



**Business Services Team
Meeting Minutes
August 16, 2005
9:00 a.m. to 4:00 p.m.
Seattle-King County WDC Office
Market Place One Bldg.
2003 Western Avenue #250
Seattle, WA 98121**

Attendees: Candice Blueschel, Frankie Arteaga, Gary Gallwas, Gary Smith, Gay Dubigk, Bill Tarrow, Jerry Petrick, Jim McKenna, John Strong, Mike Kennedy, Lisa Nisenfeld, Michelle Mann, Min Song, Pam Cone, Refeeka Gafoor, Rin Causey, Ross Hamann, Kathy Dijulio and Lu Jewell.

WWA Staff: Holly Parkin
Facilitator: Bob Bartusch

Introductions:

Bob Bartusch started the meeting with introductions. Michelle Mann introduced the four sponsors: Michelle, Gay Dubigk, Rin Causey and Lisa Nisenfeld.

Agenda/Charter Review:

The team reviewed the agenda. The WWA Business Services Team Charter was presented. The group read the Charter and reached a consensus to accept it.

Business Services – What does it mean to you?

The purpose of the team was examined through the Charter. The team was asked: "What does Business Services mean to you?" and categorized them into Definition (D), Function (F) or Attribute (A). Each point was discussed, and consensus was reached on categories:

I. Definitions: (2)

- To advocate for business services needed
- Economic development (including getting good employees, assessments and business focus groups)

II. Functions: (6)

- Provide Human Resources for business who do not have it
- Take and fill job orders
- Evaluate Function – impact agree as a group
- Dynamic process – listen, broker, connect them to other services
- Communicate what you learned back to WDC's for resource allocation

- Expand capacity of WorkSource

III. Attributes: (4)

- Services that businesses recognize as something for them
- Possess business knowledge base – trusted advisor
- Provide consensus and consistency – system wide across regions
- Reach commonality – provide for generic aspects and allow flexibility

Future Agenda Item: Construct a Business Services definition based on the functions, definitions and attributes.

Revisit Potential Work Tasks Document

The team read through the July 2005 “Potential Work Tasks” document and asked questions to the sponsors. The sponsors provided a brief background of the how the team was started. They pointed out there may be other technical advisors and members added to the team, but one of the 4 sponsors will be present to chair each meeting.

Task: Gay will talk to Tim Probst/WWA about the goals and objectives for Business Services (#2 in Potential Work Tasks document) to help guide the team and bring the document to the next meeting.

The team reached a consensus to accept the Potential Work Tasks document.

Future Agenda Item: Develop a document that recognizes the marketing team’s needs (state level) and WDC needs (local issues).

How is Business Services Defined in a Partnership Environment?

The team was asked how business services are defined locally and statewide in partnership environments.

Main discussion points:

Part A: Issues Brainstorm

(White board notes)

Define/Identify Issues:

State wide to -----Policy to -----Feds, WWA, WDC/ESD Directors

Local to ----- Operations

I. Statewide Issues:

- Don’t all share or have common understanding of business services
- No consistency of data entry into SKIES
- Unemployment Insurance/WorkSource connection with what constitutes a “work search” credit

II. Local Issues:

- Turf Issues
- Staffing Issues

- Training (process)
 - Lack of professionalism
 - Set high importance on Business Services with limited/no staffing
 - Structure of positions – level of job classification
 - Rotating staff
- Partnership – scope of partners
 - Who's at the table?
- Relationships with partners Issues
 - Resistance to change
 - Duplication of services
 - Limiting mentality (non-inclusive)
- Single point of contact not established (ex: Job Development) Culture issues – who is the primary customer, job seeker or employer - gets in the way of business services and needs leadership to resolve
- Lack of system integration
- Line staff action incomplete – referrals not following requirements of businesses

III. State & Local Issues:

- No common look and feel for job descriptions/requirements
 - Soft skills
 - Ability to match requests versus what they can get
 - Job orders are translated differently
 - No minimum standards
- No show rate – no follow through
- Goals, strategies not developed in system

Part B: Successes Brainstorm

Success Factors for Partners?

How do you measure success? (Examples of local successes)

- Job Fair format expanded out to include partners performance measures
 - Verify direct hires at Fair
 - 100% increase in employer attendance
- Industry specific Job Fair performance measure:
 - Attendees = focused on industries and careers
- Reporting out – engaged partners, system unique involvement
- Tier screening – capability of identifying for needs of business (seamless)
- Job Fairs – pre--fair events to prepare screeners with partner involvement
- Increased working relationships with EDC's
 - WDC involvement and tracking system for referrals/hires reports available
 - ESD benefits – joins council
- Collectively with EDC and Community Colleges – toward a specific industry cluster
 - Assigned resources jointly
 - System trained and responsive
 - Feedback loop established
- Industry sector focus:
- Skills panels – across boundaries with industry
- New and growing economic development relationship – Regional College
- Chamber Region Design Approach

- Imbedding account representatives staff (assigned by industry) into business – staff assisted capability = value added resource
- Source of internal labor market information – trend reports
- Speakers Bureau:
 - Human Resources
 - Industry changes
 - Unemployment Insurance changes
 - Labor Market Survey (LMS)

Future Agenda Item: What would ideal services for businesses look like? (Counterpoint of previous discussion)

Task: What will the future work of the committee be, regarding system? (Sponsors)

Wrap Up:

One of the four sponsors will attend and chair each meeting. Holly Parkin will continue to staff WWA for this team. Bob Bartusch will continue to facilitate for the near term.

Task: Holly will send out meeting minutes and schedule location of next meeting.

Future Meetings:

September 8th

9:00am to 3:00pm

SeaTac (location to follow)

October 13th

9:00am to 3:00pm

SeaTac

November 16th

9:00am to 3:00pm

SeaTac