

Draft: Minutes of Workforce Florida Readiness & Performance Council Meeting

May 27, 2009
Tallahassee, Florida

The Council meeting was called to order by Chairman Eric Kennedy at 1:40 pm. Roll was called and a quorum was established at 1:42 pm. The following Council members were present:

Eric Kennedy, Council Chairman	Buddy Streit, Chair, Youth Cmte
Andy Perez, Chair, Technology Cmte	Don Gugliuzza, Chair, Performance Cmte
Bruce Ferguson, Partners Council Rep.	Don Winstead, DCF
James DeBeaugrine, APD	Senator Stephen Wise
Cynthia Lorenzo, AWI	Doug Beach, DOEA
Hilda Quintero	Mary Lou Brunell
Leslie Cagle-Ingram	Everett Kelly

Chairman Kennedy called the Council members' attention to the minutes of the February 2009 meeting of the Council and requested a motion to approve the minutes.

Motion: Mary Lou Brunell
Second: James DeBeaugrine

The motion carried unanimously and the minutes were approved.

Chairman Kennedy led a narrative discussion and review of the Council as it was initially formed in August 2008 and some of the achievements of the Council and its committees since that time, including:

- Rapid deployment of Recovery Act funding and guidance to help regions
- Accelerated policy and financial support of youth programs launched as the vanguard of the Recovery Act investment
- Flexibility in the adaptation of food stamp, welfare transition and re-employment programs as part of the broader workforce mission
- Scaling of Florida's technology resources to address the unemployment issues at the same time targeting specific industries and demographics
- Strategic development of the Balanced Scorecard model of the future in partnership with Florida Chamber, Florida Economic Development Council, Enterprise Florida and the regional workforce boards

Chairman Kennedy introduced the new council leadership structure, including a modified governance model to take on an intensified mission

Chairman Kennedy expressed the goal of the Council as navigating one of the most challenging economic scenarios Florida has faced in decades, and to fully engage the leadership which comprises Workforce Florida's board to tackle the challenges

Chairman Kennedy acknowledge that the Council and its committees have also faced challenges, as WFI's board members have full time roles and can only commit so much time to volunteer leadership roles on the board

The new Council structure is designed in an effort to maximize the time, bandwidth and engagement of Council members, and to more effectively use the limited time we have together to move this agenda forward and keep all channels open for communication

In addition, by elevating the scope of the Readiness Committee to the full Council level to create the "big tent" for discussion of a wide array of readiness topics, including welfare transition/TANF, re-employment initiatives, and other targeted programs.

Going forward, the Council meetings will take place every month as a "superconvening" venue where the Technology Committee and Performance Committee agenda items, projects and initiatives will also be discussed.

Committee leadership structure will remain in place, and in this "superconvening" forum we will transition from the broader Readiness agenda to that of the respective committees

This will help us to maximize our time together, fully engage the brainpower and expertise of the full Council, and optimize the communication of two key areas of focus that truly have an impact across the entire Council and the entire Workforce Florida organization

The Youth Opportunities Committee will continue in its current form, as designed within Workforce Investment Act legislation, and will convene separately as it has been since its inception

Chairman Kennedy also announced the creation of two (2) dedicated subcommittees within the Readiness Council, one to address the welfare transition, TANF and DCF partnership themes; and the other to specifically guide Florida's re-employment programs, services and investments – a key stated thrust of the Recovery Act.

Chairman Kennedy clarified that the intent of the Partners Council, as part of the "big tent" strategy to bring all partners together to address challenges we are facing in the workforce system, includes the following organizations:

- Workforce Florida
- Agency for Workforce Innovation
- Regional Workforce Boards
- Florida Workforce Development Association
- Agency for Persons with Disabilities
- Department of Children and Families
- Department of Elder Affairs

Chairman Kennedy reinforced that all partners are invited and are encouraged to take part in and actively participate in all Council meetings.

Andy Perez presented a summary of projects and initiatives within the scope of the Workforce Technology Committee.

Chairman Perez outlined the main areas of focus for workforce technology:

1. Building on the base: Fully optimizing the Employ Florida Marketplace (Virtual One Stop) capabilities, and ramping up workforce automation using new features in Version 10.0
2. Recovery Act: Strengthening Florida's capabilities in re-employment and identifying opportunities in the targeted sectors, e.g. "green jobs", healthcare, infrastructure
3. Talent Supply Chain: Creative effective linkages with the "suppliers" aligned to customer needs
4. Regional infrastructure: Providing a standardized technology model for the regions and One Stops, with cost sharing for the investment of infrastructure in support of e-documentation, scan cards, etc.

Chairman Perez provided a summary of the options being considered for investment by the Committee, including:

Geographic Solutions:

- Attendance Tracking/Scan Card - Would allow for automated tracking of system and One Stop center utilization, enhanced reporting
- WorkKeys and Assessments - Enables use of assessment tools for case management, re-employment and workforce service
- Consumer Reports module - Adaptive system for updating education and training provider information on EFM, allowing providers to directly update information

CareerBuilder.com and Monster.com

- Resume Database - Unlimited One Stop access to resume database for hard to fill positions; targeted access for private employers seeking to fill high demand positions, e.g. healthcare
- Microsite Portals - Tied to specific "talent supply chain" targets, e.g. green jobs
- Power Seeker Workshop (s) - Monster expert led workshops to assist in re-employment efforts
- Supplemental Labor Market Information - Supply & Demand Intelligence - Statewide labor market supply/demand and trends at top level SOC code; regional labor market supply/demand and trends at top level SOC code

Chairman Perez provided a bottom line estimated investment amount of \$2 million, an investment that could be made today with the current available funds with the ability to mitigate future costs and lock in the investment beyond the window of the Recovery Act.

Mary Lou Brunell cautioned that a “supply and demand intelligence” tool may not provide the complete picture of actual jobs, as some organizations intentionally under-report and do not post available jobs.

Buddy Streit presented a summary of projects and initiatives within the scope of the Youth Opportunities Committee.

Chairman Streit asked WFI’s Dehryl McCall to provide an update on the status of the RFP: “Strengthening Youth Partnership Pilot Project(s): Intervention Programs for Court-Involved Youth. This RFP had been announced on April 1, 2009 and closed on May 15, 2009. There were a total of six respondents and those proposals are being rated. The total available funding for this initiative is \$350,000.

Chairman Streit and Dehryl McCall narrated for the Council progress that had been made on the Shared Case Management Pilot initiative, a partnership effort of Workforce Florida, the Agency for Workforce Innovation, the Department for Juvenile Justice and the Department of Children and Families.

This two-year pilot (2007-2009) Targeting Services towards Department of Juvenile Justice (DJJ) Youth and Foster Care Youth. Purpose: increase Florida’s current level of participation and services to youth in foster care and/or youth in the juvenile justice system; to develop a “Shared Case Management Model.” First Year’s data showed a 637% increase in the number of DJJ youth served by our regional workforce boards and an 11% decrease in Foster Care youth (note: DCF’s numbers were reduced statewide).

The self reported data for 07-08 showed 772 Foster Care youth and 199 DJJ youth being served. After data matching by our DCF and DJJ partners the results showed that 4096 foster youth and 2818 DJJ were served in our workforce systems in 07-08. Data shows that our workforce boards are serving 10.56 % of all Foster Care and 3.20% of all DJJ Youth in Florida. New partnerships and these type initiatives continue to drive these numbers up.

Chairman Streit acknowledged that \$4 million has been identified for Youth Opportunities Committee projects, and he outlined the possible areas and special populations for focus and investment:

- Department of Juvenile Justice Youth
- Foster Care Youth
- Literacy & Numeracy Rates
- Virtual Education Opportunities
- Career Academies
- DJJ Vocation Training
- Disabled Youth
- Migrant and Seasonal Farm worker Youth

Don Gugliuzza presented a summary of projects and initiatives within the scope of the Workforce Performance Committee.

The Balanced Scorecard 2.0 initiative was launched to identify and leverage Florida's competitive advantages, and to align workforce incentive strategy as well as create effective measurement tools to show Florida's progress toward key strategic goals. Florida's level one workforce goals are aligned to Governor's Blue Print for Florida's Economy. Second level goals are aligned to the eight (8) "super-regional" economic development corridors and their goals and innovation strategies. The third level creates model for regional continuous improvement and "line of sight" performance against the higher level objectives.

Chairman Gugliuzza asked WFI's Charles Williams to share a series of concepts that would make up a "dashboard" for the Balanced Scorecard 2.0, loosely based on the "Map of the Market" graphical representation of stock market performance.

Chairman Gugliuzza acknowledged that the accountability and reporting requirements have intensified under the American Recovery and Reinvestment Act, and consequently the Balanced Scorecard 2.0 would continue to be developed, but an interim step dubbed Balanced Scorecard 1.5 would be implemented on July 1, 2009 as a concurrent measurement system so as to not impede regional performance under ARRA.

Chairman Kennedy outlined the Council's available funding and provided the following breakdown of the committee funds for projects:

Youth Opportunities Committee funding:	\$4 million
Workforce Readiness & Performance Council funding:	\$3 million
-TANF Partnerships subcommittee:	\$1m
-Reemployment subcommittee:	\$1m
-Readiness initiatives:	\$1m
Workforce Technology Committee:	\$2 million
Workforce Performance Committee:	\$1 million
 Total available Council funding:	 \$10 million

Chairman Kennedy directed WFI's Steve Urquhart to institute a financial tracking tool for the Council to ensure that all projects were vetted by common criteria and that on a quarterly basis financial commitments, expenditures, results and outcomes will be reported to the Council.

Chairman Kennedy directed all Council and committee members to channel their requests or recommendations for specific funding to Steve Urquhart, and they would be vetted through a common evaluation process and presented to the Council in one of the monthly meetings.

Bruce Ferguson presented a summary of the key points and issues raised during the Partners Council meeting on May 26, 2009.

Mr. Ferguson emphasized the importance of making investments in technology and ensuring that we are getting the full leverage of the Employ Florida Marketplace Version 10. He also pointed out the need to avoid any duplication of investment or

effort by communicating about the selected investments that would be made at the state level so the regions would not run the risk of replicating the same investments locally.

Mr. Ferguson recapped the “Off Ramp” discussion that was led by DCF's Don Winstead at the Partners Council meeting, and pointed out that approximately \$196 million in emergency TANF funding is available to Florida if we can identify a way to draw it down for the workforce system or other partner initiatives and if a source of funding can be identified that would address the 20 percent matching requirement. (This funding is reimbursed at a rate of 80 percent, requiring another source of funding for the remaining 20 percent.)

Mr. Ferguson discussed the need, as identified in the Partners Council, to review state policies currently in effect that may hamper our progress on economic development partnerships, including entrepreneurship and support of local economic development efforts. He also predicted that more “Me, Inc.” types of small businesses would be a likely side effect of the current economic events, and that we need to do a better job of supporting entrepreneurship, including training and other supportive services.

Mr. Ferguson also discussed the status of the Summer Youth Programs that are currently preparing for launch in all 24 regions. He reinforced the fact that in the subtext of the Recovery Act bill and funding narrative, the workforce system will ultimately be judged by our performance and results in this economy.

Chairman Kennedy adjourned the meeting at 3:20 pm.