



Year of Innovation and Opportunity

REPORT TO THE COMMUNITY

2013-2014



WORKFORCE
DEVELOPMENT COUNCIL
OF SEATTLE - KING COUNTY

Message To Readers

2013 was a big year for workforce development in our area, and 2014 is shaping up to be even bigger.

In the past year, we have deepened our engagement with local industry, strengthened our services to jobseekers, and increased our collaboration within the community. We've strategically designed and implemented programs to serve individuals with disabilities, youth, veterans, and the long-term unemployed. We are grateful to have received accolades locally and nationally, and participated in numerous policy-making sessions at the federal level.

On July 22, 2014, President Barack Obama signed the Workforce Innovation Opportunity Act (WIOA, H.R. 803) into law. WIOA will ensure that the workforce system can continue to address the critical issues of long-term unemployment, up-skilling workers with credentials that lead to good jobs, and aligning investments in education, training, economic development, and the workforce, which lead to measurable outcomes.

Despite the clear progress over the last year, thousands still can't find work. In order to create opportunities for those still struggling, we must learn from our past successes and innovate based on our vision for the future workforce.

The Workforce Development Council of Seattle-King County (WDC) is a nonprofit workforce think tank and grant-making organization whose mission is to support a strong economy and the ability of each person to achieve self-sufficiency. The WDC works throughout the community, bringing employers, jobseekers, youth, educators, labor groups, and other non-profits together to find and fund solutions for workforce gaps.



Marléna Sessions
Chief Executive Officer
WDC






Tom Peterson
Board Chair
WDC



WorkSource

WorkSource Seattle-King County provides highly effective workforce employment and training services to a wide variety of youth and adults through interagency partnerships, leveraged resources, and the delivery of services through a network of geographically targeted full-service offices and virtual locations.

- In 2013, the WDC continued to build on, enhance, and integrate the WorkSource system through King County.

 <p>WORKSOURCE FULL SERVICE ONE-STOP CENTER</p> <p>offers direct access to staff, free workshops, and on-site services. All mandated Workforce Investment Act (WIA) partners are located on-site and provide comprehensive, wrap-around services.</p>	 <p>WORKSOURCE AFFILIATES</p> <p>offer direct access to staff, free workshops, and on-site services.</p>	 <p>WORKSOURCE CONNECTION SITES</p> <p>offer multiple leveraged resources and services with neighborhood access.</p>
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Youth@Work Career Fairs

Youth@Work Career Fairs thanks to partnership with JP Morgan Chase, the City of Seattle, and the City of Issaquah.

- Issaquah Pickering Barn
- North Seattle College
- Rainier Community Center
- Garfield Teen Life Center



Youth

The WDC works to build the **future workforce** of Seattle-King County by ensuring that young people are prepared for and clearly understand all available career options; specifically those that will most likely lead to earning a living wage in adulthood.

- In 2013, the WDC aimed to increase the number of work-based learning opportunities and job placements for youth ages 14-24 in the Seattle-King county region.



Youth@Work Internships

Between Summer 2013 and Summer 2014, 536 economically disadvantaged young people ages 16-24 completed subsidized and un-subsidized internships through partnerships with Bank of America, the City of Seattle, and King County.

CGI Schools to Careers Plus

Locally: Invested over \$600,000 to support career awareness for high school youth, teachers, and parents in over 18 King County School districts. Nearly 9,000 youth gained access to STEM learning opportunities and 500 educators received career awareness training.

Nationally: The WDC's National Commitment to Action through the Clinton Global Initiative (CGI) in July 2013 builds upon our 2012 commitment to share local best practices, tools, and resources from the WDC's Schools to Career Plus Project. Including San Diego, Portland, Spokane, Nashville, St. Louis, Louisville, Cincinnati, and Seattle.



Youth-Focused Business Services Liaison

The WDC funded a new youth-focused Business Services Liaison staff to better connect private-sector employers to our youth programs.

- Provided youth with numerous career fairs, job search skills workshops, employer work site tours, and sector focused information panels.





State of the Workforce

The WDC's State of the Workforce profiles eight facets of community and economic data, and can help users gain a common understanding of local workforce needs and opportunities.

This platform is a living document with data that will be regularly updated.



Think-Tank

To accomplish its mission of supporting a strong economy and workforce, the WDC works to gain a better understanding of local workforce needs through **innovative research**.

- In 2013, the WDC built upon its previous research to measure and report labor market and workforce trends that shape our local economy.



Information & Communication Technology Talent Pipeline (ICT Talent Pipeline)

The WDC produced the *ICT Talent Pipeline*, an occupational supply and demand analysis that calculates potential gaps that may persist without changes in workforce preparation efforts.



Butler Homeless Jobseeker National Convenings

Connecting Homeless Jobseekers to Work national advisory group included members from Houston, Los Angeles, Miami, Nashville, Phoenix, Portland, and Seattle.

- This group continues to share promising practices, perceived benefits, drawbacks and obstacles to implementation, and engage subject-matter experts on topics of interest.



Map Your Career

Over 5,000 copies of MYC distributed to schools and community based organizations, and provided school district staff with training on how to use the tool.

MYC maps were published in the Sunday *Seattle Times* (an estimated readership of over 800,000) for five weeks through Newspapers in Education (NIE), which serves 45,000 students and 986 educators.

Tailored MYC curriculum development is underway.

Self-Sufficiency Calculator

The Self-Sufficiency Calculator allows the WDC and other organizations in our community to more effectively measure how well we are supporting King County residents to improve their families' economic well-being.

- Updated this year to reflect changes in public health care benefits related to implementation of the Affordable Care Act, an additional update to the cost-of-living data in the Calculator is underway and will be live in fall 2014.



Sector Strategies

Sector Strategies support the WDC's mission to build a demand-driven workforce system that aligns the skill development of workers with industry demand as the foundation for economic growth and individual prosperity.

- In 2013, the WDC worked to cultivate and increase business relationships and identify industry-specific workforce development needs to tailor career pipelines. The WDC has worked extensively on the focus sectors chosen by the WDC Board below.

Public Sector

Public Sector Panel

The public sector panel, comprised of representatives from several municipalities and public agencies employing a workforce of more than 27,000 in King County, convened in October 2013.

Three focuses were to:

- identify resources and strategies to better harness veteran talent in building the public sector workforce;
- leverage public workforce system services to increase the pipeline and diversity of job candidates; and
- enhance awareness among jobseekers of opportunities and pathways in the public sector.

Public Sector Business Services Liaison

Public Sector Panel identified need for **Public Sector Business Services Liaison** to:

- support awareness of the sector among jobseekers and the WorkSource staff that support them;
- increase the pipeline and diversity of candidates for public sector job openings; and
- identify other opportunities as they emerge.



Maritime

Maritime Sector Panel

The WDC convened a group of stakeholders in February 2013 to lay the groundwork for a regional approach to efficiently recruiting, training, and advancing the skills of mariners across this cluster.

Maritime Economic Impact Study

The WDC published Maritime Economic Impact Study produced in December 2013, which highlighted statewide industry growth.

Maritime Cohorts

In 2013, 66 jobseekers were enrolled in four cohort training groups focused on foundational training developed with employer guidance and maritime industry customization, funded by the WDC.

- Maritime Welding – partnership with South Seattle College and Vigor Industrial shipyards.
- Maritime HVAC – on campus at North Seattle College.
- Maritime Manufacturing Academy – co-located with South Seattle College's Georgetown campus and the Aerospace Joint Apprenticeship Committee (AJAC).

Maritime and Veterans Business Services Liaison

Based on a request from the industry leaders who were a part of the Maritime Sector Panel, the WDC created a Business Services Liaison position to specifically serve maritime employers and advance opportunities for veterans.



Health Care

Health Care Sector Panel

The WDC convened employer leaders in 2013-2014 to discuss the sector's emerging workforce needs.

- Addressed the industry's significant transformation it's currently undergoing resulting from reform, economic pressures, and changing service delivery models.

Health Care Navigator

In response to the needs identified by the 2013 panel, the WDC partnered with a statewide consortium of community colleges to develop a formalized patient navigation and care coordination training for front-line workers.

- Leverages resources from Health Careers for All to support training development and pilot.



Exciting Initiatives This Year



Rapid Response National Emergency Grant

Supports re-employment services (beginning in 2013 and continuing in 2014) to King County dislocated workers who were laid off from Boeing.

Job-Driven National Emergency Grant

Serves long-term unemployed dislocated workers and veterans.



Health Careers for All (HCA)

5-year innovative project that funds training, career, and education navigation for Temporary Assistance for Needy Families (TANF) recipients and other low-income adults and youth.

- More than 70 percent of participants who have started training have successfully completed training.
- 250 participants have gone to work in the local health care industry.

Disability Employment Initiative

- Improves training and employment outcomes for individuals with disabilities, who are unemployed or underemployed.
- Disability Resource Coordinators increased employment, training opportunities, and access to resources for jobseekers with disabilities.



Impact & Investments

Our Impact

Between July 2013 and June 2014, the WDC served **60,000 jobseekers** and **1,190 businesses** through our programs.

Our Investments

The WDC Invested **\$15,331,178** or **93 percent** of its annual budget of **\$16,505,157** in programs that benefit the community.

\$108,868

THINK TANK

\$404,920

SECTOR STRATEGIES

\$3,582,387

YOUTH PROGRAMS

\$12,408,952

WORKSOURCE



National Recognition

National Apprenticeship Summit

WDC CEO Marléna Sessions attended the first-ever White House Summit on Apprenticeships on July 14, 2014. The Summit convened national leaders to gather the best ideas and catalyze action to increase apprenticeship opportunities in America.

Youth Champions of Change

In September 2013, Marléna Sessions attended Champions of Change, an event that honored people doing extraordinary things in their communities, to highlight our work with youth summer employment.

Long-Term Unemployed Discussion

CEO, Marléna Sessions, joined President Obama, Secretary Pritzker, Secretary Perez, Valerie Jarrett, Cecilia Muñoz, and Gene Sperling at the White House for an event focused on the challenge of long-term unemployment and how we can partner to develop a skilled, competitive workforce in January 2014.

After the meeting, Marléna joined the Vice President and 12 other “innovators” from across the country for a private consultation about job-driven workforce development.

U.S. Conference of Mayors Workforce Development Council

WDC CEO, Marléna Sessions, served as the 2013 President of the U.S. Conference of Mayors Workforce Development Council, and played an integral role in leading workforce executives from 100 urban areas across the nation on local and federal workforce development policy.





WORKFORCE
DEVELOPMENT COUNCIL
OF SEATTLE – KING COUNTY

Thank you to:

Our 2013-2014 Board Members

David Allen	Ethan Kelly
Matt Brynildson	Patti Kieval
Maralyn Chase	Wendy Law-Rudge
Ken Colling	Andrew Lofton
Juan Cotto	Jeff Marcell
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Steve Hanson	Jill Wakefield
Greta Kaas-Lent	Liz Warman
<i>Fred Keene</i>	*Ron Wright

***Bold name refers to WDC Board Chair**

*Name refers to Committee Chair.

Italicized names refer to Youth Committee member only.

Our Investors

Abt Associates
Bank of America
City of Seattle
Group Health Cooperative
JP Morgan Chase
Microsoft
Seattle College District
Shoreline Community College
Snohomish Workforce Development Council
The Seattle Foundation
United States Department of Health and Human Services
United States Department of Housing and Urban Development
United States Department of Labor
United Way of King County
Virginia Mason Medical Center
Washington State Employment Security
Washington State Department of Commerce
WDC Board Members

The Workforce Development Council of Seattle-King County is an Equal Opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Telecommunications Relay System, 800.833.6384.

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