

Construction Center of Excellence
Strategic Planning for July 2006 – July 2008
Thursday, June 22, 2006 11:00am to 3:00pm, Room H102

Strategic Planning Recap

Attendees:

Beth Arman, Judy Amico, Chuck Bailey, Steve Baldwin, Beth Blanchard, Lucy Bodilly, Bill Bowser, Ted Carroll, Matt Gordon, Melina Harris, Rebecca Harrison, Mike Hudson, Steve Ignac, Uriel Iniguez, Rachelle McGinnis, Lee Newgent, Dave Perrin, Melissa Pressley, Arne Reyier, Sam Samano, Tawny Sayers, Aspen Swartz, Colleen Vadheim, Heather Winfrey

Meeting Purpose:

The Strategic Planning meeting was held to approve the steering committee's mission statement, and identify CCE priorities for 2006 – 2008. The steering committee will continue to refine strategies within its scope of work, and the role and responsibilities of the CCE and its partners. A full draft of a strategic plan will be complete for review and approval by the Steering Committee in late August 2006.

The Director reported these items:

- The State Board has notified us we will receive an additional four years of funding, as available
- The Center of Excellence initiative has a vision statement all steering committees should use as a guide to developing their own mission statements. It reads:

**Washington State Board for Community and Technical Colleges
Center of Excellence Initiative Vision**

Centers of Excellence are colleges designated as statewide leaders in specialized workforce education and training for industries that help the state's economy grow.

Centers serve as a point-of-contact and resource hub for industry trends, best practices, innovative curriculum, and professional development opportunities.

Centers maximize resources by bringing together workforce education and industry partners in order to develop highly-skilled employees for targeted industries.

The Steering Committee reviewed and took action on three items at this meeting:

Steering Committee Action 1:

The Steering Committee approved the following mission statement:

The Construction Center of Excellence Steering Committee is a statewide partnership of business, labor, government, associations, and apprenticeship and education communities, sharing leadership and advocacy in order to grow Washington State's construction workforce.

Steering Committee members dedicate time, resources and expertise to build consensus and strategic direction for workforce development priorities.

Steering Committee Action 2:

The Director described the purposes of strategic planning as:

- Provides focus and prioritizes work for next two years
- Defines relationships for CCE and its many stakeholders
- Identifies areas for consensus and collaborative work
- Gives partners tangible strategies upon which success can be measured

The Steering Committee identified these two workforce priorities for 2006 – 2008:

- Making construction employment opportunities and job progression transparent and open to all of Washington's citizens; and
- Enhancing the image of construction in a way that attracts and retains a well-trained workforce, while improving the public impression of this vital industry.

Steering Committee Action 3:

The Steering Committee divided into 4 Working Groups based on issues for each priority. These groups will meet 1-2 times over the summer and early fall.

The groups are:

- Public Image (Next meeting July 13th, 2006, 1:00 pm – 3:00 pm, RTC C113)
- Marketing to Students and Influencers (Next meeting July 18th, 2006, 10:00 am – 12:00 pm, RTC, *subject to change*)
- Diversity (Next meeting date August 2nd, 2006, 2:00 pm – 4:00 pm, Workforce Development Council of Seattle-King County, Western Avenue)
- Improving Education Connections (Next meeting August 9th, 2006, 11:00 am – 1:00 pm, Seattle Building Trades Council offices)

Steering Committee members who did not attend the June 22 meeting can still join a working group. Heather Winfrey will be in the office Monday – Wednesday only through August, but will return calls. She can be reached 425.235.2352, extension 5582 to join a working group.