



## *Bay Area Workforce Development Board*

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### **BAY AREA WORKFORCE DEVELOPMENT BOARD**

#### **MEETING MINUTES**

**January 20, 2005**

**Present:** Paul Linzmeyer (Chair, arrived 2:30), Don McAdams (Vice Chair), Larry Bergner, John Bloor, Paul Bredael, Bill Chaudoir, Sue Hammersmith, Larry Harkness, John Haugh, Penny Helmle, Holly Hoppe, Sue Kromm, Bob Miller, Dee Olsen, Pamela Phillips, Reggie Phillips, Mike Ptacek, Loretta Shellman, Mike Troyer, Dave Turbiville, Michael Van Dyke

**Absent:** Nancy Armbrust, Karen Besiada-Hansen, Amy Du Bois, Rick Gerroll, Bob Guenther, Joe Hilke, Christine Jensema, Diane Koepke, Steve Kopecky, Mike Lanser, Tony Marcelle, Jean Marsch, Jesus Panalez, Chuck Rohlmeier, John Schwantes, Pat Simonar, Corky West

Vice Chair Don McAdams called the meeting to order at 1 PM at the NWTC Center for Business and Industry. Despite the snowy weather, a quorum was present. The Minutes of the November 2004 meeting were adopted as submitted on a motion by Dr. Troyer, second by Ms. Hoppe.

**Committee Reports.** Mr. Turbiville reported that the Program Performance Committee had gone over the Job Center Certification document and was further developing that document into a planning document for the job centers to use in PY 2005.

Mr. Harkness reported that the Strategic Leadership Committee had discussed the WIA Older Youth programs in the job centers at some length, and also will be going through an exercise to rank budget priorities for the new program year.

The Executive Committee had not met.

**Staff Updates.** Members had received a packet of information. Definitive performance numbers from the year that ended on June 30, 2004 (PY 2003) were finally available, and Bay Area met or exceeded all of the WIA performance standards. As a result, Bay Area WDB will receive a state performance award of \$24,312. The state of Wisconsin, however, did not receive a federal performance award due to failing one of the WIA Adult standards. The state data reporting system, ASSET, has been improved to a significant degree this year, and both staff and contractors are learning how to use ASSET more effectively. Some of the performance data, especially the employment

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retention information, still takes a long time to get because it comes from Unemployment Insurance data. Staff was pleased that all the standards were met or exceeded, but also noted the need to further improve performance in many categories. The award funds will be built into the new year's budget, and an initial suggestion is to put the dollars into the incentive award fund that the Program Performance Committee had requested for job centers that meet the certification criteria.

Staff prepared a timeline for the next several months to indicate the various things that the WDB needs to accomplish in setting up the program year that begins on July 1, 2005. Mr. Golembeski went over that document with the members. Key decisions for the WDB in the months ahead are 1) designation of service providers for the WIA Older Youth funds, and 2) allocation of WIA funds to the job centers.

Members briefly reviewed that Program Performance Committee job center certification document.

**Strategic Plan Development.** Mr. Nitschke had submitted a final strategic planning document that indicated the four strategic goals identified by the Bay Area WDB along with "Objectives and Action Steps" for each goal. Members reviewed this document.

Goal 1: "To create a Job Center Model, through innovation, to address needs of the knowledge-based economy," will be addressed in the PY 2005 planning process mainly through the use of the Program Performance Committee's criteria for the job center certification process.

Goal 2: "To blend Workforce Development with Economic Development with Community Development: Developing a Regional Economic Community," is moving ahead through Bay Area's participation in the NEW Coalition on the Regional Economy (NEWCORE) group that is working to implement the regional economic study recommendations.

Goal 3: "To focus on the Basics: Development of Board and Staff and leadership relative the Bay Area and the State," is being addressed through the on-going work of the Strategic Leadership Committee and through the job center certification process. The state Council on Workforce Investment (CWI) is also working on some of these objectives and action steps.

Goal 4: "Go beyond being 'Customer-Focused' – become a visionary 'Customer-Driven' Bay Area Workforce System," would be the focus of this WDB meeting with members and guests prioritizing services to various job center customer groups.

Members divided into small groups to discuss priority services to the following customer groups: employers, entrepreneurs, unemployed job seekers/dislocated workers, incumbent workers, workforce entrants, targeted populations, K-12 students/at-risk kids, minority workers, and Gen X/Gen Y workers.

At the end of the day, results were reported out and collected. The meeting adjourned at 3:30 PM.

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