



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

October 19, 2006

Present: Paul Linzmeyer (Chair), Larry Bergner, Karen Besiada-Hansen, Louise Blankenheim, John Bloor, Amy Du Bois, Shelly Ghery, Ben Grigg, Larry Harkness, John Haugh, Penny Helmle, Jill Hennessey, Joe Hilke, Christine Jensema, Sue Kromm, Terri Luebke, Tony Marcelle, Jean Marsch, Bob Miller, Dan Miller, Jesus Panalez, Ted Penn, Sam Perlman, John Schwantes, Pat Simonar, Ken Stubbe, Peter Thillman, Michael Van Dyke, Corky West

Absent: Sandra Beschta, Bob Guenther, Sue Hammersmith, Holly Hoppe, David Lisle, Don McAdams, Pamela Phillips, Chuck Rohlmeier, Noel Ryder, Loretta Shellman, Mike Troyer, Alex Zacarias

Mr. Linzmeyer called the meeting to order at 1:00 PM at the NWTC Center for Business and Industry. A quorum of the WDB members was present. Approval of the Minutes of the September 21 meeting was tabled as several members indicated they had not received them.

Committee Reports. Mr. Hilke reported for the Strategic Leadership Committee. That group continues to monitor job center regionalization efforts and discuss the greater provision of services utilizing the Internet. As a part of this effort, Karen Flood provided a presentation on the development of a single website for all the Bay Area job centers. Some of the job centers have websites, but there is no consistency in design or services among them. Ms. Flood has developed a proposal for a comprehensive website based on the design of the Manitowoc and Sheboygan sites. Such a single site would provide consistent services across the ten-county area and be congruent with the regional nature of the workforce. It would also strengthen the branding of our One-Stop system, particularly with employers. Workshops, interview sessions with employers and other opportunities could be on a single activities calendar for the region. Local job centers would be able to post information on a page for their particular facility, and there will be links to partner sites. There might also be the opportunity to sell advertising on the website. The issue of access to high-speed Internet, especially in our rural areas, is a concern, but the reality is that many companies only take applications via their websites now and Internet use is a must for an effective job search. The Committee has been discussing the need for universal basic computer skills throughout the Bay Area and how the board might support that effort. The website could be up and

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running in 60 days with a cost of \$3000-\$5000. Mr. Golembeski indicated that staff could find funds in the current budget to move this ahead and there was consensus to do so.

The Program Performance Committee did not meet, nor did the Executive Committee.

Board Updates. There is nothing new to report on the State Council or NEW North at this time.

There was nothing to report on the budget, and additional WIA Youth program funding is deferred until November.

Members received copies of the final WIA program performance for the year that ended on June 30, 2006 (PY 2005). The Bay Area exceeded the required performance in all but one standard, and that one (Younger Youth Skill Attainment) was met. Mr. Golembeski did not want to take the time to go through what each performance standard means, but he did illustrate one area: "Six Months Earnings Increase/Change" for Dislocated Workers. Many of our enrollees in this WIA program were in traditional manufacturing jobs with relatively low skills and high wages. After going through WIA training and services, the individuals who completed training went back to work and, on average, lost less than \$300 annually over their pre-layoff wage. That is a significant accomplishment, especially given the numbers served in the Bay Area. The packet also contained a page showing the numbers enrolled in WIA programs for each area of the state.

Members received an updated roster for the Bay Area Youth Council. Motion to approve the appointments to the Youth Council was made by Mr. Hilke, second by Mr. Stubbe. Motion passed on a unanimous voice vote.

Board Issues. Mr. Golembeski explained that the NEW North Educational Attainment Committee had authorized a group called "Taskforce One" to identify the skills required by area employers in growing industry sectors. The work of Taskforce One was to plan for systemic change in K-12 school curriculum. Changing the way schools actually interact with students is the key to real change that will better align the school outcomes with the needs of the regional economy.

Tim Baneck, Coordinator of Career and Technical Education for the Sheboygan Area School District, gave a presentation to the board on the work of Taskforce One. Mr. Baneck explained the goal for the work of Taskforce One:

School districts will work to advance the educational aspirations and attainment of graduates by assuring the proficiency levels of high school graduates are sufficient to ensure that they will have a successful experience in post-secondary education and/or the job demands of the "New Economy."

Two recommendations came from the Taskforce:

Recommendation 1: Implement the follow core skills across the NEW North with the understanding that local school districts/communities may add to this list in accordance to specific needs:

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Employability and Career Development
Communications
Problem Solving and Critical Thinking
Information Technology
Systems: Social, Organizational, and Technological
Safety, Health and Environment
Leadership and Teamwork
Ethics and Legal Responsibilities.

Recommendation 2: Implement the States' Career Clusters Model to systemically move "to advance the educational aspirations and attainment of graduates" as stated in Goal One.

Mr. Baneck described the process used by the Taskforce and the significance of the eight skill areas. These skills are not currently measured by school districts, yet they seem to be the foundational skills needed for success in the "New Economy" that our employers are asking for. He emphasized the need for the private sector to drive these changes in our educational system. There is more detailed curriculum available to support the development of these skills. Taskforce Two will be meeting soon to look at implementation strategies for these recommendations. Taskforce Two is looking for interested members from the private sector.

[Note: Mr. Baneck's presentation is available on our website: www.bayareawdb.org, click on "Library. The curriculum detail is there as well.]

Other Board Issues. Ms. Jensema took the gavel at this point as Mr. Linzmeyer had to leave. There was little to report on the other issues for the board. On October 3, the Northwoods 2 Summit was held in Pembine with about 90 people in attendance. The purpose of the Summit was to focus on the needs of that subregion within NEW North and to demonstrate the range of services and opportunities available to build a stringer economy in the northern counties. Participants left energized about the potential for continued economic growth in the northern counties of the Bay Area. There was a particular interest in school-to-work issues, and that will likely be the focus of the next Northwoods conference.

Federal Workforce Development Policy. Jason Walsh from The Workforce Alliance spoke to the members about workforce development policy and funding from the federal perspective. The Mission of The Workforce Alliance is:

The Workforce Alliance (TWA) is a diverse national coalition of local leaders advocating for federal policies that invest in the skills of America's workers—including those who are low-income, unemployed, or seeking advancement—so they can better support their families, and help American businesses better compete in today's economy.

Mr. Walsh reviewed President Bush's 2007 budget for Workforce Investment Act (WIA) and other workforce development programs, as well as his proposed policy changes. These included significant reductions in funding and bringing several programs together under a single block grant. In addition, the President's budget proposal focuses on

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“Career Advancement Accounts” (CAA) that would provide training vouchers to eligible workers and job seekers. The role of the workforce boards was not clear in such a new approach, but 75% of the WIA funding would go toward the CAAs, seemingly leaving little else for the support of the job centers. He then reviewed the budgeting process in the Senate and the House, both of which involved cuts to WIA and other workforce development funding. Currently that federal budgeting process is at a standstill until after the fall election. Mr. Walsh also reviewed the current status of the efforts to reauthorize the Workforce Investment Act in the Congress, which is also at a standstill with both the Senate and the House having passed very different bills, but no real effort toward seating a conference committee to work through the differences.

Lastly, Mr. Walsh described an effort in California, led by TWA, aimed at building a statewide workforce education agenda. California’s EDGE Campaign promotes a policy for investment in worker skills and to create pathways to high wage jobs for all citizens. There is a white paper available about this effort at:
http://www.workforcealliance.org/site/c.ciJNK1PJJtH/b.1192031/k.AE16/TWA_Reports.htm.
There was discussion around a number of the topics that Mr. Walsh covered.

[Note: Mr. Walsh’s presentation may be found at: www.bayareawdb.org, click on “Library” and on The Workforce Alliance Presentation.]

The meeting adjourned at 3:50 PM.

The next Bay Area Workforce Development Board meeting is scheduled for **Thursday, November 16, 2006** at 1 PM.