Sunny gave a brief overview of the agenda, and Cher introduced Christina Hinkson who will be observing meetings.

I. Environmental Scanning: Review and Progress Report (Susanne Thaler)

During recent meetings, consultant Joel Lapin indicated that scanning process is on track; provisional trends have been identified and are currently being revised and finished. At the end of this phase, 40-50 trends will have been identified. Next steps include community leader interviews to confirm identified trends and begin external involvement. Sunny placed emphasis on identifying “visionary” community leaders; not implementers/doers at this point. Nominations from presidents/vice presidents will be compiled by category and distributed to council members for additional input. Susanne stated that 90 percent of the interviews will be conducted by phone. Results will be used for workforce strategic planning (WORKFORCE COMMUNITY IMPLICATIONS→NHMCCD IMPLICATIONS→SWOT ANALYSIS→FINAL STRATEGIC PLAN) as well as community-based planning.

Sunny provided update regarding Washington State Workforce Board environmental scanning presentation at the Workforce Development Institute highlighting identification of trends that drive state investment with focus on community college growth access and partnership.

Action Items

- Susanne will forward compiled list of community leaders to be interviewed to council members.
- Determine date for Implications Workshop and Strategic Planning Workshop.
- Members to e-mail Susanne with any questions.

II. Feasibility Studies (Susanne Thaler)

a. Culinary Arts – Findings were reviewed and members agreed that it would not be prudent to invest in this program at this time for the following reasons:
- Financial investment required for startup
- Low starting wages for employees
- Reports of market saturation
- High school program
- Employment opportunities (chefs, cooks, bakers) based on experience vs. educational credentials
- Comparable findings were reported by previous exploration.
b. Airline/Commercial/Professional Pilot and Flight Crew – Highlights of findings were as follows:
   - Need does exist due to fact that one-half pilots are veterans, military not training as many, retirements, expansion of regional, charter, and corporate (light jets) flights.
   - Due to high costs of flight training, partnerships would be essential beyond ground school.
   - Concern regarding waiver of tuition/fees due to Hazelwood Act.

Action Item
Susanne will research placement rates at San Jacinto, statewide programs, and success rates and report results in March.

c. Air Traffic Control – Susanne suggested that this be monitored and revisited at a later date. FAA approval is required so if there is interest, state and federal legislators need to be contacted and rallied. (No public offerings in the state; only proprietary in San Marcos.)

d. Construction and Skilled Trades – Colleges have opportunity to conduct preliminary construction training in a regional consortium of colleges. Lee College is currently piloting program with satisfactory results. CMEF, the training arm of Associated Builders and Contractors-Houston, has proposed underwriting training up to $50,000 for those students who are not hired upon completion. Space/schedule availability might be an issue as well as NCCER accreditation credentials.

Action Item
Susanne will continue to monitor and will forward update next week.

e. Future Studies – Pipefitting, electrician, HVAC and nursing expansion. Suggestion was also made to include IT due to presentation at Workforce Development Institute by Manpower (refer to postings on Manpower website). IT trends will also be identified through environmental scanning process.

III. E-newsletter: Concept and Idea Generation (Steve Lestarjette)
Steve introduced Joyce Boatright, NHC, who will be assisting him with e-newsletter project. Below is PowerPoint presentation:

Slide 1

Clarification was requested regarding multi-college and multi-program colleges. Steve indicated that viable program offered at specific college could be marketed district wide/statewide with a sustained effect.
Clarification was requested regarding CT. Indicators were that some trainers work independently, therefore, they could be considered small businesses.

Cost effective
Access to Growth e-mail and mailing lists.

Joyce distributed handout with proposed content. Council members were asked to submit feedback for ideas to Joyce. Suggestions were made to use success stories, faculty highlights, notable instructors, NHMCCD overview, banner to include workforce as well as SBDC.
Small businesses: “What’s in it for me?”

Interactivity:
- Bring reader to site to access additional information and sign up for services, courses, promotions
- Build a customized distribution list as articles are “passed around”
- Incentives to “subscribe” may include a free workshop or gift

Timeline:
- First distribution: April 2007
- Monthly through September
- If successful: Bi-weekly or weekly thereafter

Council to address and send feedback to Steve and Joyce.

Today’s assignment:
- Brainstorm audience, lists and content with Workforce Council.
- Do we have the right focus?
- Do we have the right audience?
- Do we have the right e-lists?
- What stories should we develop?

Steve will attend March Workforce Council meeting for follow-up and update.

IV. Global Corporate College Update (Sunny Cooke)

Action Item
Sunny will e-mail update to council.

V. Pilot Survey (Jimmy Adams)
Jimmy asked for council members to review and send feedback to him by third week in February and thanked those who had already responded.

VI. First Right of Refusal for Corporate Training in Specialty Programs (Christal Albrecht)
Brief overview of issue regarding specialty training was provided. The logistics of how to deal with these situations will be discussed at March meeting with recommendation going to EC.