

# **BENTON-FRANKLIN WORKFORCE DEVELOPMENT COUNCIL**

## **Adult & Employer Linkage Committee Meeting**

September 17, 2020 at 8:30 a.m.

Zoom

*Please note – This meeting is being recorded for record-keeping and quality assurance purposes.*

Promoting a prosperous community by providing a progressive workforce system

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## **AGENDA**

- 1. Call to Order** – Melanie Olson
- 2. Welcome & Introductions**
- 3. Approval of Committee Minutes**  
Adult & Employer Linkage – August 20, 2020 (Needs a vote)
- 4. Program Highlights** – Diana
- 5. EcSA Update** – Jamilet
- 6. Families Forward Washington Updates** – Jamilet
- 7. WorkSource Columbia Basin Update** – Crystal
- 8. PY19 Annual Report** - Cynthia
- 9. Other Business**
- 10. Next Meeting**
  - Adult & Employer Linkage Committee –  
Thursday, October 15, 2020, at 8:30 a.m. at TBD
  - Full Quarterly Board Meeting –  
Tuesday, October 27, 2020, at 4:00 p.m. at TBD
- 11. Adjournment**

### **Attachments**

- August 20, 2020, Adult & Employer Linkage Minutes
- WIOA Program/EcSA/FFW Reports – August
- Layoff Profile – August
- WS Operations Mgr. Report – August
- PY19 Annual Report

**Benton-Franklin Workforce Development Council**  
Adult & Employer Linkage Committee  
August 20, 2020, at 8:30 a.m.  
Microsoft Teams

<u><b>Present</b></u>	<u><b>Excused</b></u>	<u><b>Absent</b></u>	<u><b>Staff/Partners</b></u>
Adolfo de Leon Jamie Rasmussen Jennie Weber Karl Dye Melanie Olson Todd Samuel	Michael Lee	Lori Mattson	Tiffany Scott, BFWDC Diana Hamilton, BFWDC Cynthia Garcia, BFWDC Jessie Cardwell, BFWDC Crystal Bright, WSO Israel Delamora, OIC Heather Woodruff, CPS

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**Call to Order**

Due to technical difficulties, Todd stepped in to start the meeting, welcomed everyone, and called the meeting to order at 8:33 a.m.

**Approval of Committee Minutes**

Minutes of the July 16, 2020, Adult & Employer Linkage Committee Meeting were provided for members to review.

**Jennie Weber moved to approve the July 16, 2020, Adult & Employer Linkage Committee Meeting Minutes as presented, seconded by Todd Samuel. Motion carried.**

**Program Highlights** – Diana

Diana shared that the Adult and Dislocated Worker Contracts were signed by the Benton and Franklin County Prosecuting Attorneys and are now waiting to be signed by the County Commissioners. We now have a fully executed Disaster Recovery Contract with the Consortium. On Monday, we received the fully executed Employment Recovery Contract between the WDC and the State. Now we will be working to develop a contract between the WDC and our sub-recipient, Career Path Services.

Diana shared that program staff continues to utilize platforms that allow customers to serve themselves for program services as well as complete and sign enrollment documents electronically. They are also working to accommodate those that do not have access to or have difficulty with technology. They have developed a weekly three-part online training seminar for Adult and Dislocated Worker participants. These are designed to keep customers engaged and to help them improve their skill sets so that they are prepared to apply for employment opportunities when they arise.

For the Disaster Relief Grant, Kayci Loftus and Rebecca Williamson, members of the Consortium, have been doing a lot of work within the community. They have been holding stakeholder meetings and listening tours to try to identify the current needs of our community. These meetings have identified the need for additional disaster relief positions. We have since found out that DOL will not be funding any additional disaster relief positions, but if additional funding comes to the grant down the road, they will consider adding them then. The Consortium is currently exploring alternative ways to fund the data technician and administrative support positions identified. We will either utilize disaster relief funds in the form of WEXs, or we will tap into our WIOA formula funds to ensure that we assist the organizations that have identified this need due to COVID.

One of the challenges we are dealing with is helping people address their mental health needs during this time. They are developing some webinars to help in this area.

Diana spent time walking through the Program Reports. Todd asked that they add the costs for serving customers to the reports.

Jessie Cardwell has joined our team as Programs Coordinator. She comes to us from Career Path Services. She will primarily be working with the Disaster Relief and Employment Relief programs.

**EcSA Update** – Cynthia

Cynthia reported that the EcSA numbers continue to be below target. COVID-19 has drastically affected the program model, partnership expectations, and program outcomes. All recipients of this grant are facing the same challenges across the State. Jamilet has been working with the State and other areas to overcome these challenges and come up with new strategies to continue to increase outreach. Now that zip codes have been added to the area, and the SNAP requirement has been removed, we have seen an increase in enrollments in the last quarter. We have completed phase one of the State evaluation and do not yet have a time frame for phase two. We still have time to turn this around as the program does not end until March 2022.

**Families Forward Washington (FFW) Updates** – Cynthia

This program has met the goal of the study by enrolling 56 non-custodial parents. Congratulations to Goodwill for their work on this contract. We have executed a contract modification to extend the program through December 31, 2020. The number of enrollments will be contingent on the budget.

**One-Stop Operator Contract Update** – Cynthia

Cynthia reported that we have a fully executed contract. We are looking forward to seeing the ongoing work, ensuring that customers get the very best experience, especially during these difficult times. She thanked the Consortium and Crystal for all they have done.

**WorkSource Update** – Crystal

Crystal reported that some great things have been happening at WorkSource. We continue to see a decrease in traffic numbers. We are still seeing a lot of customers seeking to meet basic needs related requests as well as unemployment insurance needs. Some of the services or phone calls we take may not be able to be captured as a meaningful service in ETO. So, this number of who and how many we are serving is not all-inclusive of the work being done. We do anticipate a rise in job seekers needing our services as the additional \$600 and the job search waiver go away.

The survey satisfaction rates are down. A lot of this is due to people being frustrated because they are unable to get ahold of anyone to help with their unemployment. Not only are survey numbers down, but customers are also a lot less likely to want to engage when reached out to. With the one-stop operator contract, they have a built-in opportunity to get some consultation from subject matter experts on data, customer surveys, and outreach work. Work has begun to create a more robust survey to get more actionable feedback. This work will include the Barriers and Access Solutions Committee, who has been heavily involved in the development of the survey.

They have been working hard to create more robust, local virtual service delivery options for our customers. Last month, we released our very first workshop online that is available on demand. They are working on building in a live Q & A session.

They have been focusing on outreach. We need to make sure that customers know that WorkSource is available for services, the kind of resources they can expect to receive, and how to contact us. They have also been working on technology that will make it easy for customers to get in touch. They are also working on how to reach out to partners during this time.

They are looking at training opportunities related to staff. They are working diligently to make sure that the staff feels connected and providing more ways for interaction.

There have been active conversations around staffing and customer flow. Many of our ESD staff have shifted and are supporting unemployment and workshop needs. Should we experience an uptick in customer flow, we are working to ensure that we can bring these staff members back into our center to serve customers.

Crystal is working to procure signage to add to the reader board and the front doors. These signs would share our services and how to get in touch with us and would also include a QR code to help them reach out.

**Other Business:**

Tiffany shared that our formula allocation is up 18%. The Disaster Recovery and Employment Recovery National Dislocated Worker Grants we are also adding an additional \$1 million. As many of our non-profits in our community are lacking in resources this year, the BFWDC is fortunate that we can support our FTEs and have been able to add staff members to help with the new scopes of work. It is excellent to know that at this time when we are focusing on recovery that we have foundational resources. We are mindful and intentional about taking on new work this year. We don't want to grow too fast, but we need to keep an eye on the needs of job seekers and employers in our community.

**Roundtable**

Partners shared some of the innovative things they are doing to serve customers.

**Next Meeting:** The next Adult & Employer Linkage Committee meeting is scheduled for Thursday, September 17, 2020, at 8:30 a.m. on Zoom.

**Adjournment**

With no further business, the meeting was adjourned at 9:30 a.m.

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Meeting Chair \_\_\_\_\_ Date \_\_\_\_\_

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Becky Smith, Office Manager \_\_\_\_\_ Date \_\_\_\_\_

## August 2020

PY20 Adult Program Performance Summary (Cumulative)			
Program Expenditures	Budget Total	YTD Spent	% Spent
As of July 31, 2020	\$694,352	\$28,890	4%
Enrollments	Actual Outcomes	Monthly to Date Target	Annual Target
Total Served	43	68	193
Exits			
Total Employed Exits	13	13	136
Placement Rate	86.7%	85%	85%
Median Wage	\$15.50	\$14.50	\$14.50
Services			
Individual Training Account (ITA)	3	0	50
On-the-Job Training (OJT)	0	0	6
Work Experience (WEX)	0	0	5
Apprenticeship	0	N/A	N/A
Credentials Earned	0	N/A	N/A

**Total Served-** Subrecipient staff continues to make efforts and think outside of the box and recruit and perform outreach in new and innovative ways to reach those that need help the most.

- Participated in outreach efforts to improve the visibility of the WSCB virtual services by providing JotForm Flyer and WorkSource information to the most prominent local churches in Tri-Cities: Life Church 7 Tri-Cities, the Vine Church, C3 Tri-Cities, and Bethel Church, Sozo, Second Harvest Food Drive. At the Second Harvest Food Drive, staff handed out over 150 flyers and 300 at Sozo.
- Joined in OIC's outreach effort and handed out masks and flyers to both educate and keep the community safe.
- Working diligently with Business Services to connect customers who have been terminated or laid off to program services.
- Brainstormed other ideas, such as partnering with KAPP/KVEW and radio stations for quick overviews of WSCB services and partner programs.
- Added a new Bilingual staff member to help engage with the Spanish speaking population even more.

**New Staff Member** – We would like to welcome a new Employment Specialist, Arlene Olea, to the Adult program! She is the newest Bilingual Employment Practitioner. Arlene comes from a Customer Services and Sales background. She is optimistic and committed to expanding outreach capacity in both English and Spanish.

## August 2020

PY20 Dislocated Worker Program Performance Summary (Cumulative)			
Program Expenditures	Budget Total	YTD Spent	% Spent
As of July 31, 2020	\$746,048	\$38,972	5%
Enrollments	Actual Outcomes	Monthly to Date Target	Annual Target
Total Served	51	62	186
Exits			
Total Employed Exits	14	0	105
Placement Rate	93%	85%	85%
Median Wage	\$20	\$19.00	\$19.00
Services			
Individual Training Account (ITA)	6	0	40
On-the-Job Training (OJT)	0	0	15
Credentials Earned	0	N/A	N/A

**Total Served-** Subrecipient staff continues to think of creative ways to recruit and provide outreach to customers.

- Participated in outreach efforts to improve the visibility of the WSCB virtual services by providing JotForm Flyer and WorkSource information to the largest local churches in Tri-Cities: Life Church 7 Tri-Cities, the Vine Church, C3 Tri-Cities, and Bethel Church, Sozo, Second Harvest Food Drive. At the Second Harvest Food Drive, staff handed out over 150 flyers and 300 at Sozo.
- Joined in OIC's outreach effort and handed out masks and flyers to both educate and keep the community safe.
- Intentionally partnering with Business Services to connect customers who have been terminated or laid off to program services.
- Subrecipient staff connected with seven employers to offer dislocated worker services, some of which included: Catherine's, Tuesday Morning, Pier 1 Imports, ATI Metals, Public school Employees of WA, and Sandvik. Of those two requested and official Rapid Response orientation for their impacted workers, Public School Employees of WA and Sandvik
- Brainstormed other ideas, such as partnering with KAPP/KVEW and radio stations for quick overviews of WSCB services and partner programs.
- Added a new Bilingual staff member to help engage with the Spanish speaking population even more.

**New Staff Member** – We would like to welcome a new Employment Specialist, Arlene Olea, to the Dislocated Worker program! She is the newest Bilingual Employment Practitioner. Arlene comes from a Customer Services and Sales background. She is optimistic and committed to expanding outreach capacity in both English and Spanish.

## August 2020

PY19 Rapid Response Program Performance Summary (Cumulative)			
Program Expenditures	Budget Total	YTD Spent	% Spent
As of July 31, 2020	\$248, 679	\$36,859	15%
Enrollments	Actual Outcomes	Monthly to Date Target	Annual Target
Total Served	21	25	65
Exits			
Total Employed Exits	4	7	47
Placement Rate	80%	85%	85%
Median Wage	\$23.69	\$19.00	\$19.00
Services			
Individual Training Account (ITA)	5	8	27
Credentials Earned	0	N/A	N/A

**Total Served-** Subrecipient staff continues to work with ESD and Business Services partners to stay connected to those who are laid off and need services.

- Connected with seven employers to offer rapid response services, some of which included: Catherine's, Tuesday Morning, Pier 1 Imports, ATI Metals, Public-School Employees of WA, and Sandvik. Of those two requested and official Rapid Response orientation for their impacted workers, Public School Employees of WA and Sandvik.
- The Public-School Employee's orientation was on September 1<sup>st</sup>, and 361 people attended.
- Sandvik's layoff date is October 30<sup>th</sup>; an orientation will take place in early October to address the anticipated 50 people that will be affected.
- Monitor WARN notices via the ESD website, local news outlets, and direct customer referrals to locate potential layoffs to offer rapid response services.
- The business services team is utilizing Econovue to explore reporting based on sectors to help with outreach.

**Total Employed Exits-** There are 7 participants in training. Once they complete and find employment, the placement rate will increase.

- Staff presented three job clubs focusing on interviewing skills with a Mock Interview portion to assist customers in completing a successful interview and to set themselves apart from the others interviewing.

**Placement Rate-** Placement rate will increase as more customers complete training and are exited into unsubsidized employment.

- Business Services connected with Pasco Processing, Reser's Fine Foods, and Elwood staffing for recruitment assistance for an estimated amount of 272 seasonal positions.

**Individual Training Account-** There are currently 7 ITA's in progress; that number will increase once participants have completed training.

## August 2020

Disaster Recovery Dislocated Worker (Cumulative from July 2020-March 2022)			
Program Expenditures	Budget Total	YTD Spent	% Spent
As of July 31, 2020	\$424,000	\$1,668	0.4%
Performance Factors	Actual Outcomes	Monthly to Date Target	Program Target
Total Served	0	0	32
Number of Participants both in Disaster-Relief and Career and Training Services	0	0	23
# of Participants Receiving Career Services	0	0	32
# of Participants in Training Services (excluding OJT)	0	0	10
# of Participants Place in Work-Based Learning (WEX/Internship)	0	0	23
# of Participants Receiving Supportive Services	0	0	25
Exits	0	0	32
# of Participants entered unsubsidized employment at exit	0	0	22

### Outreach Efforts:

- Listening tours to make robust connections with local community and employers to include Benton Franklin Health District, TRIDEC, Boys and Girls Clubs, Second Harvest, Accountable Communities of Health, and Columbia Basin Foundation. Tours are helping to build disaster relief jobs for program participants.
- Employers contacted do not need assistance at this time due to the National Guard's presence and use of local temp agencies. September outreach will include Meals on Wheels and the Tri-City Union Gospel Mission to diversify industry sector coverage.
- Utilizing the local Business Services team to connect with the critical employers within our identified industry sectors.
- Contact has been established with our local Emergency Response Coordinator, a considerable step forward in securing disaster relief positions. Will be connected with Public Health operations, the boots on the ground people, and planning who supports the operations staff.
- Benton and Franklin counties are still in a modified phase 1. We are seeking guidance from DOL and ESD on what liability we assume for placing a job seeker in a public-facing work experience, potentially exposing them to COVID-19.



## August 2020

Employment Recovery Dislocated Worker (Cumulative from July 2020-March 2022)			
Program Expenditures	Budget Total	YTD Spent	% Spent
As of July 31, 2020	\$446,253	\$0	0%
Performance Factors	Actual Outcomes	Monthly to Date Target	Program Target
Total Served	0	2	55
# of Participants Receiving Career Services	0	2	55
# of Participants Enrolled in Training Services (excluding OJT)	0	0	30
# of Participants in On the Job Training (OJT)	0	0	3
# of Participants Place in Work-Based Learning (WEX/Internship)	0	0	10
# of Participants Receiving Supportive Services	0	0	40
# of Participants entered unsubsidized employment at exit	0	0	44
#of Participants Entering OJT Employment at Exit (Subset of total entering Employment at Exit)	0	0	3

**Total Served**-Program focus has been on PY19 RRIE and PY20 DW to spend down those services as Employment Recovery funds are available until 2022. Permanent layoffs will be enrolled in this program in September to get back on target with deliverables.

- Connected with seven employers to offer services, some of which included: Catherine's, Tuesday Morning, Pier 1 Imports, ATI Metals, Public-School Employees of WA, and Sandvik. Of those two requested and official Rapid Response orientation for their impacted workers, Public School Employees of WA and Sandvik.
- The Public-School Employee orientation was on September 1<sup>st</sup> and 361 people attended.
- Sandvik's layoff date is October 30<sup>th</sup>; an orientation will take place in early October to address the anticipated 50 people that will be affected.
- Subrecipient staff monitor WARN notices via the ESD website, local news outlets, and direct customer referrals to locate potential layoffs to offer rapid response services.

**Career Services**-Once total served numbers increase; those receiving career services will increase as well.

## August 2020

PY20 EcSA Program Performance Summary (Cumulative from September 2019-March 2022)			
Program Expenditures	Budget Total	Contract Spent	% Spent
As of August 31, 2020	\$700,000.00	\$250,834.68	35.8%
Enrollments	Actual Outcomes	Monthly to Date Target	Program Target
Total Served	10	63	138
Exits			
Total Employed Exits	2	39	115
Services			
Individual Training Account (ITA)	1	11	30
Self-Sufficiency Matrix Progression	7	42	115
Financial Literacy & Budget Training	6	63	138
Mentorship			
1:1 Mentoring	2	21	56
Group Membership	0	31	82

- Continued outreach efforts to engage with the communities of Connell, Eltopia, Mesa/Basin City, and Kahlottus, defined as zip codes 99326, 99330, 99343, and 99335. Outreach strategies included:
  - Online/Social media posting;
    - Utilizing Jot Forms and bilingual flyers
  - Mass email to Unemployment Insurance recipients;
  - Cold-call partnership with DSHS continued to call individuals;
    - Targeting individuals who did not engage with staff (e.g., did not answer the call or left voicemail)
- In September:
  - We will explore a cold-calling partnership with the Employment Security Department to connect local Unemployment Insurance recipients;
    - We will be conducting outbound calls to 362 UI recipients in North Franklin county to inform them of EcSa services
  - English/Spanish postcards delivery to all residential addresses in North Franklin county;
  - Partnership with the North Franklin School District;
    - Monthly distribution of program flyers during the daily curbside lunch pick-up
- Program Evaluation Update:
  - Evaluation conducted by the Social Policy Research;
    - The evaluation approach is to share, listen, learn and adjust
  - Phase 1 – July 2020, Initial data collection, C-19 adaptations, and evaluation report
    - Evaluation report is available and will be used to identify ways to propose changes in the EcSA-Connell program model to:
      - Mitigate C-19 challenges
      - Adapt to our community needs
      - Continue identifying areas of opportunity, adaptation, and best practices
  - Phase 2 –TBD, mid-point data collection and evaluation report
  - Phase 3 –TBD, data collection and final evaluation report

### August 2020

PY20 FFW Program Performance Summary (Cumulative from September 2018-June 2021)			
Program Expenditures	Budget Total	YTD Spent	% Spent
As of August 31st, 2020	\$477,894	\$367,945.79	77 %
Tracked Monthly	Monthly Outcomes	YTD Date Target	Study Goal
# screened for potential FFW enrollment	21	355	
# enrolled in FFW	3	59	56
# enrolled in training tracks	4	57	56
# of participants who met with their career coach/job developer	53	57	56
# of participants who received financial capacity-building referrals	0	9	56
<b>Of those who began training:</b>	4	57	
# completed training	2	34	
# earned certification	2	34	
# placed in employment	1	33	

- The FFW program has successfully met the study goal of enrolling 56 non-custodial parents;
  - Enrollment ends in December 2020;
  - In August, we have enrolled 59 non-custodial parents;
  - New enrollments depend upon funding available to cover training fees;
    - After each new enrollment, a budget assessment is conducted to identify whether a new enrollment, in the desired sectorial/occupation participant's training, is feasible;
- Study Data Request:
  - In the month of August, MDRC and DCS requested the last study data pull from December 2018-April 2020;
  - The data included detailed case management services recorded per each participant's file
  - This data will be provided to MDRC in the month of September;
- Continued service delivery includes:
  - Virtual services;
  - Weekly newsletter includes information on:
    - Transportation, mental health, stimulus check updates, food assistance, employment preparation; online tutorial videos through GCFLearnFree.org, Goodwill website, and STCU Virtual Financial Literacy Workshops;
  - At a minimum, one weekly e-service;
    - Customized local resources regarding the FFW program and the pandemic
  - Referrals to and exploration of local employment opportunities aligning with sectorial/in-demand occupations;
  - Reengaging NCPS that have dropped out of our system to help with any barriers that occur within the program.



**PY20 Dislocated Worker Lay-off Profile  
Benton-Franklin Counties  
September 2020**

Company Name	Date Notified	Industry	City	Layoff Date	WARN	Presentation	# Impacted
Public School Employees (PSE)	8/14/2020	Education	Benton-Franklin		No	9/1/2020	Not reported
9/1/2020: Staff presented rapid response layoff information session on September 1st, 2020. The presentation included an overview of WorkSource, UI benefits, Healthcare, 211, WIOA Dislocated Worker program, and Worker Retraining. Overall, there was 361 school district employees in attendance all statewide. An additional webinar session dedicated to UI will be scheduled.9/3/2020: UI dedicated webinar will be scheduled for September 15th from 4:00 pm to 5:30 pm							
Sandvik	7/21/2020	Manufacturing	Kennewick	10/30/2020	Yes		50
9/1/2020: To better accommodate the multiple work shifts, staff will be coordinating several sessions in partnership with the South Central Workforce Council. Orientations are set to be scheduled for mid October or sooner.							



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## WorkSource Operator Report

Benton Franklin Workforce Consortium

August 2020

### August Highlights:

- WorkSource Columbia Basin's second webinar is now available to customers on demand.
- WSCB Business Services participated in a statewide manufacturing job fair on 8/19 in partnership with local employers Elwood and Nutrien.
- WSCB team members continue to provide services virtually. Most customers seek to access basic needs related supports.

### WorkSource Site Operations:

Customer Counts 8/1/20 to 8/31/20		
Total Staff Assisted Seekers	299	
Total Staff Assisted Services	549	
Basic Services	467	
Individualized, Training & Support Services	82	
Unique Number of Businesses Served	48	
Staff Provided Business Services	83	
	Services Provided	Businesses Served
<b>Business Assistance</b> WorkSourceWA.com, Rapid Response, Business Friendly Programs, etc.	2	2
<b>Employee Training</b> Assessment, referral, enrollment, etc.	9	6
<b>Other</b> Employer outreach visit, marketing business services, etc.	36	27
<b>Recruitment</b> Hiring events, referrals, etc.	36	20
<b>Wage &amp; Occupation Information</b> Labor Market Info, etc.	0	0

**\*Note:** Due to continued engagement with new customers who do not have a WorkSourceWa.com account, these figures may not accurately reflect the number of services provided. Also, individuals connected directly to an Unemployment Insurance (UI) Representative via a WSCB staff member supporting the toll free phone line are not captured here as that is not defined as a meaningful service, where an individual is connected to employment or training related resources/information.



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57 survey responses received (19% response rate):

- Of the customers who responded, 96% received the assistance/information needed; 95% will refer family and friends.
- Positive feedback:
  - “Please give recognition to Stacy...She is a valuable resource in these uncertain times. Her ability to do her job and maintain compassion and understanding is Outstanding! ...My anxiety decreases knowing she is on top of my UI with you all. Thank you all for your hard work.”
  - “I spoke to Jessica Ramirez. She was very friendly and informative and helpful! If she didn’t know the answer to my question she answered and she was as quick as possible. She was awesome!”
  - “Presenter Ms. (Maria) Martinez was excellent!”
  - “I just want to thanks Vanessa for going above and beyond from the first phone call to now! She was professional and most of all took a personal interest in helping me!”

### Service Delivery

#### **Career Services:**

- WSCB’s Career Transitions Workshop is live and can be found [here](#).
- A new 5-part virtual workshop series called Employer’s View kicked off 8/19/20. The class is designed to teach jobseekers what job readiness looks like through an employer’s lens. It is co-facilitated by Dan Seitz, SR HR Specialist with MSA & Michele Brown, Employment Specialist at WSCB.
- Customer engagement in new local virtual services, including one on one appointments and career assessments continues to be slow, as customers continue to focus on basic needs based resources rather than job search. To increase customer connectivity we are:
  - Working to ensure customers are aware that our services are available through social media, television, press releases, emails, mailings, community connections, and procurement of signage for the base of our reader board and front windows.



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- Planning community assessment to determine needs and to build services around those needs – more details to come in September.
- Round 2 of outreach to individuals who have received Unemployment Insurance benefits for 20 weeks kicked off mid-August. This campaign will include an increased focus on connecting with customers via telephone as this was most successful during our pilot. Email and postcard mailers will also be used to ensure we reach the ~5,000 individuals on the list.
- A new customer satisfaction survey has been created. The draft is under review by the Barriers and Accessibility Solutions Committee (BASC) for suggested revisions. Next steps include sharing with WSCB leadership prior to piloting. The intent of the revisions is to increase response rates and gather more actionable feedback to shape service delivery.

#### **Business Services:**

- Support to local businesses has shifted from a need for assistance with Unemployment Insurance fraud claim to connecting business with resources for when employees refuse to return to work.
- As workforce needs in our community grow, there is an increasing demand for WSCB to host single employer virtual hiring events. The trial period for our current virtual platform is expiring so will no longer be available. Further research is being conducted to identify a cost effective platform that could be procured to meet this need.
- To connect businesses with qualified talent, the team is using GovDelivery (email messaging) to inform customers who have previously worked in that industry through of the opportunities available.
- The Business Services Team continues to expand sector based efforts, connecting with employers in North Franklin County to build relationships, learn about their needs, and identify solutions.
- EconoVue, a platform which has been chosen to support the State of Washington workforce community for employer engagement and outreach, is now available to us. The tool gives us access to real-time employer data in our area and can be used to pull together a list to invite companies to Job Fairs quickly.
- The virtual job fair focused on the Energy sector is on hold pending employer availability.

#### **Community Connections:**

- 8/5: Live television interview (by phone) on KAPP/KVEW's segment "Yes, We're Open" to inform customers that WSCB services are available. Listen [here](#).
- 8/13: Conducted stakeholder mapping with Mid-Columbia Libraries and Comprehensive Healthcare to identify other community partners to engage in outreach campaign. Also discussed desired outcomes, targeted audience, and methods of outreach.
- 8/13: Introduction to the Foundational Community Supports team, a part of the Washington State Health Care Authority, who offer supported employment for individuals in behavioral health recovery. Shared information about the work each of our organizations do and discussed how we might work together to connect local business with qualified candidates.
- 8/14: Technology discussion with Bowen Hadley, Community Corrections Officer with Department of Corrections to explore options to provide access to resources for justice involved



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individuals (both incarcerated and released but currently monitored) via a resource center with a laptop on loan from WSCB. Next steps include development of an MOU/loan agreement and identification of technology which can be used in the pilot.

- 8/20: Connected with Elizabeth Burtner, Community Engagement Officer with STCU, to learn about a technology drive she recently participated in to see if the event could be replicated here in the Tri-Cities. Donation of devices could help bridge the digital gap for WSCB who do not have access to technology.
- 8/25: Introductory meeting with Kaitlin Teague, Running Start Coordinator at CBC, to educate on WSCB services available to students and families, as well as strategies for increasing access to basic needs related resources via student loaner computers. Requesting addition of a link to WSCB services be added to the CBC resource page.
- 8/26: Collaboration meeting with Christine Armstrong, Director of the Columbia Basin Technical Skills Center to identify outreach strategies for families needing employment, training, and basic needs related resources.

#### **Staff Training & Development:**

##### **Training/Development Attended:**

- 8/5: Water Cooler: What are you hearing from customers/Updates
- 8/12: CBC's New & Improved Ag Program (Rod Taylor, CBC Dean)
- 8/17: Water Cooler: What are you hearing from customers/Updates
- 8/26: Change Management (Paul Casey & Operations Leadership)

##### **Upcoming Training/All Staff Meetings:**

- 9/2: Water Cooler: What are you hearing from customers/Updates
- 9/15: Business U Certified Business Engagement Professional Cohort starts for Business Service Team members Sara Elkins, Azucena Corona, Lisandra Valencia, Jasmine Sanchez, Brooke Menter, & Thaillee Gomez
- 9/16: COVID-19 Resource Updates with Joyce Newsom of People for People/2-1-1; Water Cooler
- 9/21: SAFE Suicide Awareness & Prevention (Regina Myers, Comprehensive HealthCare)
- 9/22: Lean Process Mapping for WSCB Leadership & Staff group (Keoni Fontaine, ESD)
- 9/28: SAFE Suicide Awareness & Prevention (Regina Myers, Comprehensive HealthCare)
- Virtual Leadership Development with Paul Casey (Operations Leadership) - *Ongoing*

#### **Facilities:**

- 8/6: Annual maintenance of the portable walls in rooms 6 & 8 completed
- 8/21-8/28: The WSCB network and internet were down, causing accessibility and workflow issues

Respectfully submitted by: C. Bright on 9/10/20



# Benton-Franklin Workforce Development Council

## Annual Report

### CEO, Tiffany Scott



To All Who Call Benton and Franklin Counties Home,

Although we have been incorporated as a 501c3 since 1984, to my knowledge, this is our first annual report to the community. I will start by using the same cadence as many Chief Executive Officers (CEO) and then end the only way I know how with reflection and from the heart.

Program Year (PY) 2019 (July 1, 2019, to June 30, 2020) was the most dynamic in my career as a Workforce Development Professional.

The Benton-Franklin Workforce Development Council (BFWDC), along with its partner, the Educational Services District (ESD) 123, opened a comprehensive re-engagement center for Youth and Young Adults called TC Futures. It was exciting to see an almost 2-year collaborative effort come to fruition in August 2019. We are fortunate at this center to be able to offer employment and training services to customers in an environment that encompasses their generational preferences.

The Tri-Cities is growing quickly with estimates of 300,000 populous. It is important that as the convener of our local Workforce Development System that we focus on the rural communities in Benton and Franklin Counties. Following a competitive process, the BFWDC was awarded resources to serve job seekers in North Franklin County from a grant called Economic Security for All (EcSA). These resources are helping individuals get out of poverty and become self-sufficient.

The BFWDC is governed by the Workforce Innovation and Opportunity Act (WIOA) compliant board of directors comprised of 21 talented, intelligent volunteers from our local area representing labor, business, government, and education. After great input, discussion, and consensus from the BFWDC Board and Board Staff, we changed our mission and vision statements in December 2019. Now, the words resonate more with the scope we perform as leaders in our field. Also, through a two-day Board Retreat, the BFWDC codified four strategic goals addressing outreach, service delivery, funding diversification, and partnership development. We began the work in PY19 and will continue in PY20.

Just a few months into 2020, we began hearing words regularly that were not familiar in our society. Coronavirus, Pandemic, COVID-19, Social Distancing, and Personal Protective Equipment, to name a few. I think we can all agree that our current state is unlike any other we have experienced in our lifetimes. The BFWDC is committed to contributing to solutions related to this crisis by addressing the crippling effects of widespread unemployment by obtaining resources that support getting people back to work. To date, we have secured a little over an additional million dollars in Disaster Recovery National Dislocated Worker Funding and Employment Recovery National Dislocated Worker Funding from the Department of Labor through a competitive grant process. This by no means is enough; however, it is a start, and we will continue to find opportunities to help. For those seeking services, please reach out to our American Job Center, WorkSource Columbia Basin, at 509-734-5900 or TC Futures, at 509-537-1710. During business hours, leave a message after selecting the general inquires prompt then a local, live person will return your call within the hour. This is because our local Workforce System is currently operating virtually due to COVID-19.

The BFWDC and the Workforce System we oversee was recently recognized for our excellence in the area of Equal Opportunity and received the national William J. Harris award. Although we are proud of this achievement, we know there is always more that can be done when it comes to inclusion and accessibility for all. I would be remiss if I did not mention the racial injustice and inequality happening throughout our Nation. Engaging in honest dialogue, while needed, will not solely create system change. More people of color and LGBTQ must have a seat at the decision-making tables in our community. When BFWDC board seats become vacant, I commit to more diverse representation, and I challenge my peers in Benton and Franklin Counties to do the same. This is one step forward with many more to follow.

In closing, I would like to share words I carry with me always that come from two women I respect immensely. The first, my mother, who the day after losing her son, my brother, in a car accident, reminded me that the sun will come up tomorrow. An optimist even in a time of grief. I have used her perspective and strength to focus on what is next during challenging times and affirm that the future will be better than today. The second, my grandmother, who was raised in the smallest of towns in Iowa and who lived through the great depression, would say, it takes all kinds of people to make the world go around. She knew that life would not be as meaningful if we were all the same. Although she has passed, the love she embraced her fellow humankind with still lives in her children, grandchildren, and great-grandchildren.

Until next year, be kind, stay healthy, and know we will get through this together.

My Best,



Tiffany Scott, CEO



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509-734-5980

<https://www.bentonfranklinwdc.com/>

# Thank You

We would like to express our thanks to our funders



**Vision:**

Benton-Franklin Workforce Development Council (BFWDC) contributes to our prosperous community by elevating the human potential.

**Mission:**

Promoting a prosperous community by providing a progressive workforce system.

## What is the Benton-Franklin Workforce Development Council (BFWDC)?

The Governor has designated Benton and Franklin Counties as a local workforce area, based on population, size, prior education, training performance, and fiscal integrity. The BFWDC is responsible for coordinating the local workforce development programs, coordinating activities of the local employment and training One-Stop center and TC Futures, establishing a youth committee, negotiating local performance standards, and developing a local Workforce Innovation and Opportunity Act (WIOA) plan.

The council sets policy and presides over the direct expenditures of over \$4 million in workforce funds to assist individuals interested in furthering their education, upgrading skills, job placement, etc., in addition to providing services to employers. The BFWDC is also responsible for the oversight and monitoring of the One-Stop delivery system.

## Programs overseen by the BFWDC in Program Year 2019

July 1, 2019 - June 30, 2020

WIOA Title I Programs - Adult, Dislocated Worker (DW), Out of School Youth (OSY) and Rapid Response Increase Employment (RRIE)  
 Career Connect Washington (CCW)  
 Families Forward Washington (FFW)  
 Economic Security for All (EcSA)

## Business Engagement



**7,235**

Jobs Posted to  
WorkSourceWA.com



**582**

Businesses with Jobs  
Posted to  
WorkSourceWA.com



**7**

Rapid Response Events  
Provided to Employers



A proud partner of the AmericanJobCenter network

## Job Seekers



**6,326**

Job seekers helped by the Benton-Franklin  
WorkSource System  
There were 23,639 Staff Assisted Services

**554**

Job Seekers were served in the Adult, DW, RRIE  
FFW and EcSA programs

**228**

Job seekers obtained employment with the  
help of Adult, DW and RRIE



# Board Members

**51% of the Board is comprised of members of local businesses. Also represented are Economic Development, Education, Labor and State Agencies**

Adolfo de Leon	DSHS
Alicia Perches	Tyson Foods
Amanda Jones	Community First Bank
Bob Legard	IBEW Local 112
Carlos Martinez	Dura-Shine Clean
Carol Moser	Greater Columbia
	Accountable Community Health
David Phongsa	Ninja Bistro
Dennis Williamson	Electricians Union IBEW
Jamie Rasmussen	Department of Vocational Rehabilitation
Jennie Weber	Employment Security Department
Jim Smith	SE Washington/NW Oregon
	Sheet Metal Training
Karl Dye	Tri-City Development Council
Kate McAteer	WSU Tri-Cities
Lori Mattson	Tri-Cities Regional Chamber of Commerce
Lynn Ramos-Braswell	Lineage Logistics of Richland
Mary Mills	Bechtel National
Melanie Olson	Lourdes Counseling Center
Michael Bosse'	Columbia WA Building Construction Trades Council
Michael Lee	Columbia Basin College
Richard Bogert	The Bogert Group
Todd Samuel	Pacific Northwest National Laboratories

## Chief Elected Officials:

Clint Didier	Franklin County Commissioner
James Beaver	Benton County Commissioner

# Collaborative Partnership

TC Futures is the result of a collaborative venture between Educational Service District 123 and the BFWDC. TC Futures offers GED completion, career counseling, employment opportunities, on-the-job training, internships, apprenticeships, and other employment-related services to youth and young adults ages 16-24.



**509-537-1710**

**www.tcfutures.org**

**2,652** Total Youth to visit TC Futures\*

**30** Completed GEDs

## Out of School Youth

**176** Total Youth Served

**81** Total Youth who obtained employment and/or entered post secondary education

**12** Total Youth who obtained Pre-Apprenticeships with Labor International Union of America



**48** Total Youth Served

**5** Total Youth who entered Registered Apprenticeships

**6** Total Youth who obtained Pre-Apprenticeships with Labor International Union of America



**\*It is important to note that the TC Futures facility was not open to the public from the middle of March through June.**

# BFWDC Staff

Tiffany Scott	CEO
David Chavey-Reynaud	COO
Jan Warren	CFO
Diana Hamilton	Workforce Programs Manager
Cynthia Garcia	Youth Programs Manager/ Equal Opportunities Officer
Jamilet Nerell	Community Programs Manager
Becky Smith	Office Manager
Jessie Cardwell	Programs Coordinator

The Benton-Franklin Workforce Development Council is an Equal Opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay: 711

# Serving Benton & Franklin Counties for a Great Cause

Alfredo, entered the PY18 Rapid Response Increase Employment (RRIE) program in October 2019 as he was recently laid off due to a lack of work as Safety Coordinator with Apollo Heating and Air. Alfredo worked for several years with companies where he would be laid off, collect unemployment, and then be called back to work months later. Alfredo came to WorkSource for a scheduled RESEA appointment with the Employment Security Department (ESD). He disclosed to ESD staff that he was tired of having a job that was inconsistent throughout the years. ESD staff referred him to the RRIE program, where he was enrolled the same day. Alfredo stated he wanted a year-round position, and his goal was to obtain a Commercial Drivers License (CDL). PY18 RRIE paid for funding for Alfredo to get his CDL license. Alfredo completed training on December 9, 2019, and obtained his CDL license on January 4, 2020. After Alfredo obtained his license, he received a call from Advanced Technology Construction with a start date of January 27, 2020, making \$38.46 per hour with full-time hours. Alfredo is thankful for the quick work and dedication of staff, helping him obtain a long-lasting career.



Theodore (Ted), came into WorkSource in August 2019 for a scheduled RESEA appointment with the Employment Security Department. Ted was unsure of how he was going to survive on unemployment and when he was going to find work again after being laid off from his previous job as a Commodities Trader at The Scoular Company, where he had worked for over twenty years. Staff identified that Ted might benefit from Worker Retaining and/or the Dislocated Worker program and encouraged him to attend the Dislocated Worker orientation. Ted was enrolled shortly after that. Ted received assistance with resume critique, job referrals, and encouragement through the arduous job search process. He also received support services to help with his household utilities and mortgage, as he was unsure how he was going to pay them and not fall behind. After being on unemployment for two months, he received a job as an Elevator Manager with Columbia Grain. This job required him to relocate to Pullman. The Dislocated Worker program provided relocation assistance for hotel accommodations while he secured stable housing in the area. Ted is earning a salary of \$43.27 per hour with full health insurance benefits and four weeks of vacation annually.



Dmitry came to the program in need of his GED and employment/training opportunities. His lack of a GED/High School Diploma had proved to be a barrier for Dmitry, and with the assistance of his Out of School Youth (OSY) and Open Doors case managers, Dmitry studied for and obtained his GED. Immediately after receiving his GED, Dmitry began the application process for the local Carpenter's Union. Dmitry was accepted as an apprentice, and his OSY case manager assisted him in purchasing the necessary tools to start. Dmitry also received Financial Literacy services and Labor Market Information. In mid-November, Dmitry was hired as a Carpenter Apprentice by Balfour Beatty, working 40 hours per week at \$20.16 per hour. As a member of the Carpenter's Union, Dmitry had access to health benefits. As of mid-August, Dmitry has completed his first term of apprenticeship training and is now earning \$25.05 per hour. He has expressed interest in mentoring other TC Futures customers by providing information on the benefits of Unions and assisting with the Carpenter's Union application process.