

**MINUTES  
EXECUTIVE COMMITTEE  
ARKANSAS WORKFORCE INVESTMENT BOARD  
December 9, 2003**

Chairman Steve Lux called to order a meeting of the Arkansas Workforce Investment Board (AWIB) Executive Committee at 9:00 a.m. on Wednesday, December 9, 2003, at the AWIB offices, North Little Rock, AR. Members who were able to participate were Mr. Tom Anderson, Mr. Howard Fikes, Dr. Steve Franks, Ms. Catherine Janosky, Mr. Steve Lux, Mr. Jim Putlak, and Mr. Jim Smith. Members who were unable to participate were Senator Gilbert Baker, Mr. Larry Featherstone, and Mr. Alan Hughes. Others present were Ms. Stephanie Blair, Governor's staff, members of the State WIB staff, and approximately 20 members from the public.

Chairman Lux began by welcoming those present. He then asked the members to turn to pages 2 – 5 in the agenda book.

Action Item 1 - Minutes: The minutes of the October 14 Regular Quarterly Board meeting were **approved on a motion made by Catherine Janosky, seconded by Jim Smith and carried unanimously.**

Chairman Lux then asked the committee to turn to pages 6 – 8 in the agenda book.

Action Item 2 - Minutes: The minutes of the November 12 Executive Committee meeting were **approved on a motion made by Catherine Janosky, seconded by Tom Anderson and carried unanimously.**

At this time Chairman Lux gave a report on his recent trip to the National Governors Association (NGA)-Workforce Board Chairs meeting held December 5-6, in Santa Fe, New Mexico. The major topic of discussion was the WIA re-authorization going on in Congress. At present there are still two versions, and the major sticking point is the consolidation of funding streams. The House version consolidates the WIA Adult, WIA Youth, and WIA Dislocated Worker program and the Wagner-Peyser employment services funds, the Senate version keeps them separate. He explained that it will be in committee after the first of the year. Next, Chairman Lux discussed the success other states have had with "branding" their workforce systems. He cited Michigan's "Michigan Works" campaign and Arizona's "Workforce Connection." Ms. Catherine Janosky asked in what respect had these been successful. Chairman Lux explained that the campaigns informed the public of the programs that are available through the workforce system in each state. These state's successfully changed the image of the workforce investment system from a "second chance" system, just for those who are unemployed, to a system focused on developing the whole workforce – not just the unemployed, also for those who have jobs but want to improve their skills to attain better paying jobs. Jim Smith reminded the committee that Arkansas has also implemented a public information campaign by previously hiring a communications firm that produced the logo for Arkansas Workforce Centers. He further stated that newspaper, television and radio ads were produced.

Report of Executive Director: Chairman Lux asked Jane English for her director's report. Ms. English began by discussing the National Coalition for Advanced Manufacturing (NACFAM) meeting she attended with Jean Ann Reed and Bob Sanner in Phoenix, Arizona. The meeting focused on how to deal with the growing skills deficit in the US and how to deal with job losses here to overseas communities.

Next, she informed the Board that the Department of Labor (DOL) has developed a One-Stop Center mentoring program and that Russellville and Memphis have been selected as participants. Representatives from the DOL will be working with the West Central and Eastern local workforce

investment boards to enhance the services available in the Arkansas Workforce Centers located in the two areas.

Next Ms. English asked Sharon Robinette, AWIB staff, to discuss a partnership the Labor Market Information (LMI) section is working on to bring volunteer economists from each local area to come together twice a year to look at projections and help the LMI section produce a more accurate picture of the workforce/employer needs for the state. Chairman Lux asked if that information will be made available to the Board members and Ms. Robinette told him that the first of these informational presentations will be done at the January full board meeting.

Ms. English ended her report by explaining that the AWIB staff will be hearing presentations at their monthly full staff meeting from each section affected by the integration so that they will have a better understanding of each aspect of the programs the integrated staff operate.

Chairman Lux asked if there were any other questions regarding Ms. English's report, there were none.

Information Item 3 - Report from joint meeting of the Program & Performance Evaluation Committee and Strategic Planning Committee, December 4, 2003: Chairman Lux asked Elroy Willoughby, AWIB staff, to discuss the joint committee meeting held 12/4/2003. Mr. Willoughby explained that the joint committee met to discuss the Arkansas Workforce Center Certification Criteria draft document, as well as, the public comments that were received on the draft. The joint committee sent the draft document back to the workgroup for revision based on the public comments. Mr. Willoughby explained that the joint committee will re-convene on 1/5/2004, to look at the draft again and they will make their recommendation to the Board at the January meeting. After discussion among the Executive Committee members, Chairman Lux asked that examples of other states certification criteria be presented to the joint committee at the January 5<sup>th</sup> meeting. Mr. Willoughby assured him that the AWIB staff would provide that information. Chairman Lux thanked Mr. Willoughby.

Information Item 4 – Report from the Adult Education Study Committee meeting: Chairman Lux asked Jim Case, AWIB staff and member of the Adult Education Study Committee, to report on the committee's progress. Mr. Case explained that the group is meeting monthly to build a template to measure "where we are and where we want to be." The committee is taking a cohesive look at the programs offered by Arkansas Workforce Centers and programs offered by the Adult Education section of the Department of Workforce Education (DWE) to see where there are duplicative services and then figure out how to streamline the programs to eliminate that duplication. Chairman Lux asked if there were any questions, there were none.

Information Item 5 – Program Year 2002 Arkansas Workforce Investment Board Annual Report: Chairman Lux directed the committee to page 9 of their agenda book. He asked Tina Hall and Elroy Willoughby, both AWIB staff, to discuss the Annual Report. Ms. Hall explained the goal of the annual report is to tell the story of what the Arkansas Workforce Investment Board is doing instead of just focusing on charts and percentages. Ms. Hall explained that hardcopies of the annual report will be given to the Board members at the January meeting and that the report is also available on the AWIB website. Next Mr. Willoughby discussed the performance data within the Annual Report. He explained that Arkansas has higher measures than any of the other 49 states and we met 16 out of 17 of the measures. He touched on the fact that the Older Youth Credential category had not been in the past two years but was met this year. He stated that Arkansas did not meet "Older Youth - Earnings Change in Six Months", but missed it by \$10.00 of the 80% required threshold.

Howard Fikes commented that he would like to see our Annual Report look more like a private business' - showing key indicators. Mr. Willoughby explained that we are moving in that direction, toward accurate real world data. Mr. Fikes said he would like to know what it costs to get a person in a job through the WIA system. There was a general consensus among the other members that the Board wants to be presented with data that will allow them to make strategic decisions rather than just focus on DOL required performance measures.

Announcements: Chairman Lux announced that the next meeting of the Arkansas Workforce Investment Board would be at 9:00 a.m., on January 13, at the Wyndham Riverfront Hotel in North Little Rock.

Chairman Lux asked if there were any other announcements or questions. There were none.

Adjourn: With no other announcements or questions, **motion to adjourn the meeting was made by Howard Fikes, seconded by Tom Anderson and carried unanimously.**

Chairman Lux then asked the members to participate in a tour of the new offices on the second floor.

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Steve Lux, Chairman

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Jane English, Executive Director

*Minutes recorded by Kim Kight  
Workforce Investment Board Staff*