to begin. DWD did a direct mailing and phone calls to all ATA workers affected. Also, the Department has applied with USDOL for an \$11 million NEG for the recreational vehicle (RV) industry and is hoping for a response soon. The Department is currently working with RV workers regarding training with Individual Training Accounts and local training providers.

A SWIC member asked how the Department deals with undocumented workers. Mr. Wengler responded that the Workforce Investment Act requires that only documented workers receive services and the Department checks an individual's status. Otherwise, the costs are disallowed.

Mr. Wengler reported that Michael Young and his team had brought up the ICC system on July 1, 2008, as planned. Currently there are 1400 registered employers and there have been 2.2 million hits from jobseekers. Leslie Crist is working with the Jobs for America's Graduates program, JAG-Indiana. They will be hosting a JAG leadership state conference on September 24 to which all SWIC members are invited. The Governor will be speaking. Currently, 25 schools are participating in JAG-Indiana and up to 7 more schools will participate in January 2009. Also, the Department has purchased bonding in response to the Indiana Department of Corrections request. Many persons exiting their system could not find employment without their potential employers being able to secure bonding insurance. Mr. Wengler said that those leaving corrections need a job, housing and transportation.

A SWIC member reported that he had used the new IndianaCareerConnect and that it was very good for specific skill sets. IndianaCareerConnect saved him money by his not having to buy recruiting services. In job placement, he found very competitive job candidates with resumes.

Leslie Crist, DWD's Director of Strategic Initiatives, gave a presentation about a new WorkOne product which is available in WorkOne offices called MindLeaders, which will assist more customers in receiving training. MindLeaders is a state-of-the-art online training program. MindLeaders has been in business for 26 years with a clientele of over 900 government and private companies. After customers register in a WorkOne office and receive a short assessment, the customers find out about their skill levels. Customers could qualify for MindLeaders which gives them 24-hour access to 740 online courses to enhance their skills. The Department has negotiated a two-year license agreement. Each client has 22 months to use an account. The site is dynamic and jobseekers can fit their specific training needs with their schedule. There are courses with videos, quizzes along the way, or just-in-time training. Jobseekers will have their own transcript showing the courses they have taken. Also, MindLeaders releases new courses quarterly. Ms. Crist suggested that each SWIC member could be issued a temporary license for a trial subscription and then members could give her feedback. A sheet was passed asking those members interested in the trial subscription to sign-up and Ms. Crist would contact them. A demonstration of the MindLeaders product was given.

A question and answer session followed about the new product.

Mr. Wengler reported that he had sent an e-mail message this morning to all SWIC members regarding the new software purchased for the four SWIC committees to use. He gave a PowerPoint presentation regarding the usage of the software.

Chairperson Perkins asked if they could make a change in the agenda and address any public comments before breaking into committees. There were no objections. Mr. Perkins asked for any comments from the public. There were none.

The breakout sessions of the four committees took place. After their allotted time, Mr. Perkins asked for reports from the committees' discussions.

Gina DelSanto, chair for the Workforce Readiness Committee charged with product line, gave their committee report.

- There may not be sufficient information about a product line.
- There is a process at a WorkOne when a person walks in and fills out an unemployment insurance application. If all done online, the person has no familiarity with the products in a WorkOne office. How can we modify the process? What are their options?
- Regarding skill assessments  
People haven't thought about their skills for twenty years.  
How do they approach and apply for jobs online?
- Employer needs  
What does an employer want from a WorkOne? There may be a lack of a relationship and a need for a set of questions targeting employers specifically.
- A WorkOne needs to send qualified applicants who are not marginal to employers. Doing preassessments makes it easier for employers.

Derek Redelman, chair of the Assessment and Evaluation Committee charged with performance metrics, gave their committee report.

- They discussed what metrics to use in the regions and what to use as overall measures. Common measures are in place to measure those participating in DWD programs.
- What are the overarching goals? For DWD, it is to raise everyone up one level. For the governor, it is to raise per capita earnings.
- Local goals are to have education, economic development and DWD work together. The subcommittee members might add to the federal requirements customer service. How do we define customers? Employers and jobseekers?
- What do we do for current workers who do not walk into a WorkOne, but are at risk?
- What are the wider goals and then metrical goals?

Dennis Wimer, chair of the Employment & Placement Committee charged with job-matching marketing, reported for their committee. He said there are two key problems to address.

1. Attracting Employers
  - Chambers (how to get them to act)  
tools for employers?  
raise awareness  
educate
  - HR associations
  - WorkOne value to employers looking for minority balance

2. Attract Jobseekers

Data: Needs by region w/seekers in system  
Post: Market tactical ideas to reach employers  
employer postcards  
viral tools  
career fairs

How would they get data? What data is there by region? How market to each region and what are some tactics to drive to specific actions?

Bob Schaefer, chair of the Youth Committee, reported for their committee.

- How to deal with at risk youth?
- A priority is JAG, but the committee needs to know more. Not all regions are participating. There was a suggestion to develop a live chat room with kids in JAG and exchange information.
- What are the best practices? Which regions have been successful with programs for at risk youth? The committee suggested doing a poll to regional operators.
- Have a shared youth vision. The Department of Labor has training available.
- Convene a youth services provider event.

Chairperson Perkins thanked all for their discussions and said that a subcommittee chairperson meeting would be scheduled before the next meeting. Mr. Perkins asked that if committees needed data, how they could secure that information. Mr. Wengler said to contact him or Betty Culley and that Hope Clark in the Department's Research and Market Development could be helpful as well as the website, Hoosiers by the Numbers.

Mr. Perkins adjourned the meeting at noon.

**STATE WORKFORCE INNOVATION COUNCIL**

  
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Paul Perkins, Chairman

11/13/08  
Date

**ATTEST:**

  
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Teresa L. Voors, Commissioner  
Indiana Department of Workforce Development