



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

January 19, 2006

Present: Paul Linzmeyer (Chair), Larry Bergner, Karen Besiada-Hansen, John Bloor, Amy Du Bois, Bob Guenther, Sue Hammersmith, Larry Harkness, John Haugh, Penny Helmle, Joe Hilke, Holly Hoppe, Sue Kromm, David Lisle, Don McAdams, Bob Miller, Dee Olsen, Sandra Paul, Sam Perlman, Pamela Phillips, Loretta Shellman, Pat Simonar, Shawn Smith, Mike Troyer, Michael Van Dyke

Absent: Christine Jensema, Diane Koepke, Mike Lanser, Tony Marcelle, Jean Marsch, Jesus Panalez, Chuck Rohlmeier, Noel Ryder, John Schwantes, Corky West, Alex Zacarias

Mr. Linzmeyer called the meeting to order at 1 PM at the NWTC Center for Business and Industry. Roll Call showed a quorum present. The Minutes of the November 17, 2005 meeting were adopted as submitted on a motion by Dr. Troyer, second by Mr. Harkness.

Committee Reports. Mr. Hilke reported that the Strategic Leadership Committee had reviewed the WIA Local Planning Guide recently issued by the Department of Workforce Development. Overall they found it to be focused on key strategic issues and providing specific direction for the continued development of the job center system in the Bay WDA. The committee members agreed that the board's priorities should be on increasing access to services through the Internet, strengthening ties to the K-12 system, and making sure that the benefits of regional development are shared in the rural areas of the Bay WDA. There was also discussion about the increasingly important role of the Bay Area WDB in actively pulling people and resources together for more effective collaboration.

Mr. Haugh reported for the Program Performance Committee which had discussed the Baldrige incentive funding that the WDB has available. Staff is working with DWD to clarify the timeline on spending those funds. The committee discussed how this funding needs to be focused to have a significant impact on the job center system in the area.

Midyear Program Report. Mr. Golembeski gave an uncharacteristically brief report on board activities. He had started a written report, but it got too long to be of interest, even to him. He referred back to the four goals that the board set last May: move toward regional job centers, improve efficiency in job centers, link more directly with economic development and education, increase opportunities for targeted populations. In light of

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these goals, he reviewed the staff and partner efforts toward implementing the Baldrige process with the job centers, and in leading regional discussions toward consolidating service delivery. The Bay Area WDB has had significant involvement in supporting the creation of NEW North, and in spearheading the Northwoods Economic Summit to connect the northern counties to these regional efforts. In addition, the staff has led a number of partnership efforts in working with the Wisconsin Council on Children and Families on a W-2 project, developing more efficient welding training curriculum to move people into jobs more rapidly, and working toward a pilot project for more successfully reintegrating people released from state prisons. Lastly, members had a copy of a letter in their packets from the Joint Adjustment Committee at Emerson Tool Company in Menominee, MI thanking the board for the on-site learning lab and other services that were made available to workers in the weeks leading up to the company's closing.

Ann Franz, the contracted Business Services Manager, gave a short demonstration of several websites she has found from the National Association of Manufacturers that are fun for young people and help connect them to careers in the manufacturing sector. These included:

www.dreamit-doit.com has quizzes and information about manufacturing careers in a format attractive to young people;

www.gettech.org has games and math quizzes that introduce the world of manufacturing as well as resources for teachers;

www.getsmarter.org is a website from the Council on Competitiveness that allows kids to test their math and science skills against others students worldwide.

Ms. Franz will be developing for ways to make job centers, schools, and businesses aware of these kinds of resources throughout the area.

Financial. Members received copies of selected pages from the Wipfli independent audit report from Program Year 2004 showing no audit issues. Copies of the full report were available at the meeting and can be obtained from the WDB office. Motion to accept the audit report was made by Dr. Phillips, second by Mr. Hilke. Motion passed on a unanimous voice vote.

WIA Planning Process. There was brief discussion about the WIA Plan that is due at the DWD office by March 31. As indicated in the Strategic Leadership Committee report, the planning guide is very strategic and also very challenging. Staff will be working with partners to bring a draft to the February WDB meeting for review.

Case Management Training Funding. The question of allocating additional WIA funding for contracted case managers to achieve certification as workforce development professionals was tabled at the November meeting. The state Council allocated \$2000 to each local area to encourage certification of job center staff, and the WIA Plan Guidelines also encourage this practice. Motion was made by Dr. Troyer to allocate up to \$20,000 additional funds to contractors and partners to allow any case manager to achieve certification as a member of the National Association of Workforce Development Professionals (NAWDP), with a second by Ms. Hoppe. Motion passed on a unanimous vote with 2 abstentions (Bloor, Helmle).

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Menominee County. Staff has been meeting with the workforce development partners in Menominee County and Reservation about providing some WIA funds to support the existing efforts there on the part of the Menominee Tribe, the College of the Menominee Nation, and Menominee County. For the last few years, the WDB has been serving Menominee out of the Shawano Job Center, but there are now significant efforts being made within the County/Reservation to address the unique needs of one of the poorest areas of the state. Based on staff recommendation, motion was made by Ms. Kromm, with a second by Mr. Haugh, to allocate \$30,000 to the Menominee Management Team for WIA services. Motion passed on a unanimous vote.

Incumbent Worker. Mr. Perlman had asked for a short discussion on the availability of funds for training existing workers. There is a huge demand for incumbent worker training as companies constantly change and adapt to market demands. The Bay Area WDB did have a \$1.2 million Earmark Grant from 2002-2004 that was used for incumbent worker training, but our regular WIA funding is restricted to program-eligible participants which severely limits its use for training existing workers. Dislocated workers are, by definition, unemployed. Under the WIA Adult program, it is possible that low paid workers could meet the requirement of having income below the Federal Poverty Level, and those workers could be provided additional training. But this would only be of very limited use to employers who want training made available to a much broader section of their workforce. Staff will continue to work with our contracted Grant Writer for incumbent worker training funding opportunities. WIA training funds can provide targeted training for workforce expansion efforts.

Wisconsin Council on Children and Families. John Keckhaver of WCCF provided a summary of the W-2 study report, "Toward a Better Design." The full report is not yet available. Members received a copy of the Recommendations from the report. The study is the work of a taskforce from the Bay Area that reviewed the situation of some of the lowest skilled workers who are often locked out of many program opportunities and left to take jobs that do not lead them out of poverty. WIA training is a good example since it focuses on post-secondary training. Such a focus leaves many people who are unprepared for this level of training unable to take advantage of WIA programs due to low basic skills and/or language limitations. WCCF is hoping to encourage lawmakers and DWD to take a fresh look at the W-2 program and develop more effective job training options for participants.

The report contains recommendations for the workforce board, including creating a standing committee on low-wage workers. Several members found the report cumbersome and asked for additional efforts to articulate its recommendations more succinctly (i.e., the "elevator speech"). Staff will work with the Executive Committee to discuss follow up options for this project.

School-to-Work. Continuing the board's inquiry into school-to-work programs, Chris East (NWTC Career Center) and Kevin Shelley (WISCareers) provided a demonstration on the WISCareers, a career planning tool developed by the University of Wisconsin and endorsed by the Wisconsin Department of Public Instruction. Several of the job centers are using WISCareers with a variety of customers and speak well of it. It can also be used to connect students directly with local businesses who can input their information into the WISCareers database indicating the positions they typically hire, as well as their

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availability for internships, plant tours, and as presenters in school programs. If usage of this system is broadened, the system could be the primary communication conduit between businesses and the school districts. Staff will follow up on the cost of a license to allow businesses to utilize WISCareers, as well as on the cost to the school districts. The WDB will also have to plan efforts to engage businesses, teachers, parents and students in the use of this system. There was solid interest in WISCareers on the part of the private sector members. It appears to be a system that can be universally used to encourage communication and interchange with school districts.

The meeting adjourned at 3:50 PM.

The next WDB meeting is scheduled for Thursday, February 16, 2006.