



Mississippi Valley Workforce Development Board

Quarterly Board Meeting Minutes November 20, 2023

The meeting of the Mississippi Valley Workforce Development Board (MVWDB) was held on Monday, November 20, 2023, at 1:00 p.m. in-person at Kent Conference Center in Muscatine with a Zoom conferencing option.

CALL TO ORDER

Phillips called the meeting to order at 1:08 p.m.

ATTENDEES

Board Members Present: Kirby Phillips, Matthew Nicol, Joyce Stimpson, Lori Bassow, Heather Halbrook, Ryan Drew, Cory Bergfeld, Jacob Nye, Cynthia Whalen, Regina Matheson, Carol Reynolds, Mandy Parchert, Caitlin Bliesener, Kimberly Jaber

Board Members Absent: Dennis Duke (excused), Andy Sokolovich (excused), Nick Flogel (excused), Martha Bell (excused)

CEO Present: Jim Irwin, Danny Chick, Shane McCampbell, Chuck Holmes, Chad White

Staff: Miranda Swafford, Executive Director, Andrea Taylor, Strategic Partnership Specialist, and Mandy Tripp, Compliance Officer, Tyler Lanz, Communications Assistant

Contractor Staff: Cherisa Price-Wells, Regional Project Director, Tabytha Siegfried, Quality Assurance, Taylor Longstreth, Operations Supervisor, Shannon Weaver, Operations Supervisor, Nick Clayton, One-Stop Operator, Jennifer Schuster, Business Service Consultant, Jamie McLaughlin, Business Service Consultant

Guest: Ulisse Gallo, Econovue, Brian Hernandez, Phalanx Outreach Solutions, Jen Burmel, Kent Corporation, Tracie Timmerman, LVER, Katelyn Orth, Business Engagement Consultant, Martha Garcia-Tappa, Business Engagement Consultant, Brian Dennis, Bureau Chief of Business Engagement, Erica Lee, Safer Foundation

QUORUM

A quorum was established for the board to conduct business.

CONSENT AGENDA

The consent agenda included approval of the agenda, previous meeting minutes, Dennis Duke, Andy Sokolovich, Nick Flogel, and Martha Bell's excused absences, the quarterly newsletters, and the financial report summary. Parchert made a motion to approve the consent agenda, seconded by Drew, and the motion carried.

ECONOVUE DEMO

Tripp introduced Gallo, who provided a demo of the Econovue labor market information platform and discussed its potential uses for workforce development boards for targeted business outreach. Gallo highlighted the platform's ability to provide business-specific information, including contact information, size of company, and financial stress indicators to predict growth or risk of closure or layoff. There was a discussion about the differences between Econovue and

Lightcast, which the board already subscribes to. Lightcast provides more of an economic overview, incorporating data from approximately 10,000 businesses in the Mississippi Valley Workforce Area. Econovue identifies and incorporates data from more than 21,000 businesses in the MVWA and is updated more frequently than other Labor Market Information platforms.

EXECUTIVE COMMITTEE REPORT

Phillips summarized the report advising the policies that have been updated and approved, as well as the PY22 Annual Report, the updated Ticket to Work Budget, and a transfer request in the amount of \$50,000 from the DW funding stream to the Adult budget. Phillips also advised that the fiscal agent did not file the Form 990 paperwork by the deadline, nor did they respond to email communications, and the board's 501(c)3 status was automatically revoked. Swafford filed the necessary forms and the board has been reinstated as a 501(c)3 nonprofit organization.

FINANCE COMMITTEE REPORT

Drew summarized the report, advising that the one stop operator invoices, adult, dislocated worker, and youth program invoices, and fiscal agent invoices were approved for the months of July, August, and September.

BUSINESS COMMITTEE REPORT

Parchert presented the report, highlighting that Retrain and Retain grant applications for Hahn Ready Mix and Allied Valve were both approved, as well as Attachment K of the MOU, which outlines the business service plan. Parchert advised that they have paused Retrain and Retain grant awards pending FY24 funding, but they have two applications completed and ready to be reviewed at the next opportunity.

OPERATIONS COMMITTEE REPORT

Nicol reviewed the report, including the approvals of MOU Attachments D, F, and G which outline the Referral Process, Outreach Plan, and Data Sharing Training Plan respectively. Nicol highlighted the 8 hiring events hosted in August, September, and October, especially the Quad Cities Success Fair and the Southeast Iowa Job Fair which were both well attended. Nicol advised the delayed FY24 funding is causing significant disruptions in service delivery for the Adult and Dislocated Worker programs.

YOUTH COMMITTEE REPORT

Nye summarized the report, advising there were no approvals for this quarter, and discussed that he is eager to see the results of some of the initiatives taken over the past couple years to boost youth performance measures.

DISABILITY ACCESS COMMITTEE REPORT

Whalen presented the report, discussed the approval of MOU Attachment E: Accessibility Plan, and gave an overview of the disability access survey that was conducted and the National Disability Employment Awareness Month event hosted at the Burlington center in October.

***MODIFIED BUDGETS**

Swafford discussed that \$50,000 was transferred from the DW funding stream to the Adult budget. The state also reallocated unused DW funds back to local areas and we received \$48,838.

Weaver presented the draft budgets and narrative, discussing that the modified budgets did not account for FY24 funds since they have not been received yet. Weaver advised these modified budgets will allow them to sustain operations of the Adult and Dislocated Worker programs through December 31, 2023, at which point staff will be laid off if we have not received the FY24 funds. Irwin asked whether the delay is related to the potential government shutdown, and Swafford advised that other states have received their funding from the Department of Labor, but Iowa has not and there are no updates from the state on when those funds can be expected. Stimpson made a motion to approve the modified budgets, seconded by Reynolds, and the motion carried.

WORKFORCE COMMUNITIES OF ACTION UPDATES

Lanz reviewed the draft action plan for the Workforce Communities of Action initiative, highlighting the theme of adapting outreach strategies to increase youth and employer engagement. The Action Plan will be submitted and could be selected for seed funding. Phalanx Outreach Solutions was consulted and has drafted a campaign proposal.

PHALANX CAMPAIGN PROPOSAL

Hernandez provided an overview of Phalanx Outreach Solutions' services and reviewed their campaign goals, objectives, and target audiences. The project would take place over two phases, the first of which would target employers and industries to promote the Accelerate Iowa programming through video storytelling, testimonials, and partnerships. Phase Two would expand website and social media content to provide information about educational pathways for youth.

JOB QUALITY ACADEMY UPDATE

Taylor reviewed the progress to date, which included attending the second in-person summit in Washington D.C. in September, developing the action and strategic plans, and creating the Employer and Job Seeker surveys. The surveys were submitted to the St. Ambrose Institutional Review Board and have been approved. In addition to the board's website and social media platforms, the employer survey can be found at www.tinyurl.com/EmployerJQA and the employee/jobseeker survey can be found at www.tinyurl.com/JobSeekerJQA. Once data is collected, the results will be used to inform a conference for local employers to learn more about the Good Job Principles and perceptions of Job Quality in our local area.

RFP COMMITTEES

Swafford advised that the RFP process will be beginning again in the Spring for the Adult/Dislocated Worker program and the Youth program. A committee for each RFP will need to be assembled and will ideally begin meeting in December. Swafford asked for volunteers from the board to participate in the Adult/Dislocated Worker and Youth RFP Committees. Reynolds volunteered for the Youth RFP Committee and Phillips volunteered to participate in the Adult/Dislocated Worker RFP Committee. Any other board members interested in participating can contact Tyler Lanz.

ANNUAL PERFORMANCE

Tripp presented the annual performance data. The Adult program met their deliverables, the Dislocated Worker program was slightly below their goal for Employment in 2nd and 4th quarter,

and the Youth program did not meet several of their goals. Tripp highlighted the time frame of these reports and advised that the only real-time measurement is Measurable Skills Gain. There has been a significant increase in Youth Measurable Skills Gain from PY21 to PY22.

BOARD STAFF REPORT

Swafford provided general updates, including an update on monitoring, Local Plan progress, and MOU and IFA development. The new newsletter, Mississippi Valley Voices, was rolled out and will be combining with the previous Quarterly Advisor newsletter. Board Staff participated in several events, including panel discussions, presentations for local and statewide community partners, an appearance on Paula Sands Live to promote the Job Quality Academy, and a presentation at the NAWDP Youth Symposium on our Virtual Reality program. Swafford advised that board staff have submitted three presentation proposals for the NAWB Forum 2024 on Virtual Reality, Job Quality Academy, and Accessibility. Swafford is still working on diversifying funding, and has an upcoming meeting with the Family and Worker Fund to discuss potential opportunities for support with the Job Quality Academy initiative.

Swafford reviewed the annual subleases for the Davenport and Burlington centers, as well as the current cost breakdown among the partners. Swafford advised that the IFA will require all partners to participate in cost sharing regardless of collocation as of July 1, 2024. Development of the IFA is ongoing and will be presented at the February board meeting.

Swafford reviewed upcoming events. The 4th annual board training will be November 30, 2023 in Burlington. The registration deadline is Wednesday, November 22, 2023 by end of day. In January, IWD will have the Center for Workforce Excellence International provide training on launching sector boards and partnerships. The NAWB Forum 2024 will be March 23-26, 2024 in Washington D.C. Any board members interested in attending should contact Tyler Lanz.

The next full board meeting will be held in Burlington on February 19, 2024.

OTHER BUSINESS

There was no other business.

PUBLIC COMMENT

There were no public comments.

***ADJOURNMENT**

Parchert made a motion to adjourn the meeting, seconded by Drew, and the motion carried. Phillips adjourned the meeting at 2:32 p.m.