

**300 Deschutes Way SW STE 300**

**Tumwater, WA 98501
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**Workforce Development Task Force**

**Summary**

June 23rd 2021

9:00 – 10:00 am

Zoom

**CALL TO ORDER**

Darylene Dennon lead the welcome and introductions of those present

**TASK FORCE MEMBERS PRESENT**

Courtenay Gebhardt

Gary Wray

Dennis Kampe

Jay Roberts

Andrea Smith

Sherry Schwab

Jonathan Jones

Joel White

**BIAW STAFF PRESENT**

Al Audette

Hillary Vanatta

Josie Cummings

Bailee Wicks

Greg Lane

**BREAKOUT ROOMS**

Members requested to join one of 3 breakout sessions- Legislative Advisory, Marketing, Education/Outreach

**Education/Outreach**

Jay Roberts suggested targeting efforts at reaching the Naval Base. Identifying contacts and working with them to get our members engaged with students and transitioning veterans via projects and job fairs. Oak Harbor’s shop teacher has been invited to be on SICBA’s Board. That will help with engagement at their school, interested in NAHB Student Chapter.

Joel White said same efforts could be applied at Fairchild AFB. We need to identify school counselors to contact and build relationships with, provide training and field trip sites. Put effort towards organizing an educator externship and create internships with trade schools.

Courtenay Gebhardt wants to make it a priority for locals to find a local staff person at each training center in the area to form a working relationship with. Engage members, internships, exchange programs.

Group discussed coming up with a “Traveling Road Show” that could be used all over the state showcasing several options in our industry. Group will have to come up with format and contents. Also utilizing the interactive map on the BIAW website for workforce events or contacts, more discussion on this to follow. Creating videos of members talking about their craft and how they got in the trades (similar to Edge Factor) students and military can see faces in their community doing the work. They are hoping the Leg Advisory group will prioritize increasing the number of CTE credits required for graduation.

**Marketing**

Andrea Smith was the only person in my breakout session and she suggest to beef-up/add more engaging content to the workforce development page on our website. This would include an interactive map where a person could hover over a region in Washington and it would show the training centers and programs in that area. She also wants a resource section underneath the map that would list all our local and state scholarships/workforce-related events.

She wants to continue our #WorkforceWednesday posts on social media, but has only seen content from a few locals. Our next meeting will be focused on engagement from the locals across the state. In our building insight magazine and on our blog page, Andrea suggested four feature stories (one from a student who went into the trades right after high school, one where they had a career change into the trades, a veteran in the trades and a previously incarcerated person who now works in the trades) to show the many paths into a trade and the fulfilling life a career in construction can give you.

We plan to do a social campaign including a video for Careers in Construction month in October. This campaign would highlight all the careers available in the trades, the benefits that career gives and the average wages in Washington. I would then send these social media graphics I made to all the local communication staff so they are seen at every local association and reach a much larger audience. BIAW would also run digital ads during October to help the outreach.

**Legislative Advisory**

Dennis shared his pre-prepared legislative goals for the group for input and edits:

Overarching Goal: Eliminate Barriers to Increasing CTE Opportunities for WA State High School Students

State Board of Education (SBE) Goals

1 Petition the SBE to renew their Jan. 9, 2014 Proclamation.

2 Require that both high school graduation options\* are included in ALL graduation requirement communications with school

 districts.

(\*) Traditional (college) graduation requirements\* AND Personalized graduation requirements\*

Superintendent of Public Instruction (OSPI) Goals

1 Require that both high school graduation options\* are included in all graduation requirement communications with school

 Districts.

(\*) Traditional (college) graduation requirements\* AND Personalized graduation requirements\*.

2 OSPI Requires/urges ALL school districts to publish and communicate both graduation requirement options to students and

 Parents.

Legislator Goals

1 Meet with all legislators in BIAW regions and strongly ask their support for the SBE and OPSI requests in the form of a bill or

 proclamation.

2 BIA members testify as often as needed to support legislative action.

3 Keep communication (pressure) with the legislators.

Group supported this as a starting point.

Gary Wray suggested getting school board candidates with this messaging as part of our goals.

Sherry Schwab asked that we look at funding opportunities for the state to incorporate into our goals.

Jonathan Jones asked to incorporate apprenticeship rules, since there aren’t enough journeyman to hire more apprenticeships and expand apprenticeship pathways.

**ADJOURNMENT- Next meeting is July 28th**