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|  | **Employment Security Advisory Council (ESAC)** | | |
| **Meeting** | **Date:** April 27, 2016 | **Time:**  9:00 a.m. - 12 p.m. | **Location:** WorkSource Thurston County, John Loyle Conference Room |
| **Attendees** | Bob Battles (on behalf of Gary Chandler, ESAC)  Pamela Crone, ESAC  Mike Gempler, ESAC  Joe Kendo, ESAC  Josh Swanson (on behalf of Lee Newgent, ESAC)  Cheryl Fambles, PacMtn, Chief Executive Officer  Cynthia Forland, ESD Director of LMPA  Anne Goranson, ESD SW Regional Director  Neil Gorrell, ESD Director of ESPIO  Janelle Guthrie, ESD Director of Communications  Cathy Hoover, ESD Director of Government Relations  Kelly Lindseth, ESD Director of WCDD  Lisa Marsh, ESD Deputy Commissioner  Dale Peinecke, ESD Commissioner  Tim Probst, ESD Director of Workforce Strategic Initiatives  Guests | | |
| **EASC Members Absent** | Larry Brown  Ollie Garrett Sridhar Sukumaran | | |
| **Scribes** | Brian Hardtke, Kristi Basic, Karen Campbell | | |

**Welcome and Introductions: Dale Peinecke, ESD Commissioner**

Introduction roundtable of those present.

**ESD Strategic Plan Review: Dale Peinecke, Commissioner**

* Overview of agenda and discussion of ESD’s strategic plan and mission.

* ESD’s mission remains the same – close skills gaps, help match employers/employees with jobs. Reviewed outcomes in the strategic plan:
  + 3.5 million in WA workforce. Last year 1.98 million people changed jobs not because they had to – they change because they want to. This is constant.
  + We are all about engaging people for our customers and our stakeholders. We can’t be all things for all people so we have to be able to target employers where we can make a difference. Improve our delivery process.
  + Develop a workforce training/education pipeline – YouthWorks – bring work relevance to education.
* ESD uses project based/team based learning. Our assets are our people and data, facilities/technology (how we achieve outcomes with the budget we have).

Deputy Marsh recognized those who helped develop the strategic plan – lead to better outcomes.

Unemployment Insurance Updates: Neil Gorrell, ESD Employment System Policy & Integrity Operations Director

* Trust Fund remains solvent – 16 months in benefits. USDOL recommends at least 12 months.
* Tax collections up. The tax system is working exactly as intended.
* USDOL is currently focused on UI integrity.
* Some degree of improper payments is inevitable, but we can recover them after the fact.
* UTAB (Unemployment Tax and Benefits system) will replacing GUIDE (antiquated COBOL system) for UI eligibility and benefits as part of the UI modernization. October 10 is go-live date. ESD was able to purchase a commercial off the shelf system. Will allow online self-help to UI customers for many functions.
  + Will be integrated with tax system
  + Employers will be able to respond to claims electronically
  + Interface will be much improved; mouse-based for both employers and department. Will work on smartphones, tablets, Surfaces, etc.
* Part of the number of great technology improvements for ESD sponsored by Commissioner Peinecke.

**Update on and demo of WorkSourceWA.com: Kelly Lindseth, ESD Workforce & Career Development Division Director,**

**Chad Pearson, ESD Communications Office, WorkSource.WA Outreach Manager**

* WorkSource.WA will replace ESD’s electronic job-match and case management systems: Go2WorkSource and SKIES. The new, modern system was developed in partnership with Monster Government Solutions (through RFP process).
* “Soft Launch” on May 3; projected to go-live for all public use in July 2016
* Go2WorkSource is outdated; was state of the art 15 years ago.
* Provides employers with free job postings and applicant matching. There will be thousands of jobs on the site.
* There is a new resume builder portion and a better job search tools for job seekers
* There will be career information and wage data available
* More visually appealing and usable; easy log-in and navigation
* Demonstration of what a new job seeker will see: my resumes, my letters, my documents.
  + This is technology that is natural to millennials
* Demonstration of employer screen: may be particularly useful for small employers without full-time Human Resources staff
  + This will be a cost savings for employers
  + It will look at skills and resumes and rank them
  + Employs Monster’s “6Sense” technology – will rank candidates for employers
* ESD has outreach strategies to notify and educate employers about how to use the new tool, including social media and events at various Chambers around the state.

Comments, questions and recommendations from ESAC members:

* Should interface with higher education;
* Sign up high schoolers - 25 percent of high schools go right to work; figure out how to engage them.

Commissioner Peinecke: We have been talking with the State Board of Community and Technical Colleges Executive Director Marty Brown. Goal is to enroll students and then employers can access all matriculating students and youth coming out of high school who go straight into the job market.

Q (Pam Crone): Diversity; how are we going to make connections out in the community so all job-seekers can take advantage of this?

* This modern system will be far more accessible than prior system;
* If the job seeker wants, he/she can add identify himself/herself as having a disability, veteran status;
* Website will be translated into Spanish, Russian;
* We have Accessibility Navigators to help those with special needs;
* System is adaptable; we will be able to keep improving to afford more accessibility

Bob Battles: Concern with many dialects that are unwritten – how to reach people who don’t speak/write in English or the translated languages?

**Introduction and overview of WorkSource Thurston: Cheryl Fambles, PacMtn Workforce Development Council Chief Executive Officer; Anne Goranson, ESD, Workforce & Career Development Division SW Regional Director**

Overview of about WDC boards and WDC’s and their role in the WorkSource partnership. WDCs serve local community and work with economic development, businesses, job seekers.

**WorkSource Thurston Tour: Lead by ESD WorkSource Thurston Administrator Bryan Turner and WorkSource Thurston Staffers, Ted Collins, Olesa Molett, Jeannie House and Stacey Anderson**

**ESAC Member Discussion – Led by Joe Kendo, Governmental Affairs Director, AFL-CIO**

Topic: Expanding the use of WorkSource for Washington's employers and job-seekers

* Observations/questions from the tour
* Reaching additional customers
* What information or data that would be helpful for members to provide feedback?

Q: Does new WorkSource.WA system replace staff or are there cost savings elsewhere?

A: No, but it is a value added. Because many job seekers and employers will manage their accounts entirely or substantially online, WorkSource staff have more time to help with less routine, more difficult to place individuals

Q: How can we set up feedback system from employer or placement?

A: Reach out by case managers after placement but to get everyone an opportunity, employers can respond via online system. Need to encourage employers to respond.

Q: Crisis management for WorkSource for displaced workers – but how is ESD/WDCs marketing WorkSource to job seekers who just want a career change?

A: System helps reach hard to serve people like 19/21 year olds who won’t come to physical location.

A: Cheryl – Higher level strategic conversation taking place. Transition from the “unemployment office” they want to create an “integrated place of hope.”

Comment: WorkSource couldn’t be a better name.

Response: Focus on services, less on programs/compliance; huge shift for our folks. Be a “broker” of services.

Joe: Personally found 3 jobs through WorkSource—found that through Google—not in a crisis point.

Dale: Traditionally it was place to get job; future it’s a place to get a career. Now it’s “how do we provide interactive tools by click or brick to help figure out what they want to do next?” Next step is networking to sustain that relationship over time. Building a WorkSource network that grows exponentially over time so people think of it as a place with all these helpful tools.

Cheryl: When employers see value, they will spread the word.

Q: What are you contributing to integration?

A: We are shifting from specific program(s) to integrated services where customers (job seekers and employers) are helped by a combo of different organization/businesses. We look at addressing the need in a collective way to get whatever help the person/company needs from wherever area the services can be provided.

S: This is a chicken and egg scenario – many businesses don’t look to WorkSource as a one-stop solution to their qualified employee need. By focusing on building the best employee pool – that’s the best starting place to draw employers.

S: We are shifting from job seeker focus to employer needs focus.

Q: Why should employers use WorkSourceWa.com?

A: Ease of operation and money savings should be a good incentive to have employers come to WorkSource and use WorkSourceWA.com.

Comment: Change in culture. Not that it is mandatory but that it gives a good product. Not just people who are unemployed but for people looking for work.

Cynthia: Trying to get more real time info from employers; check what terms employers used in job postings. Compare to UI claimants to get sense of supply and demand—also look at folks coming out of higher ed. Excited about integrating these data sources. This helps WDCs too.

Dale: How do we work with higher ed to expand high-demand course offerings? ID places we have capacity but not jobs. Growth in demand for IT/STEM jobs and big wait to get classes in higher ed.

Cynthia: Tend to think IT b/c big firms, but job postings say very few jobs where you don’t need IT skills. WorkSourceWA.com has help for writing job descriptions too.

Cheryl: Partnerships with libraries are important to gain competency/achieve workforce development.

Janelle: Strategic plan shows how to reach strategic populations. We have relationships with CTCs, military transition council. Plus then we add in marketing—various communication strategies, outreach plan—AWB, Washington Restaurant Association, Washington Retail Association are excited about this.

Kelly: Monster resumes already loaded. We have help if you need it.

**Closing Remarks:**

Dale: Thanks to everyone who came. Good experience to hear questions and get your input. One of our roles to provide platform. Thanks to Cheryl and the folks here because it is local partnerships that really take platforms and build integrated service delivery to meet needs.