



Missouri Workforce Development Board

June 9, 2021 from 8:30 a.m. to 12:00 p.m.

Meeting Minutes

Camden on the Lake

(650) 479-3207

Code: 133-316-4580

Members Present: Chair Len Toenjes, Vice Chair Cara Canon (proxy), Garland Barton, Greta Bax, Tony Bryan, Dr. Don Cook, Celeste Cramer, Kristie Davis, Astra Ferris, Dr. John Gaal, Assistant Commissioner Tim Gaines, Director Anna Hui, Commissioner Gary Jungermann, Commissioner Zora Mulligan, Gregg Roberts, LeRoy Stromberg, Joshua Tennison, Virgil White, Jill Williams

SWDB Staff: Allyssa Johnson and Dr. Mardy Leathers

CALL TO ORDER & WELCOME: Chair Len Toenjes called the meeting to order at 8:30 AM and welcomed everyone.

ROLL CALL: Allyssa Johnson conducted roll call and quorum was declared.

APPROVAL OF MARCH 4, 2021 MINUTES: Chair Toenjes entertained a motion to approve the minutes, Tony Bryan moved and Dr. John Gaal seconded. The minutes were approved.

APPROVAL OF APRIL 20, 2021 MINUTES: Chair Toenjes entertained a motion to approve the minutes, Tony Bryan moved and Dr. John Gaal seconded. The minutes were approved.

APPROVAL OF MAY 18, 2021 SWDB EXECUTIVE COMMITTEE MINUTES: Chair Toenjes entertained a motion to approve the minutes, Gregg Roberts moved and Tony Bryan seconded. The minutes were approved.

APPROVAL OF MAY 21, 2021 STATE & LWDB ENGAGEMENT COMMITTEE MINUTES: Chair Toenjes entertained a motion to approve the minutes, Gregg Roberts moved and Commissioner Gary Jungermann seconded. The minutes were approved.

DHEWD STRATEGIC PLAN UPDATE: Commissioner Zora Mulligan thanked the board for their commitment to workforce development and participating in the joint meeting with the Coordinating Board for Higher Education. As a new department, it is really important to consider the goals of the department. The Department of Higher Education and Workforce Development (DHEWD) is launching a conversation with the general public including chambers, colleges, and other key stakeholders on the department's strategic plan to ensure the goals make sense. Higher education plays a key part in the success of workforce development and the success of Missourians. It is important the department understands the challenges that local boards and community leaders face.

Chair Len Toenjes asked what is the formal process for engaging the process?

Commissioner Mulligan shared she will be engaging with the public and sharing data and information collected.

MISSOURI JOB CENTER CONNECT IMPLEMENTATION: Dr. Mardy Leathers shared that Missouri Job Center Connect officially launched yesterday. The word connect was chosen purposefully to ensure the public workforce system is effectively connecting with citizens and employers in a meaningful way. The implementation of the policy recommendations will include the choices made among the Local Workforce Development Board (LWDB) Chairs and Directors. Missouri Job Center Connect is not something to do but who the public workforce system is. The policy framework builds upon multiple years of understanding, coordinating, and collecting ideas. The public workforce system is incredibly challenging. The policy framework includes increasing access to quality employment opportunities for job seekers, for employers to better access to skilled talent, for training and education to better align with workforce needs, and modernizing infrastructure.

Chair Toenjes asked Dr. Leathers to describe the implementation plan. Dr. Leathers outlined there are more than 118 policy recommendations to consider. These recommendations will be aggregated and consider who will implement policy changes and how.

STATE AND LWDB ENGAGEMENT COMMITTEE: Committee Chair Tony Bryan reported the committee engaged with each of the Local Workforce Development Board (LWDB) Chairs seeking opportunities to support the LWDB Chairs. The themes from engagement with the LWDB Chairs include cross regional local board engagement, and sharing best practices among the regions. The LWDB Chairs felt heard and appreciated the conversations.

Committee Chair Tony Bryan added the LWDB Chairs requested a board orientation. The SLATE board chair had a challenging experience and now understands the importance of the board decisions and meetings. There is a wealth of knowledge with the SLATE Chair that should be shared with the other LWDB Chairs.

Gregg Roberts stated that he brings a unique perspective to the committee because he is also the LWDB Chair of the Northwest board. He also shared that collaboration and engagement with the commissioners and chambers to share resources and ideas.

Commissioner Zora Mulligan commented that the Office of Workforce Development (OWD) launched a Chief Local Elected Official (CLEO) Summit in 2019 to share information, ideas, and resources with the CLEOs.

Celeste Cramer explained how well the Ozark region and job center work together. The LWDB Chairs requested the committee members to speak at upcoming meetings.

Committee Chair Bryan suggested having an active conversation with the LWDB Chairs on Missouri Job Center Connect.

SWDB EXECUTIVE COMMITTEE REPORT: Chair Len Toenjes shared the United States Department of Labor interviewed members of the SWDB and identified the SWDB by-laws were out of compliance. State staff recommended changes to the by-laws to maintain federal compliance.

REVIEW AND APPROVE SWDB BY-LAWS: Chair Len Toenjes entertained a motion to approve the by-laws with recommended changes. Dr. John Gaal moved to approve and Garland Barton seconded. The by-laws were approved.

OPEN DISCUSSION: Chair Len Toenjes shared it is important to get feedback from challenges and opportunities.

Dr. John Gaal shared trying to fill the needs for employers and the balance of workers available is a challenge. There are many available workers, but these workers have different challenges such as mental health or opioid addiction.

Garland Barton shared he is now the liaison in working with businesses and training providers to bridge gaps in training. Businesses need more customized training opportunities to meet their needs.

Tony Bryan commented that in cybersecurity there are a lot of midlevel positions available for certificate training and apprenticeship training.

Commissioner Mulligan added the Department of Higher Education and Workforce Development is planning and considering big ideas for the federal spending package. One example is the Ozark Technical Community College's investment in the manufacturing training facility.

Director Anna Hui stated the additional federal unemployment benefits supported citizens during a time of great disruption. The additional payments created workforce challenges across the nation.

Astra Ferris shared there is an opportunity for workforce to collaborate together. It is important to identify champions and programs that support employers' needs. The public workforce system should also consider how to promote employees and employers.

Gregg Roberts stated the addition of remote work has significantly changed the way employers are engaging with employees. However, some employees are unable to work remotely due to the type of work or lack of broadband.

LeRoy Stromberg shared the construction industry continued throughout the pandemic because it was considered essential. In the construction industry there is a lot of skills testing in all levels of the organization to ensure the employee will fit in the organization with the right skills.

Kristie Davis stated training and supporting employers has changed during COVID-19, many training opportunities converted to online learning. It is necessary to have flexible training to support growing companies.

Greta Bax shared AFL-CIO is preparing to launch a pre-apprenticeship training opportunity to support talent needs.

Celeste Cramer explained that Cox Health has 80 clinics, 6 hospitals, and 12,000 employees. During the pandemic Cox Health suspended all in person interviews, which made it challenging to hire due to technology. While it has been a challenge because of the additional federal unemployment benefits, hiring is up at Cox Health. There is a limited applicant pool in healthcare due to the specific credentials, no drug issues, and various vaccines that are necessary.

Virgil White explained how Everygy is connecting to the public workforce system in a meaningful way to leverage their expertise and talent pool. Ellen Fairchild is on the Kansas City and Vicinity's local board as the Chair. Everygy is looking for opportunities to connect with the public workforce system in addition to job postings.

Gary Jungermann shared his challenges as a Chief Local Elected Official of a 19 county caucus. It can be a struggle at times to gain buy-in from other members of the caucus. It is challenging to navigate a complex system to connect with citizens and employers.

Jill Williams shared that prior to the pandemic the healthcare industry needed skilled talent and COVID-19 has only exasperated it. This continues to be an issue of supply and demand because Missouri's schools are not graduating enough students with nursing degrees or credentials. There are other roles in high demand that only require a 2 year degree, certificate or on the job training. However, there are not enough training programs to support these needs.

Assistant Commissioner Tim Gaines explained Vocational Rehabilitation is considering priorities and expectations for expanding programs and services to citizens. There is an opportunity to serve the under-served populations such as those in foster care, youth, and juveniles. This is an opportunity to work together across the public workforce system.

Chair Toenjes thanked the board members for sharing this information. It is important the board learns from one another.

STAKEHOLDER PRESENTATION-WILEY BEYOND PILOT: Dr. Deb Volzer thanked the board for having her today. Wiley engaged with the Office of Workforce Development (OWD) to conduct outreach to dislocated workers in three regions of the state—Ozark, Northeast and SLATE. This pilot conducted outreach to Missourians in those areas of the state to offer information on job center services, outreach to individuals interested in CompTIA and launched marketing strategies. Data and information was leveraged prior to outreach to understand the needs in the specific regions of the state and areas of opportunity.

As a result of the specific marketing and outreach efforts, Wiley connected with 26 unique individuals in addition to the thousands of Missourians sent to Wiley from OWD. Engaging and completing the self-registration process took on average 40 minutes. Wiley connected with Missourians within 2.4 calls and found texting to be an effective way to engage with Missourians. Wiley made 370 referrals to the job centers as a result of this pilot.

Dr. Leathers thanked Dr. Volzer for her partnership on this pilot. It was important that these outcomes align with Job Centers of the Future. This pilot was free to the state and also shifted some of the mindsets of the Local Workforce Development Boards.

Gregg Roberts asked how much of this work was completed manually or with human to human contact.

Dr. Volzer responded that all of this was done manually or by her staff.

Tony Bryan asked how old the engagement on marketing ads were on Facebook and Google.

Dr. Volzer said she would need to follow up with him on that.

Tony Bryan responded that the ads were likely not connecting with those between 18-26 years old.

Chair Toenjes thanked Dr. Deb Volzer for her presentation.

STATE DIRECTOR'S REPORT: Dr. Mardy Leathers shared that Missouri Apprentice Ready, pre-apprenticeship investment of \$1.7 million, launched. This will create 10 quality pre-apprenticeship programs serving over 300 Missourians among 42 Registered Apprenticeship opportunities. Apprenticeship Missouri team is supporting this effort in addition to the virtual office hours.

Yesterday, Missouri Job Center Connect launched. This information will be shared with the local communities through a town hall series to collect feedback on policy recommendations. This will kick off in Cape Girardeau on July 14th. The SWDB is invited to participate at the nearest location.

Yvonne Wright shared the new Missouri Job Center Connect Statewide Partnership meetings will connect with the WIOA Partners and Local Workforce Development Board Directors. The new format will allow information to be shared with the board because of the format and formalization of these statewide partnership meetings. The goal of these meetings are for all partners to have the opportunity to share information and formalize the WIOA plan implementation. The board is invited to attend at the Capital City Job Center.

LWDB REPORT: Donna Parrot shared the regions are identifying ways to engage with youth and increase incumbent worker training opportunities. Transportation and childcare continue to be a challenge in the rural and urban areas of the state.

Donna presented areas of support from the State Workforce Development Board could include: working closely with the CLEO consortium to identify ways counties can lend to regional sustainability, help navigate significant budget reductions, welcome any SWDB member to learn more about workforce programs, SWDB has a wide angle lens for looking at practices that could benefit the local regions—welcome any support or engagement, and update the LWDBs on the SWDB's vision.

The takeaways from the LWDBs on the Job Centers of the Future include looking at processes and modifying processes to make it less complicated for the citizens and employers. LWDBs are leveraging the data to make decisions and having conversations to identify types of training needed to support the workforce needs. Missouri cannot settle for being at the bottom of the Midwestern states.

Chair Toenjes commented that SWDB respects all the LWDBs do and commits to working as partners.

QUESTIONS, COMMENTS, AND CLOSING REMARKS: Chair Toenjes stated he appreciates the participation by everyone and their willingness to speak up. Chair Toenjes entertained a motion to adjourn.

Dr. John Gaal moved to adjourn and Tony Bryan seconded.

The meeting ended at 11:42 A.M.