

Meeting Minutes

April 19, 2017

The Evergreen State College

Members attending:

Marty Brown, Violet Boyer, Maud Daudon, Paul Francis, Jeff Charbonneau, Karen Lee, Michaela Miller, Jessica Murillo-Rosales, Susana Reyes.

Staff attending:

Michael Meotti, Aaron Wyatt, Becky Thompson, Crystal Hall, Emily Persky, Kristin Ritter, Lexi Shankster, Marc Webster, Noreen Light, Rachelle Sharpe, Randy Spaulding, Sam Loftin, Weiya Liang.

The meeting was called to order at 9:00 a.m. by Chair Maud Daudon.

A welcome was provided by Dr. George Bridges, president of The Evergreen State College. He reminded everyone that the good work being done is all about the students. He shared a video to show a response to the question, "What happens to students after they leave The Evergreen State College."

Consent Agenda

Motion was made to approve the Consent Agenda as presented.

Motion seconded.

Motion carried.

February 9, 2017, Meeting Minutes

Motion was made to approve the minutes with technical modifications offered by Paul Francis.

Motion seconded.

Motion carried.

Executive Director's Report and Roadmap Progress Report

Michael Meotti, Executive Director

The educational attainment goals adopted in 2013 by the state legislature are a recognition of the critical importance of educational success to individual lives, their circumstances, and to the broader community and state. To achieve these bold and visionary goals, it takes entire community involvement. WSAC strives to invite more people to the table as we prepare the *Roadmap Progress Report*, as well as future action plans which focus on two specific populations: returning adults and the underrepresented, more traditional students.

Attainment Goals are Critical**Jimmy Clarke, Senior Director of State Policy, HCM Strategies**

Establishing attainment goals in a policy agenda and making them broadly understood and recognized is the key to attainment goals. Progress metrics should help identify gaps in attainment for underrepresented populations and influence policy. We must adjust our action rather than the goals. For example, adult re-engagement takes strong support services, advisement, and understanding of the adult population and their circumstances. The majority of states have strong attainment goals. Strong attainment goals are quantifiable, challenging, long-term, they address closing equity gaps and are adopted in a way to drive policy and practice. These goals can specify the talent gap, improve workforce development to meet needs. They can change the state's profile and trajectory and help to determine misaligned systems and funding. Finally, they can also identify and align with high-demand occupations and inequities among the state's residents.

Washington's Need for a highly Skilled Workforce**Amy Anderson, Director of Government Affairs, Association of Washington Business**

Over the last year, there has been much discussion on how to support small businesses in the workforce and their regulatory needs, specifically what these businesses need to be able to sustain and grow in Washington State. Basic employability skills is important, and middle and high school students need greater awareness of the available career and training programs available. College programs must focus on developing leadership and management skills as identified by key industries. Continuing education, stackable credentials, and flexible training models can help provide business and industry with vital incumbent worker training. The key is a public-private partnership, and it is incumbent of the workforce system coming together to be very clear about what credentials are needed.

Brian Jeffries, The Washington Roundtable

Washington will create about 740,000 new job openings in the next few years, broken down into three categories. Career jobs begin with a higher median salary and have a clear path toward upward mobility within that job classification. Pathway jobs are higher-skill jobs with a potential path to career jobs, such as construction and office administration. Entry-level jobs build basic employment skills, such as food service and farm labor. To increase educational attainment, we must provide resources to early learning. The Cradle to Career approach is the key.

Caroline King, Chief Policy and Strategy Officer, Washington STEM

Washington STEM would like to continue to explore how partners can work together across sectors and communities to tackle the shared challenge of insuring that Washingtonians are on a path of success to family-wage jobs and full participation in society. WA STEM primarily works in three areas. First, they have a series of ten regional STEM networks around the state. Second, STEM is testing innovation and looking for areas help position for scale. Third, they use all this insight to help form and guide policy. Washington STEM has identified Career Connected Learning as a key strategy toward contributing to Washington's attainment goals.

Role of Community and Business Partners in Educational Success

Sara Levin, VP for Community Services, United Way of King County

In King County, the United Way has a vision that everyone has a home, students graduate, and families are financially stable. The *Open Doors* project, which includes education, business, and non-profit partners, works to reconnect and engage students to schools. King County United Way has a strong focus on addressing the most vulnerable populations. UWKC have already helped about 4,000 students through the Reengagement Center. About eight hundred of those have received a credential.

Shannon Boldizar, Starbucks- Youth Opportunity

Starbucks believes corporations can and must do more for their communities. Starbucks highlighted three programs to provide for their staff and members who live in the communities for which they do business. Partnering with Arizona State University (ASU), they launched the Starbucks College Achievement Plan. This program provides any benefits-eligible partner the ability to apply to and be admitted to ASU's on-line university to receive their college degree, tuition free. Starbucks also extended the College Achievement Plan to the families of employed veterans, since the veterans themselves already have the GI bill to get their own education covered. The last program highlighted was, joining the 100,000 Opportunities Coalition. This program has the goal of training and hiring 10,000 high-risk Opportunity Youth in their stores.

Herb Simon, College Promise Coalition

The College Promise Coalition advocates for Washington's public and private, two- and four-year colleges and universities. The goal of the Coalition is to advocate to the policy makers to make higher education a top priority in our state. The economy is good and the state should fulfill their moral obligation for a high quality P-20 education system. We can't afford for the legislature to back away from this responsibility.

Discussion:

We must continue to identify opportunities to expand partnerships to meet the educational attainment goals. Washington has a wealth of data at our disposal; the challenge is moving beyond understanding to action. We also must coalesce around programs that can make an impact for students, and ensure that all partners advocate for strong educational programs and supports for the sake of a better Washington.

These companies have done much to improve the economy. Many of these people must have a job while pursuing their education simultaneously. More success will be realized as the public gets involved. A support team is vital.

Building Partnerships for Postsecondary Success – Facilitate Discussion Responses

The attendees were broken into three groups to brainstorm the following four questions. Each group reported out two or three items related to each question.

1. Why does your organization care about opportunities for educational success for Washington's residents?
2. How could your organization or sector partner contribute to increasing educational attainment?
3. How can we change Washington's public perceptions about the personal and societal value of post-secondary education?
4. What groups or organizations should be invited to participate in ongoing conversation and planning to increase educational attainment?

Public Comment

Heidi Bennett, parent advocate and the Speaking Lead for Washington PTA, though not speaking on their behalf today. Bennett shared her concern for the lack of affordable education in Washington, the need for more higher education and career counselors in the high schools, and an emphasis on the a 4-year degree after a 2-year degree. She also mentioned we are doing disservice to students to allow them to turn in high school and beyond plans that aren't meaningful.

Larry Wewell, Academic Link Outreach. Wewell would like WSAC to consider inviting Academic Link Outreach (ALO) to make a presentation to the Council before the next legislative session. His focus is "Beyond McCleary" and Washington's low-ranking position of educated citizens.

Nova Gattman, Workforce Training and Education Coordinating Board, appreciated the focus of career connected and work-based learning in today's meeting. She also wanted to make the audience aware of the multi-organization event called the Governor's Summit on Career Connected Learning. It will take place on May 31 at the Microsoft Campus in Redmond.

Chair Maud Daudon adjourned the meeting at 12:25 p.m.

The next Council meeting will be June at Clark College in Vancouver, Washington.