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*Larimer County Workforce Investment Board
October 12, 2011 – 7:45 am to 11:00am
Larimer County Courthouse – Hearing Room 1st Floor*

- A. Call to Order (Yvonne Myers)
 - 1. Roll Call
 - 2. Review agenda
 - 3. Public Comment

- B. Consent Calendar (Yvonne Myers)
 - 1. Approval of Minutes (August 10, 2011)
The August 10, 2011 Workforce Investment Board minutes were unanimously approved.

- C. Pathways Past Poverty Childcare Initiative (Marija Weeden-Osborn)
Marija invited the WIB to attend one of two meetings scheduled to discuss the impact of child care on our economic health, and brainstorm strategies to strengthen our Workforce.

- D. Form Nominating Committee to Elect Officers (Yvonne Myers)
Yvonne Myers, Pam Allen, Miki Roth, Jim Neubecker, Richard Martinez and Ann Hutchison volunteered to be on the nominating committee. They will meet and share nominations at the December 14th WIB meeting.

- E. Strategic Planning Facilitated by Stuart Thomas, Mountain States Employers Council (All)
WIB members participated in a facilitated strategic planning process, notes are attached.

- F. Next Steps (All)
Strategic Planning Implementation Team meetings will be scheduled and set to participants.

- G. Adjourn

Strategic Objective #1 Focus

Team: Eric Stenner, Richard Martinez, Don Schofield

Activity	Interested	Timing		Status	Resources	Deliverable	Comments
		Start	Finish				
I Identify Areas of Focus							
A Understand neighborhood industry clusters							
B Identify relevant data sources							
C Identify the economic trends							
D Review industry clusters							
E Primary employer research							
F Identify workforce strengths							
G Determine the knowledge base of the unemployed							
H Identify future employer needs and trends							
I Identify problems							
J Identify skills and gaps in vets							
II Align WIB Plans with Other Groups							
A Align Ncdet and governor's blueprint							
B Align with other regions (WIB tours)							
C Include governor's and LC's economic dev plans							
III Consider Probable Areas of Focus							
A Management skills							
B Succession planning							
C Career paths for youth							
D 4 generations in work force							
E Soft skills or lack of							
F Identify and support small business needs							
G Utilize returning work force							
H Intergenerational workforce relationships							
I Bridges out of poverty							
J Health information technology							
K Manufacturing skill gaps							
IV Measure Results							
A Measure results							
B Develop vetting process and prioritize actions.							
C Decide on measurement tools							
D Assess capacity to respond in meaningful ways							
V Roll out implementation							
A Develop training that is needed but doesn't exist							

Strategic Objective #2 Marketing

Team: Mike Reiff, Jim Neubecker, Heather Lechhook

Activity	Interested	Timing Start	Timing Finish	Status	Resources	Deliverable	Comments
I Develop an Overall Big Picture							
A Listen to community							
B Develop Feedback Loop							
C Push-integrate-receive							
II Develop Strategic Marketing Plan							
A Hire experienced marketing consultant for WIB and WFD							
B Develop strategy to reach various audiences							
C Create elevator speech and assure all members know and can share it							
D Develop collateral materials and update as needed							
E Know and demonstrate our value							
F Hire graphic designer							
III Identify Budget							
A Identify responsible entity for project completion							
B Secure sponsors to fund marketing efforts							
C Develop sponsorship plan and synch with partnerships							
D Commit to long term marketing--need staff							
IV Develop Sub-committee to Implement Objective							
A Establish marketing committee							
B Identify project owner							
V Develop Communication Plan							
A Get Business and Industry to put link to WIB on their websites							
B Tweets/Social Media							
C Develop/Write Quarterly newsletter--e-newsletter							
D Radio							
E Develop Cost effective literature of WIB info goals to mail to Business, Chamber, etc.							
VI Improve Outreach							
A Sponsor held event for fundraising and to share WIB info							
B Travel to where we will be visible							
C Assign WIB to rep WIB to community and other groups							
D Join other groups that would benefit and share info							
E Determine which groups to reach out to and develop plan							
F Assure all members are at community events repp WIB with cards, brochures							
G Train peer educators to give message of WIB							

Strategic Objective #3 Partnerships

Team: Yvonne Myers, Gregg Meisinger, Mikki Roth, Susan Strating, Kathy Gilliland, Julie Zinn-Patti, Tracy Mead, Heather Leichook

Activity	Interested		Status	Resources	Deliverable	Timing		Comments
	Start	Finish				Start	Finish	
I Improve Education Partnerships								
A Develop programs for pre-high school								
B Include more k-12 in discussions and actions								
C Investigate how transition from HS to vocation and career training be seamless								
D Align with CSU Career Center								
E Outreach to K12 leadership								
F Education at all levels include competencies as curriculum components								
G Short term training for specific skill gaps								
H Libraries								
II Create Awareness								
A Media support to WC								
B Publish workforce talent demographics outside the region								
C Share successful partnership stories								
III Broaden Our Reach								
A On going contact w key representatives by sector with consistent frequency								
B Partner with State agencies								
C Establish process flow--bus-educ-Workforce								
D Develop regional partners								
IV Create B2B Partnerships								
A Develop carrots for business involvement								
B Host lunch and learns with business								
C Encourage small businesses to leverage resources (training)								
D Focus group with CSU admin								
E Business focus groups								
F 25 Yearly community data updates								
G Leverage training resources by continuing training for multiple businesses								
H Partner with others to bring business to provide jobs								
V Provide Synergistic "Mission" Networking								
A Determine partners and work with chamber to recruit								
B Invite new NCEDC Director to meet and explore new ideas								
C Involve C of C of Loveland and Ft Collins								
D Partner with Chamber of Commerce								
E Network with business								
F Connect and partner with Center for Community Partnership (CSU) promoting employment for individuals with disabilities								
G WIB Members required to reach out 1-2X quarter to business								
VI Engage Non-Profit Service Providers								
A Target the non-profits								
B Reach out to non-profits for support								
C Consolidate services								
D Partner with poverty and low income								
E Connect and partner with United Way as they change priorities to employment and ending poverty								

Strategic Objective #4 Funding

Team: Jim Neubecker, Kathy Olson, Ed Rutherford, Pam Allen

Activity	Interested	Timing		Status	Resources	Deliverable	Comments
		Start	Finish				
I Involve Businesses							
A Corporate sponsorships							
B Business coalitions							
C Business donations							
D Membership Fees							
II Target Funding Analysis							
A Education for skill gaps							
B Labor Market analysis for specific industry							
C Approach to grants industry specific							
D Tie funding to specific projects based on alignment of goals							
E Create statement "Why I am Looking for Funding"							
III Evaluate Social Enterprise							
A Fee for Service							
Charge for labor market info							
Charge for services							
Different levels charged but need based w/o charge (investing in them)							
Fund Raisers--Walk with and expert							
Community events							
Community support dollars							
IV Staffing Resources??							
A Create learning partnership (CSU) with students to support							
B Hire a fundraiser/grant writer							
V Consider Other Funding Resources							
A Solicit grants							
B Leverage in kind donations							
C Leverage funding with partners							
D Foundation Resources							
E Industry specific groups for their association or other funds							
F Traditional non-profit funder ie United Way							
G Funding through county							
H Bohemian Fund tie to reduction children in poverty to increase in jobs							
I Tax credits							
J Enterprise zone							
K Federal Grants							
VI Develop Start-up Timelines							
A Temporary grants for planning and start-up phases							
B Period of Performance (6 months) time frame to meet target							

Strategic Objective #5 Advocacy

Goal: To Be The Voice of Local Business and Workforce

Team: Kathy Gilliland, Jeff Smith, Marija Weeden-Osborn

Activity	Interested	Timing Start	Timing Finish	Status	Resources	Deliverable	Comments
I Develop The Message							
A Develop an advocacy subcommittee							
B Assign WFC staff to attend industry assoc. etc, liason to stay on top of industry policies and issues							
C Have an idea generating session to id policy initiatives that would have a positive impact							
D Identify 3-5 policies to change or implement							
II Build Relationships							
A Host a community education event							
B Network							
III Provide Political Advocacy							
A Conduct a visit the hill day							
B Conduct regional campaign for local and state candidates							
C Sell program to "right" group							
D Identify who has controlling or vested interest in Larimer							
E Partner with NCLA							
F Form a legislative committee							
G Determine what state programs to capitalize on							
H Invite legislators to hear whats going on in Larimer							
I Attend city council and county comm. Meetings							
J Attend town hall meetings							
K Invite legislators to WIB meetings							
V Provide Outreach and Collaboration							
A Band with other WIBs throughout the state and send common issues to legislators							
B Identify other counties as potential partners							
C Notice overlap with partnership committee							
D Partner with education and economic development and leverage impact							