

State Workforce Investment Board Youth Council

April 15, 2010

South Central JobLINC One-Stop Center
2121 Rosebud Dr
Billings, MT

MINUTES

Council Members Present: Marty Copps, Chair; Margret Bowles, Curt Campbell, Daniel Dolan, Jake Gustin, and James McDonald

Council Members Absent: Marcella Buster, Karen Duncan, Tescha Hawley, Warren Means, and Mike Nephew

Guests: Connie Kinsey (Workforce Services Division), Frank Fleming (Billings Job Service), Tom Frisby (Billings Job Service), Lisa Newman (Career Training Institute), Anna Green (Governor's Office)

Staff: Leisa Smith and Dan Bernhardt

I. Welcome & Introduction

Chair Marty Copps called the meeting to order at 9:06 a.m. She welcomed staff, council members, and guests. She reminded members that the council conducts business under Roberts Rules of Order.

Roll Call

Mr. Bernhardt conducted roll call and confirmed a quorum was present.

Approval of Agenda

Chair Copps reviewed the agenda. The agenda was passed by consensus.

Approval of Meeting Minutes

Chair Copps asked if there were any changes to the February 10, 2010 meeting minutes. With no proposed changes, Mr. Dolan made a motion to approve the meeting minutes as presented. Ms. Bowles seconded the motion which passed unanimously.

II. WIA Youth Updates & Reports

Ms. Kinsey, WIA Youth Program Manager, reported the Notice of Allocation for youth is \$1,934,155, an increase of approximately \$357,000. She also reported that the Department of Labor (DOL) and Department of Public Health and Human Services are partnering to use Temporary Assistance for Needy Family (TANF) funds to support WIA eligible summer youth employment training program. There is a Memorandum of Understanding being drafted that would allow for \$1,500,000 to pass through WIA youth providers to provide a similar summer youth program to last year. The intention is to begin in May and operate through August 30, with a possibility to extend later. Details will be forthcoming.

Ms. Kinsey reported last year's summer youth program served over 800 youth and all monies were spent. She anticipates close to 600 youth to be served this year. All TANF dollars must go towards youth experience and no administrative costs are allowed. Youth must already be enrolled in WIA.

Ms. Smith asked if there was any more push or support for summer youth. Ms. Kinsey responded that the current bill has not been voted on by the Senate due to the Senate break; however, if this bill were to pass, the summer youth program would be an annual program.

Ms. Kinsey next informed the council on the upcoming Technical Assistance Training (TAT) session for providers on April 26th in Billings. Montana continues to have troubles meeting literacy numeracy numbers for out-of-school youth. Youth have an entrance test and a post test. Ms. Kinsey feels one of the issues is that the providers may not understand the levels and gains. Because of this, the TAT session will include a consultant recommended by USDOL. Additionally, Ms. Kinsey pointed out that there was a change to a new data system which may be causing some errors in regards to reporting elements and is being looked into.

Ms. Kinsey next reported on DOL negotiated performance levels on the literacy/numeracy gain for out of school youth. The initial goal was 50% as recommended by USDOL. Montana negotiated the number down to 30%. The current percentage is at 24% with one more quarter remaining. She reported there currently are issues testing youth with disabilities and questioned if there is a reasonable expectation to see a gain.

Chair Copps thanked Ms. Kinsey and asked her to continue to remind the council to reevaluate the age requirements. Under ARRA the age limit is 24 under regular WIA the age limit is 18.

III. Technology & Science Camp

Ms. Newman, CTI Program Manager, reported to the council on the Science, Technology, Engineering, & Math (STEM) program. STEM refers to the physical, biological, and agricultural sciences; computer and information sciences; engineering and engineering technologies; and mathematics. This represents approximately 4% of the workforce; however, there is concern that we are not preparing a sufficient number of students, teachers, and professionals in the STEM areas.

She indicated that STEM numbers are declining and that 15% - 20% of these industries require significant math and science to be hireable. Women and minorities are not entering these fields,

and a recent report indicated more than 90% of the engineers and scientists will be living in India.

The Helena Exploration Works museum has collaborated a curriculum for WIA youth and designed a two-day camp around space, conservation, outdoors, technology, and general science with support from NASA. Classes are limited to 15 students per session to maintain individual attention. The concept is to get youth excited about science and technology and their practical applications. The Student Assistance Foundation will be providing a coordinator, Carroll College will be providing housing, food, and a motivational speaker. The Washington Foundation has donated \$25,000, and the Women's Foundation and Northwestern Energy have also donated grants. Any youth enrolled in WIA can participate and will have priority.

The council agreed that this will be a great program and Chair Copps requested Ms. Newman return and let the council know how the event went.

IV. Governor & First Lady's Math & Science Initiative

Ms. Green, Assistant to the First Lady, reported that both the Governor and First Lady have strong personal interests in math and science, and the First Lady has made this initiative her main interest and focus. The initiative has six main purposes:

1. Early childhood programs spark an interest when students are young
2. Montana's big backyard is an outdoor classroom
3. Education for Life
 - a. K-12 classrooms use innovative teaching practices, promote hands-on learning to encourage inquisitive young minds to take challenging courses
 - b. Apprenticeship and Training programs and Montana University System campuses prepare students for the 21st century workforce and retool/retrain workers
4. Engage Montana scientists and businesses to tap their talents and resources
5. Service is a pathway to college and careers and brings volunteers into the classroom
6. Montana's green energy economy: prepare for jobs in wind, solar, coal, biofuels, geothermal and restoration/reclamation.

Ms. Green pointed out that the initiative is in line with the Governor's energy vision for Montana. Additionally, the First Lady has been interested in sparking the interest in math and science when the students are young. She reported that fifth and sixth grade is typically when youth start self-selecting out of math and science courses. The First Lady would like our youth to be driven to take challenging courses through high school and she is also interested in how hands-on learning can keep them engaged.

She also pointed out that apprenticeship can sometimes get lost in STEM, but the apprenticeship careers are just as important as the engineers and scientists.

She reported that having role models and industry experts engaged with youth help with making relevant connections to what careers are available. An example is McLaughlin Research Institute's summer internship that has interns working alongside scientists.

Ms. Green informed the council that there are four main tools that the First Lady utilizes to get the word out regarding this initiative:

1. Geological Roadsigns: Each interpretive sign describes geological wonders of the Treasure State
2. Math & Science Trading Cards: Each edition shares 10 Montana math and science facts
3. First Lady's Awards: Recognizing individuals and organizations for promoting math and science education in Montana
4. Website: Learn more about the Governor and First Lady's interest and the many partners

Ms. Green asked the council if there is anything the First Lady should be aware of with the council. Mr. Dolan asked about any other colleges using the initiative. Ms. Green responded that colleges are doing other similar projects already targeted to middle school students. Mr. Dolan also mentioned that volunteer or a three-credit course would be beneficial. Ms. Green agreed that education has an opportunity to help.

Ms. Copps thanked Ms. Green.

V. Montana Shared Youth Vision Project

The council watched a short video from the State of Virginia regarding a GED contest.

Council member Margaret Bowles, OPI, briefly reminded the council on the Montana Shared Youth Vision GED project to date and pointed out that there is not a competition between Adult Basic Education and K-12. – The priority is to keep kids in school; however, when the student does leave school, the GED is a lifeline and necessary step to continued education and employment opportunities.

She reported that the core team met on March 24th, 2010 and built the skeleton for the project. In reviewing data, she noted that county reported dropout data showed a dropout percentage of 2.3% of population in 2004. The percentage has increased to 3.6% in 2009, validating the problem of dropouts in Montana.

Ms. Bowles also reported that dropout data by district in grades 7-12 also indicates that this is an issue with schools both large and small. Reservations and Corrections have the highest percentages. She cautioned that data is probably underreported but that the council should always look at the faces behind the percentages. She reported that the most common response to why someone decides to earn their GED is because it is a "missing piece of their life." She also stated that after the age of 18, data indicates very few people earn their GED.

Ms. Bowles reported that Montana's GED success rate is 79%; however, the success rate on the Reservations is under 30%. In-depth intervention is probably needed to raise the success rate similar to the process Pablo has adopted.

In conclusion, Ms. Bowles stated to the council the importance to clearly define the goal and outcome. She then detailed the campaign ideas that resulted from the core team's March 24th, 2010 meeting: design two brochures (one for youth and one for stakeholders). Brochures should be the foundation that will highlight the campaign and facts. The brochures should be blitzed into the communities.

The council brainstormed and discussed numerous ideas on what the campaign should be and selected the following:

- Use social networking (mainly Facebook and YouTube)
- Use placemats and/or coasters (tangible item)

The council viewed three short video examples of how social networking has been a successful tool in the State of Virginia.

Chair Copps recessed the meeting at 12:00 for lunch break.

Chair Copps called the meeting back to order at 1:10.

Montana Shared Youth Vision Project continued...

The council outlined the next action steps for using social media:

- Pursue permission from the State of Montana to use social media
- Create a prototype
- Create contest details

Ms. Bowles stressed the importance to have everything in place to present to the key stakeholders.

The council brainstormed and discussed challenges and what was needed to make the campaign successful. The council agreed that challenges include: resources, buy-in from the entire council, locating those that need their GED, stakeholder buy-in, maintaining momentum, sustainability, and measuring effectiveness. Requirements for success include: education, slogan, effective meetings (youth and stakeholders), and agency partnerships.

The council agreed that the core team should create a packet that includes some slogans and some examples of the placemats/coasters tangible items to be sent out and reviewed by a sample group to "grade" each item on what they like, don't like, or would do different. Once the

packets have been completed, the council will meet via GoTo Meeting to review the results and plan for next steps.

The council scheduled the next meeting to be on May 26th via GoTo Meeting.

VI. Unfinished Business

The council expressed concern on the small number of members in attendance and the need to replace members who have recently retired, moved or taken other positions. Staff informed the council that membership is being reviewed.

VI. Adjourn

With no further discussion, Chair Copps adjourned the meeting at 2:26.