



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

October 20, 2005

Present: Don McAdams (Vice Chair), Karen Besiada-Hansen, John Bloor, Amy Du Bois, Sue Hammersmith, Larry Harkness, John Haugh, Penny Helmle, Joe Hilke, Christine Jensema, David Lisle, Tony Marcelle, Jean Marsch, Bob Miller, Dee Olsen, Jesus Panalez, Sandra Paul, Sam Perlman, Pamela Phillips, Loretta Shellman, Shawn Smith, Michael Van Dyke, Alex Zacarias

Absent: Larry Bergner, Bob Guenther, Holly Hoppe, Diane Koepke, Steve Kopecky, Sue Kromm, Mike Lanser, Paul Linzmeyer, Reggie Phillips, Chuck Rohlmeier, Noel Ryder, John Schwantes, Pat Simonar, Mike Troyer, Corky West

Mr. McAdams called the meeting to order at 1 PM at the NWTC Center for Business and Industry. Roll Call showed a quorum present. Several introductions were made, including new WDB member Sandie Paul from Bay Shipbuilding in Sturgeon Bay. The Minutes of the September 22, 2005 meeting were adopted as submitted on a motion by Mr. Bloor, second by Mr. Van Dyke.

Committee Reports. Mr. Hilke reported that the Strategic Leadership Committee had been reviewing the Job Service Business Plan for the district, focusing on services provided to employers in NE Wisconsin. Staffing levels needed to maintain quality services came up as a key issue and the committee has asked for additional information to better understand the way in which Job Service staff is deployed throughout the state based on activity in the job centers.

Ms. Jensema reported for the Program Performance Committee. They have developed an allocation plan for the \$100,000 available to the job centers for meeting the "Initial Certification" level of the Baldrige criteria. The Committee will have staff release allocations to the job centers and request information about how the dollars will be used. The original intention of this allocation was to give the job centers a significant amount of authority in determining the use of these funds, but within the bounds of WIA regulations. The committee encourages the job centers to focus on core services for the use of these funds. The committee will bring the allocation to the full board in November.

Allocation of Unobligated WIA Funds for Trade Act Services. Mr. Golembeski explained that there had been several downsizings recently in the Green Bay area, at

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both Georgia-Pacific and Paper Converting, both of which have active Trade Adjustment Act (TAA) certifications with the Department of Labor. In addition, Badger Paper in Peshtigo looks as if it will close and those workers are also eligible for Trade Act services. TAA services are available when jobs are lost due to foreign competition, and TAA provides many services that the WIA Dislocated Worker program does not. This includes up to \$12,000 for training (WIA is limited to \$3,000) and the extension of Unemployment benefits for up to 18 months beyond the usual 26 weeks if an individual is in training. Unfortunately, TAA is a state-administered program through Job Service and there is a state hiring freeze. This makes it very difficult to add additional Job Service staff, even on a temporary basis, to meet the volume of customer need. Staff is proposing to allocate \$62,026 in unobligated WIA funds for Job Service to hire an additional TAA case manager for a year. Motion to allocate \$62,026 for a TAA case manager was made by Dr. Phillips, second by Dr. Hammersmith. Motion passed on a unanimous vote with abstentions by Mr. Miller, Mr. Haugh, and Mr. Harkness.

Northwoods Summit Report. Ms. Smith gave a brief report on the Northwoods Economic Summit held on October 4 at the Four Seasons Resort in Beecher, WI. Almost 150 people attended, well above expectations. A morning panel included Secretary of Commerce, Mary Burke, and Secretary of Tourism, Jim Holperin. Dr. David Ward gave a presentation on the NEW Economic Opportunity Study and how it applied to the Northwoods subregion. An afternoon panel gave a private sector perspective on the economic needs of the area, and included WDB member Dave Lisle. The Summit produced a good deal of enthusiasm among participants and a number of people have volunteered to serve on action committees to follow up on the Summit. Ms. Smith is preparing a conference report and the steering committee will meet soon to devise an action strategy. Overall, this was a good beginning to address some of the challenges of the northern region.

WCCF W-2 Project. The Wisconsin Council on Children and Families has completed a draft of their report, and the committee members working with them are reviewing it. This project has been studying the relationship between Wisconsin Works (W-2) and the Workforce Investment Act (WIA) programs, especially WIA Adult. The Bay Area WDB will receive the full report at a subsequent meeting. Mr. Golembeski shared that the Bay Area's WIA performance in the WIA program was among the best in the state. In the Program Year that ended on June 30, 2005, the Bay Area enrolled 721 people into WIA adult services. Of those, 110 people completed training, entered employment, and worked for six months. At that point, they were surveyed and, on average, those 110 people increased their six months' earning by \$5,729 over pre-enrollment earnings—an annual average increase of almost \$11,500. Since the target population for WIA Adult and W-2 are similar, the committee believes that its work will have an impact on the provision of W-2 services in Wisconsin.

School-to-Work. Having raised a number of issues related to school-to-work transition at the last meeting, members heard from three presenters, each providing information about existing approaches to assisting young people into the workforce.

Kristi Kittell from Inspired Training gave a presentation on generational diversity and how those differences affect relationships in the workforce. Ms. Kittell outlined the characteristics of each generation of workers: Veterans, Baby Boomers, Generation X, and Generation Y, with particular emphasis on the last two groups that are beginning to

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dominate the American workforce. She also spoke about effective ways of managing Gen X and Gen Y workers.

Nancy Schopf, Vice President of Education at the Green Bay Area Chamber, provided an outline and significant detail about the Partners in Education (PIE) organization and its affiliated programs. PIE is an organization of 10 Brown County school districts that has a successful track record of bringing together an amazing spectrum of partners involved with school-to-work activities to coordinate opportunities and promote education in the community. In particular, PIE is focused on promoting education through programs such as the annual Golden Apple Awards; developing community support by connecting to kids, parents, and businesses; and coordinating a range of skill development opportunities from career exploration to both school-based and work-based learning programs.

Christopher East, NWTC Career Center Manager and Tech Prep Director, spoke about the hard work that gets done to connect area school districts to postsecondary education through programs such as Advanced Placement, Youth Apprenticeship, Youth Options and Tech Prep. He touched on the efforts that are made to develop articulation agreements that allow students to earn college credits while they are still in high school, creating processes that help young people move toward successful careers. Such programs connect to the University of Wisconsin system as well.

Mr. Golembeski explained that, after gathering all this information, the Executive Committee would meet soon to focus the school-to-work discussion for the November WDB meeting.

The meeting adjourned at 3:30 PM.

The next WDB meeting is scheduled for Thursday, November 17, 2005.