

Workforce Information Advisory Council

Summary of In Person Meeting

January 26, 2023

9:00 AM – 1:00 PM ET

The Workforce Information Advisory Council (WIAC) was convened for an in-person meeting at 9:00 AM on Thursday, January 25, 2023. The Council was convened pursuant to Section 308 of the Workforce Innovation and Opportunity Act of 2014 (WIOA) (Pub. L. 113-128), which amends section 15 of the Wagner-Peyser Act of 1933 (29 U.S.C. § 491–2) and in accordance with the provisions of the Federal Advisory Committee Act (FACA), as amended (5 U.S.C. App.) and its implementing regulation at 41 CFR 102-3.

Mr. Steven Rietzke, Chief, Division of National Programs, Tools, and Technical Assistance (DNPTTA), Employment and Training Administration (ETA), U.S. Department of Labor (DOL) and Designated Federal Officer (DFO) for the Council, convened the meeting. The entirety of the meeting day was open to the public and concluded at 1:00 PM on Thursday, January 26, 2023.

In Attendance:

Members of the Workforce Information Advisory Council

Bruce Madson, Ohio Department of Job and Family Services (Chair)

Daryl Bassett, Arkansas Department of Labor

Deborah Carlson, Texas Workforce Commission

Alicia Crouch, Kentucky Community and Technical College System

Lesley Hirsch, New Jersey Department of Labor and Workforce Development

Dean Jones, Greenville County Workforce Development Board

James MacKay, MacKay Construction Services

Chelsea Mason – Placek, Washington State Labor Council, AFL-CIO

Andrew Reamer, George Washington Institute of Public Policy, George Washington University

David Schmidt, Nevada Department of Employment, Training, and Rehabilitation

Jennifer Zeller, Georgia Power Community & Economic Development

Members of the Council Not in Attendance

Deborah Carlson, Texas Workforce Commission

Adrienne Johnston, Florida Department of Economic Opportunity

Tamika Ledbetter, Alaska Department of Labor and Workforce Development

Staff

Steve Rietzke, Chief, DNPTTA, ETA (DFO)

Kirk Mueller, BLS

Don Haughton, ETA

Ken Robertson, BLS

Lucas Arbulu, ETA

Cynthia Forland, Forland Consulting

Lauren Fairley, ETA

Annette Summers, The GA Team

Pam Frugoli, ETA

Torrie Nickerson, The GA Team

Danielle Kittrell, ETA

Betsy Roberts, The GA Team

Julie Hatch, BLS

Others Attending for All or a Portion of the Meeting

Yufanyi Nshom, DOL ETA

Tiffany Osborne, Equus Workforce Solutions

Tiffany Smith, DOL ETA

Proceedings: January 26, 2023 9:00 AM ET

Welcome and Review of Agenda

MR. RIETZKE convened the meeting of the Workforce Information Advisory Council (WIAC). He provided opening remarks on the agenda and outlined the goals for the final meeting in the series.

MR. RIETZKE shared that the Council members will vote on the final recommendations at the meeting today. Prior to the vote, Council members will have a final opportunity to address any concerns or edits.

MR. RIETZKE introduced Council Chair, **Bruce Madson**.

MR. MADSON encouraged Council members, who are eligible, to continue to volunteer for the WIAC in the next term. He shared his appreciation for the opportunity to meet face to face with everyone and noted the energy and excitement surrounding the conversations that took place throughout the week. His hope is that the same energy can be carried into the next WIAC term. There is still a great deal of work to do on skills, but the Council members have done a great job in setting up the charge that they will pass on to the next group. **MR. MADSON** expressed his pleasure in serving two terms on the WIAC and thanked the Council members and staff for their support in his role as chair.

Finalize and Vote to Approve Recommendations

MS. FORLAND facilitated the large group discussion on the final recommendations. She outlined the changes that were made following the previous meeting day. **MS. FORLAND** combined and formatted the Labor Force Participation and Outreach Recommendations into one cohesive document. She reviewed the new document with the Council members and discussed final changes to the recommendations.

In the conversations that followed, the Council members discussed and debated updates to the final recommendation draft.

The following final changes and additions were unanimously agreed upon by the Council members:

- Consolidated the Labor Force Recommendations and the Outreach Recommendations into one cohesive document.
- Page 1 of the newly consolidated recommendation document, Problem Statement, Paragraph 2
 - Changed 50 years to 20 years.
- Page 1 of the newly consolidated recommendation document, Problem Statement, Paragraph 3
 - Added sentence, “Among those who say that they are not available, the reasons can include that they are retired, have family responsibilities, are in school, because of ill health or disability, and other. When these two groups are combined, more than 25 percent of people cite ‘other’ as the reason for non-participation.”
- Page 2 of the newly consolidated recommendation document, First Bullet Point
 - Added sentence, “Only those actively engaged in the workforce can enjoy the benefits and protections that accompany employment.”
- Page 3 of the newly consolidated recommendation document, Data Collection, Framework for Addressing, Paragraph 5
 - Updated sentence, “From a workforce perspective, an individual’s motivation to secure employment is a critical piece of information for the workforce system.”
- Pages 4 and 5 of the newly consolidated recommendation document, Specific Individual Itemized Recommendations
 - Changed the order of recommendations 1 through 7 so they inform each other better.
- Page 6 of the newly consolidated recommendation document, Recommendation 3
 - Updated sentence, “Encourage apprenticeship and training agencies within the states to work with unions and trade schools to promote apprenticeship opportunities and trade school curriculum that can lead to lucrative careers.”
- Page 6 of the newly consolidated recommendation document, Recommendation 4
 - Updated recommendation, “Encourage AJCs to utilize social media or other non-traditional means to conduct marketing and outreach of WLMI to reach populations that may not be responsive to traditional outreach efforts. This would include the Department of Labor providing the AJCs with tools and technical assistance toward that end. As an example, during the COVID-19 pandemic, CareerOneStop conducted a social media marketing campaign through YouTube, Spotify, and Pandora to reach populations that were unaware of the resources that CareerOneStop provides.”
- Page 6 of the newly consolidated recommendation document, Recommendation 5
 - Updated sentence, “By making employers more aware of the types of business concerns that can be addressed by workforce agencies and the AJCs, workforce agencies can provide a value-added service to enhance the human resource component of business—emphasizing enhancement rather than enforcement.”
- Page 3 of the Industrial Policy recommendation document, Specific Individual Itemized Recommendations, First Paragraph
 - Updated paragraph, “The WIAC recommends that the Secretary of Labor take steps to encourage greater government-wide use of the Department of Labor’s WLMI resources in policies and

programs aimed at enhancing the competitiveness of key U.S.-based industries in global markets. In particular, the WIAC recommends that the Secretary direct the Office of the Secretary, with the support and involvement of ETA and BLS, to:

- Page 3 of the Industrial Policy recommendation document, Recommendation 1
 - Updated recommendation, “Create and regularly update a comprehensive list, by federal department and agency, of industrial policy efforts that depend on WLMI provided by the Department of Labor;”
- Page 3 of the Industrial Policy recommendation document, Recommendation 2
 - Updated recommendation, “Take steps to ensure that the agencies responsible for these efforts are fully aware of the Department of Labor’s WLMI resources and how to access and use them; and”
- Page 3 of the Industrial Policy recommendation document, Recommendation 3
 - Updated recommendation, “On a regular basis, gather requests from these agencies for improvements in WLMI that would enhance the effectiveness and efficiency of their efforts to promote the ability of U.S.-based industries to compete in global markets.”

Prior to the vote to approve the recommendations, **MR. RIETZKE** informed the Council that three members, **MS. CARLSON**, **MS. JOHNSTON**, and **DR. LEDBETTER**, were unable to attend the meeting. **MS. CARLSON** would abstain from voting due to rules set in place by the State of Texas and the agency in which she works. **MS. JOHNSTON** is on maternity leave and **DR. LEDBETTER** received the recommendations via email. She would email her vote on the recommendations to **MR. RIETZKE** by Thursday, February 2, 2023.

MR. RIETZKE asked if the Council members had any last items to consider before voting to approve the recommendations. Hearing none, **MR. RIETZKE** took roll call to approve the final draft of the recommendations for submission to Secretary of Labor, Martin J. Walsh. All members who were present at the meeting voted to approve.

A copy of the recommendations approved by the WIAC are available at:

<https://www.dol.gov/agencies/eta/wioa/wiac/meetings>.

MR. RIETZKE thanked the Council members for their efforts and participation and congratulated them on a fourth set of recommendations.

Discuss Areas for Future Focus

MS. FORLAND congratulated the Council members on the approved recommendations. She facilitated the large group discussion on areas of future focus for the WIAC. **MS. FORLAND** shared that **MS. ZELLER** requested to address the Council.

MS. ZELLER stated that she put some thoughts together on the topic of skills and wished to share them with the Council members so that they would be part of the public record and available for consideration and exploration during the next term of WIAC members.

The WIAC has long identified tackling action on a skills taxonomy as a key focus area. It was mentioned as “needing more discovery time” in the 2018 published report and was unanimously discussed as a key focus at the first in-person meeting in 2016. **MS. ZELLER** emphasized that many hours and meetings with skills experts have taken place since then and yet, the WIAC has hesitated to make a firm recommendation as it witnessed incredible private

sector innovation in this space over the years as skills taxonomies were tackled in different ways and entities were collaborating through open source.

MS. ZELLER stated that without more investment in skills, the current system fails to provide the information needed to drive effective and efficient business decisions. This is especially true in an economy of unprecedented investment, fiscal stimulus, and a new era of industrial revolution that this country has never experienced in the fields of electrification, advanced manufacturing, and semiconductors.

The WIAC has heard from the U.S. Chamber of Commerce Foundation, T3 Innovation Network, and JEDx several times. She shared that their progress is promising and aligns with the needs to move forward on skills. They have a collaborative, business focused approach to onboarding skill taxonomies to benefit all, while reducing business burden and improving other survey response rates with technology advancements and recommendations to the government.

MS. ZELLER proposed that a key focus and early recommendation for the next iteration of the WIAC is to work with the T3 Innovation Network and JEDx to understand how to support and appropriate funds to support the movement to enhance the wage record for all states and provide funding toward supporting the T3 Innovation Network's progress on building a staff to support training and partnership as well as training, data mining, and marketing.

Early proposed recommendations include, but are not limited to:

- Support, partner, and learn from the seven-state pilot to enhance the wage record and communicate the value to the system.
- Ensure funding is available for state modernization efforts and designated for this.
- Understand state's barriers to UI modernization and serve as a partner.
- Consider what else can be done in partnership with NASWA.

In response to **MS. ZELLER's** comments, **MS. HIRSCH** shared that the piece that resonated with her the most is the state barriers to UI modernization. Speaking from the perspective of the state of New Jersey, the state has zero bandwidth to be able to be able to engage with the U.S. Chamber of Commerce Foundation in the ways that they are asking for engagement (e.g., program and tech leaders to support an advisory group). **MS. HIRSCH** suggested that JEDx could benefit from outsourcing project managers to act as a liaison with the Treasury and to handle outreach and business.

MR. SCHMIDT agreed with **MS. HIRSCH's** comments on state bandwidth. He also suggested reconsidering the terminology around state modernization efforts. By the time the WIAC can put another set of recommendations together the modernization efforts should, and will, be underway. Instead, **MR. SCHMIDT** suggested focusing on reimagining and updating the way that the data is collected within UI systems. For example, higher frequency data collection and how to demonstrate the value of these changes to state unemployment agencies.

DR. REAMER shared a document with the Council members that included links to numerous agencies that are currently working on workforce development program initiatives.

In the open discussion that followed, the Council members and staff brainstormed and discussed additional areas of future focus for the WIAC:

- What is the potential desirability and feasibility of creating consistency among records – generating data that can be linked to the WIOA system.

- WIOA standard performance measures and how useful they are.
- Participant Individual Record Layout (PIRL)
- Statewide Longitudinal Data Systems (SLDS)
- Pros and Cons of <https://www.trainingproviderresults.gov/>
- Data inclusivity.
- More timely, local, comprehensive data—ways to accomplish this in the future.

MS. FORLAND thanked the Council members for helping to put together initial ideas and a coherent framework for the next iteration of the WIAC to explore.

Closing and Next Steps

MR. RIETZKE thanked the Council members for their attention and contributions throughout the recommendation process and congratulated them on finalizing their recommendations. He expressed his pleasure on being able to connect with the Council during their week of in-person meetings and wished everyone a safe trip home.