



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

January 15, 2004

Present: Nancy Armbrust, Larry Bergner, John Bloor, Paul Bredael, Bill Chaudoir, Rodney Cotillier, Jane Delveaux, Tonya Felhofer, Carmen Granados, Bob Guenther, John Haugh, Joe Hilke, Holly Hoppe, Diane Koepke, Paul Linzmeyer, Don McAdams, Bob Miller, Dan Nerad, Dee Olsen, Kris Parkansky, Pamela Phillips, Reggie Phillips, John Schwantes, Loretta Shellman, Pat Simonar, Dave Turbiville, Roger Utnehmer, Michael Van Dyke, Steven West

Absent: Rick Gerroll, Larry Harkness, Jeff Knaus, Steve Kopecky, Susan Kromm, Dennis Ladwig, Mari Roedig, Jon Syndergaard, Paula Van Straten

Guests: Renee Koenig (Kewaunee Job Center), Connie Hendries (Manitowoc Job Center), Melissa Palfrey (Experience Works), Sue Gleason (DWD), Annette Nekola (DWD)

Mr. Linzmeyer called the meeting to order at 1 PM at the NWTC Center for Business and Industry. Mr. Linzmeyer welcomed the many guests present. Roll Call showed a quorum present. The Minutes of the December meeting were approved as submitted on a motion by Mr. Bloor, second by Mr. Van Dyke.

Senator Feingold sent his apologies that he could not make it, but will attend in the future. Also, Senator Rob Cowles could not attend but will try to attend the February meeting, as will Representative Terri McCormick who is the Chair of the Assembly Workforce Development Committee.

Reference material handed out:

- WIA Performance Measures – Program Year 2002
- Issue Paper Clarification of Roles - Nitschke
- Expenditure Summary For September 2003

The WDB meeting for February is changed to the 26th.

Staff Business. Mr. Golembeski reviewed the status of several projects. The WIA funds approved by the board for computer equipment in the job centers have been allocated and are

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being expended. The Executive Committee had reviewed and approved the distribution of those funds.

The Executive Committee made a recommendation to retain the services of Mr. Nitschke, through Wisconsin Forward Award, to continue the Baldrige project. Motion was made by Mr. Utneher with a second by Ms. Hoppe to allocate \$12,500 to keep Dennis Nitschke under contract for continuation of the Baldrige Assessment Report implementation process through June 2004. Motion passed on a unanimous vote [Yes: 25; No: 0; Not present for the vote: 3 (Granados, Guenther, Miller)].

Performance numbers for the WIA programs during the year that ended June 30, 2003 were distributed. Staff pointed out the significant successes, especially with the increase in wages for WIA Adult participants and replacement wage for WIA Dislocated Worker participants. These are some of the most difficult performance standards to meet and exceed. Bay Area did, however, have failing performance in two of three WIA Older Youth standards, and staff is very concerned about this pattern since we failed these same standards last year. WIA Older Youth was given to the job centers two and a half years ago, and staff provided a great deal of technical assistance to the contractors after the first year of failed performance. Mr. Linzmeyer iterated that performance deficiencies are not acceptable and requested a full report from the Program Operations Manager at the February meeting. Staff will meet with the Youth Council at the end of January to get their input on how to improve Older Youth performance.

Bay Area JobFIT. Mr. Golembeski introduced the two contracted Business Consultants who will be working with Bay Area JobFIT (formerly known as “Talent Profiling System”) to the WDB members. Karen Recka will be working primarily with the job seeker part of the system, working with the partners in the job centers to develop the database of available workers and integrate this service into the job center operations. Don Donarski will focus on the employer side of the project, promoting Bay Area JobFIT to area businesses. A third Business Consultant will come on board early in February. Ms. Recka and Mr. Donarski shared a short PowerPoint presentation highlighting the JobFIT benefits to jobs seekers, businesses, and workforce partners. Marketing JobFIT, increasing awareness, and growing the database, along with the cost of the program were areas discussed. A draft proposal of the cost structure for employers was presented, and some members wanted additional input into this important area. Input will be gathered from members, including the committee that studied the system, on what employers should pay for JobFIT. The Executive Committee will also look at the issue. A main concern now is how do we begin to generate enough dollars so this program can stand on its own in a few years?

There were no updates on the other projects listed on the Agenda.

Baldrige Project. Dennis Nitschke gave a PowerPoint presentation on the first phase of implementing the recommendations made in his Baldrige Assessment project report, centering on the “Clarification of Roles” within the workforce development system. In a background paper, he reviewed the available documentation on the roles of the various partners: DWD, the state Council, the 11 workforce boards, the job center Management Teams, and the various partner agencies. Much of the information in this documentation was vague and incomplete. He focused on a number of key issues, including 1) the need for a common set of performance standards, 2) a common vision for the local One-Stop system, 3) consistency of roles, 4) backing

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responsibility with appropriate authority, and 4) structure and support for the local One-Stop system.

After the presentation the members broke into four small groups for discussions and input regarding how the relationship between the WDB and the job centers impacted on:

- Ability to expand and improve services to individuals and employers;
- Strengthening the interface between the board and the job centers;
- Strengthening the effectiveness of the partners in the delivery of services;
- The purpose of allocating Title I funding;

Guests representing the job centers were invited to participate in the small group discussions.

The groups reported out after deliberation, and that information will be made available on a separate report for the February meeting. Several groups focused on the underlying importance of the communication between the WDB and the job centers, as well as how to structure that process. The need for a better data gathering system was also noted.

The meeting adjourned at 3:30 PM.

The next Bay Area WDB meeting is scheduled for **Thursday, February 26, 2004.**