



WORKFORCE SYSTEM OVERSIGHT COMMITTEE

**Will Rogers Bldg
2401 N. Lincoln Blvd
Oklahoma City, Oklahoma 73104
April 13, 2018
1:30 PM**

AGENDA

Welcome and Introductions	Richard McPherson John Hawkins
Approval of minutes	Co-Chairs
OOWD Update:	Erin Risley-Baird
State Plan Mod Discussion (Possible Action)	
Waiver Process and Approval Policy Discussion (Possible Action)	
Branding and Naming of the System (Possible Action)	
Discussion on Cost and Processes of Local Monitors	Co-Chairs
Old Business	Co-Chairs
New Business	Co-Chairs
Next meeting date June 8 th , 2018	
Adjourn	

Workforce Systems Oversight Committee

Minutes of Meeting

Date: April 13, 2018

Time: 1:30pm

Place: Will Rogers Bldg., Fifth Floor, 2401 N. Lincoln Blvd. Oklahoma City, Oklahoma 73104

Members Present: John Hawkins, Richard McPherson, Donnalla Miller, & Marty Williams

Members Absent: Valerie Thompson, Ken Doke, & Nathaniel Harding

Staff Present: Erin Risley-Baird, Jeane Burruss, Darcee Simon

Welcome

Co-chair Richard McPherson called the meeting to order and welcomed everyone.

Approval of Minutes

Donnalla Miller made a motion to approve the March 9 meeting minutes and John Hawkins seconded the motion. No further discussion. The motion carried unanimously.

State Plan Modification Discussion

Erin Risley-Baird referred to the link to the state plan that had been provided to the committee and shared that the state plan had been uploaded to USDOL and the DOE portal after the comment period ended. The next steps are making the plan accessible in a Word document, which is currently in progress. The final, accessible document will be put out for approval at the GCWED April 27 meeting. Many comments were received during the open comment period, all of which are available online. Many changes were made as a result of the comments. No action is needed at this time on the state plan. Richard called for questions, but none were asked.

Waiver Process & Approval Policy Discussion

Erin reminded the committee of the last meeting's discussion on developing a process for approving waivers. She clarified that the process was needed for the state plan modification, but that it could be issued at the time the state was choosing to apply for waivers. She noted that there were comments from local areas requesting specific waivers on behalf of the state and stated that we are in the process of drafting a waiver approval policy that will be at the April GCWED meeting. John asked if the committee would be able to see that prior to the meeting and Erin responded that it could be sent out at any time to WSOC in addition to being made available in the documents for the council meeting. The draft is currently laid out to discuss the state process for requesting waivers and requires waivers be put out for public comment. Erin gave the committee a draft of the waivers compiled from public comment and after a review of other states.

She gave a draft of what internal state partners proposed for Oklahoma regarding waiver requests. Once the policy is released, a call will be put out for any state waivers as well as make the draft available for public comment before going forward. After reviewing other states' local waiver policies, the recommendation is that if local areas would like a waiver it would be only utilizing a state waiver. This would only allow a local area to receive a waiver on something that the state has requested a waiver on. It would provide for an added layer to make sure that a waiver was good.

John recapped that we are going to formulate a process for state waivers as required by WIOA. Once we get that done (by the next council meeting) and pass that, the state would decide to request a waiver and the WIBs would have ample notice and be able to participate at that time. Erin added that local areas would need to utilize the public comment period to indicate what waivers they would like the state to request. John clarified the timeline that the state would adopt the policy and then if the state requested a waiver at the state level then the WIB can request that at a later date, contingent on the state waiver being approved. WIBs can only participate in state level waivers and not autonomously request waivers otherwise. Erin responded that local waivers would have to align with the state strategy and that we would set a deadline for this program year for when those requests would be due. Likely we'd do that once a year so that local areas would align with a broader level state strategy.

John stated that the motion today would be to put policies and procedures together under WIOA required guidelines. Donnalla expressed some concerns about waivers and Marty asked about the hesitation. John clarified that past waivers went through the executive committee of the GCWED which is now functioning through the WSOC and the bylaws indicated that future waivers would follow the same process. Erin emphasized the benefit of the state waiver approach would protect local areas from misusing the process as well as prevent the state from granting a waiver that would not be approved by DOL.

John moved to start the process of putting together a policy that allows the state to request waivers from DOL that could in turn be granted to local areas. Donnalla seconded the motion. No further discussion. The motion carried unanimously.

Branding and Naming of the System

Erin reminded the committee of the branding policy from DOL requiring every state to use "a proud partner of the American Job Center network" or "American Job Center network" and a state's option to elect to use its own identifier. We elected to use "Oklahoma Works, a proud partner of American Job Center network". The adoption of that has been fairly slow across the state, so she'd recommends putting together a comprehensive rebranding campaign across the state. People do not know what we do or who we are and it's confusing to businesses and job seekers when we're trying to promote a unified message. As an example, Erin offered a spreadsheet of one-stop center names from varying systems at every local area across the

state. The data from the center names on the spreadsheet reflect a messaging fiasco because there is not a common identifier across the system. The number one thing we can do is unify the name since there is limited funding for outreach. We'd like to do a branding campaign, which would likely include grants to local areas to meet goal of rebranding.

WIOA changed to the designation of centers to comprehensive, affiliate, and specialized. The affiliate and comprehensive centers have to go through the center certification process. Her recommendation is to keep "Oklahoma Works American Job Center – city/center name" (ex. Oklahoma Works American Job Center – Muskogee). We need to differentiate in places other than our website comprehensive vs. affiliate or specialized centers. Erin offered to assemble a small task force to coordinate the efforts to do this.

Marty asked about current signs and physical branding at centers. Erin responded that our older centers have older 1980s branding. Other areas have already spent their money towards branding and if that were a priority, she believed that other local areas would do that. She suggested state funds to support these efforts while also prescribing branding norms and expectations (size of signs, quality, etc.). Erin emphasized the need and opportunity of marketing to establish a familiar, universal brand across the state.

John asked about the options a WIB has to opt out of rebranding and Erin responded that the law doesn't allow them to opt out. The state developed our branding policy in accordance with WIOA regarding the state and national identifiers. Some areas have taken those on and others have been more reticent. We didn't go so far as say what center names should be, but we're at the point where we need to be more specific. Donnalla noted that the SOS committee is working on/toward center recertification, so they would be a good vehicle to clarify and monitor the rebranding efforts. Erin stated that David Crow is helping with some of the branding stuff so she will loop him with SOS and have him share what he's been working on.

John moved that the SOS compiles the information to determine recommendations for center names and branding. Marty seconded the motion. No further discussion. The motion passed unanimously.

Discussion on Cost and Processes of Local Monitors

John suggested that going forward, it would be appropriate for the state to have one group of monitors for the WIBs and have one process for that. I don't see any reason why the locals should need to pay for it if the state is already doing it. He would like to explore what would be needed to make it possible for the state monitors to also be the local monitors. It seems redundant for both to spend money on monitoring. He would like the WSOC to put together a task force to explore the feasibility of that option. Richard asked if locals are required to have own monitoring function and Erin confirmed that they monitor their subrecipients. Donnalla asked if this would affect FDEs and John said that it would, but that money would be redistributed from duplicative services and put into training. Richard said that theoretically, the

state would monitor those contractors and/or service providers. Erin replied that the state does not currently monitor the service providers directly. The state currently monitors the local area's monitoring of the service providers. Richard agreed that this seems duplicative. Erin recommended that a business person chairs the task force to bring the business perspective to the conversation with appropriate local representation. John offered to co-chair it with Donnalla. The committee agreed that this was an issue worth looking in to. John noted the WSOC's authority under the bylaws to create committees without requiring an action item.

Old Business

None.

New Business

None.

Next Meeting

The next meeting will be on June 8th at 1:30 p.m.

Adjournment

The meeting adjourned at approximately 1:45 p.m.

*Respectfully submitted,
Darcee Simon*