

November 6, 2009

## Employer Development and Outreach Committee Meeting

Members participating: Susan Brooks – Chair  
Ed Carpenter Kay Gordon  
Mark Goldman Ron Keeping  
Mark Maassel Greg Vollmer – DWD Staff

Susan Brooks called the teleconference to order and began with a review of the committee charter: "The Employer Development and Marketing Committee. The Employer Development and Marketing Committee shall, among other duties :

- (1) Develop criteria for a robust re-employment program, and provide program oversight;
- (2) Develop programs, services and instruments to improve reliability and visibility of the workforce development system within the employer community;
- (3) Establish outcomes metrics for business-services staff, and provide oversight;
- (4) Review and decide applications to the JOBS fund (\$6M fund to provide job-profiling services), and provide program oversight;
- (5) Advise the agency's marketing unit on the development and execution of strategies to market the workforce investment system's programs and services.

Susan explained the matrix of markets that IEDC and potentially the rest of the state will be focusing on for employer development in the program year. The verticals include: Biotech, Auto/Axle, Energy and Defense. We would look to these verticals to evaluate training needs for individuals that would be entering jobs in these markets. Competencies within these markets that will focused on include R&D, IT, Advance Manufacturing and Logistics.

This discussion led into a discussion of the Business Consultant positions within the state. It was noted that there are business consultants from many organizations calling on the employers of Indiana (examples would include individuals from DWD, IEDC, Ball State and other schools). This can be confusing and detrimental to the mission. We need to be clear on what the duties of a business consultant in the DWD system are. From DWD the main focus of the business consultant is to understand what the training needs and employment opportunities are with companies in their region. It is incumbent upon the BC to carry that information back to the Regional Operator and RWB to help direct and create future training programs and services. The committee would like the

opportunity to speak with some BCs. Greg Vollmer will work with the Regional Operators to identify some BCs that could meet with the committee to talk about their experiences.

There was a discussion about the JOBS program. This program is used by the BCs to work with an employer and profile the requirements of specific jobs to tailor training programs and identify qualified candidates. DWD intends to revitalize this program and clarify/communicate the goals of the program across the state. Jaclyn Dowd (DWD Director) is currently putting together a clear description of the program as well as some metrics regarding its use. Greg Vollmer will request that she provide this information to the committee at the next meeting. It may be possible to expand the focus of this program to profile jobs in the market matrix discussed at the beginning of these minutes. DWD is exploring this possibility.

Another topic of discussion was the possibility of starting a new internship program. This would allow intern programs to be funded for participating employers utilizing state or federal funding. The program would have some similarities to the Internnet program that the Indiana Chamber believes has had good success in Southwest Indiana. Gina Delsanto is investigating funding options. The Chamber would have the responsibility of finding employer partners for the program. All committee members on the call were in favor of moving forward on this potential project.

There was a brief discussion regarding Indiana Career Connect. With the increased advertising of the service DWD has seen increased usage. Greg Vollmer will obtain stats on ICC use for the committee.

It is proposed that the next committee meeting will be January 22<sup>nd</sup> at 9:30am.

Respectfully Submitted,

Greg Vollmer