



Bay Area Workforce Development Board

317 West Walnut Street
Green Bay, WI 54303
(920) 431-4100
fax (920) 431-4101

BAY AREA WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

November 17, 2005

Present: Paul Linzmeyer (Chair), Larry Bergner, John Bloor, Amy Du Bois, Sue Hammersmith, Larry Harkness, John Haugh, Penny Helmle, Christine Jensema, Diane Koepke, Sue Kromm, Mike Lanser, Jean Marsch, Don McAdams, Bob Miller, Dee Olsen (arrived at 1:35), Jesus Panalez, Sam Perlman, Pamela Phillips, Chuck Rohlmeier, Noel Ryder, John Schwantes, Loretta Shellman, Shawn Smith, Mike Troyer, Michael Van Dyke, Corky West, Alex Zacarias

Absent: Bob Guenther, Karen Besiada-Hansen, Joe Hilke, Holly Hoppe, Steve Kopecky, David Lisle, Tony Marcelle, Sandra Paul, Reggie Phillips, Pat Simonar

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 October 20, 2005 meeting were adopted as submitted on a motion by Dr. Troyer, second by Mr. Perlman.

School-to-Work. Ron Marshall, the President of Helgesen Industries in Hartford, Wisconsin, a metal fabrication firm, came to speak about his involvement in an initiative to create a state-of-the-art technical education program at Hartford Union High School. He indicated that his involvement began with the recognition that his company was having an increasingly difficult time finding employees with the technical skills he needed. Visiting the high school at the request of Superintendent Sandra Smith in 2000, he found the Industrial Arts area contained antiquated machinery able to offer little training that was of value in a modern, lean manufacturing environment. He noted that the school had made efforts to keep up athletic and band equipment, as well as having up-to-date materials for the academic areas such as English and History, but somehow technical education, of great importance to local businesses, had been neglected. Mr. Marshall played a key role in organizing the Hartford business community to support a school referendum to build an up-to-date tech education center with the latest technology at Hartford Union High School. That referendum passed by a significant margin. Several Bay Area WDB members who have visited the school have been very impressed. The business community remains active in helping to broker deals for new equipment, which now includes a laser cutting tool. The local technical college utilizes the center in the evening as an important community partner.

The vision of the Bay Area Workforce Development Board is that job skills and educational levels are increased, quality of life for all individuals is enhanced, while employers' needs are met.

Mr. Marshall emphasized the importance of fostering direct communication between business leaders and the Tech Ed teachers in the school district, as well as continued business leadership in the school system. He discovered that, like many districts, Hartford was allocating a significant share of resources to a relatively small group of students—those in advanced placement classes headed for a university after graduation. Instead, he wanted to make sure that all students had the opportunity to succeed and excel in the workforce. Helgesen, for example, employs 450 people with an average wage of \$16.00 per hour in a highly competitive manufacturing environment, providing an excellent opportunity for many in the community. He promoted the idea that every high school student should have the opportunity to take at least one Tech Ed class to get exposure to such an important area.

This was followed by a presentation by Lori Weyers (NWTC Vice President for Learning) and WDB member Sue Hammersmith (UW-Green Bay Provost). UWGB and NWTC have created a truly unique arrangement to transfer credits between the two educational institutions through the “General Studies Transfer Certificate.” This agreement allows 32 college credits to transfer seamlessly between the two schools. Dr. Weyers indicated that this is the first time that a certificate program has been eligible for financial aid. It is interesting to note that not only is NWTC the biggest supplier of transfer students to UWGB, but the reverse is also true! Both women stressed the productive working relationship between the two schools, not found elsewhere in the state, which is promoting positive change throughout their respective systems, and also moving ahead into other projects that will benefit students. Dr. Weyers added that the General Studies Certificate is available at the NWTC Regional Centers and online as well.

Mr. Golembeski summarized the School-to-Work investigation that the board has done so far. The next couple of meetings will begin to focus on specific action that the board can take to improve the transition to work for young people. The Executive Committee had indicated a desire to connect more directly with teachers and guidance counselors in the schools. In January we will look at the career planning process in the K-12 schools.

Committee Reports. Ms. Jensema reported for the Program Performance Committee. They have approved an allocation for the first round of the Baldrige incentive funds (\$100,000) for the job centers and asked for board approval. Distribution to the job centers will be made as each center meets the “Initial Certification” requirements set by the committee. Staff noted that Door, Manitowoc, and Sheboygan had already met the standard. A copy of the allocation was in the members’ packets. Motion to approve the allocation to the job centers as recommended was made by Ms. Shellman, second by Mr. Schwantes. Motion passed on a unanimous vote with no abstentions. [Note: Ms. Du Bois, Mr. Miller, and Mr. West had left the meeting by the time of the vote.]

Mr. Harkness reported for the Strategic Leadership Committee which continued to review the regional Job Service Plan and the allocation of Wagner-Peyser resources throughout the state. The committee has come to understand the key role that Job Service plays in the provision of services, and continues to analyze data regarding the use of those resources.

The vision of the Bay Area Workforce Development Board is that job skills and educational levels are increased, quality of life for all individuals is enhanced, while employers’ needs are met.

Allocation of Funds for Green Bay Job Center. Mr. Golembeski explained that the Northeast Wisconsin Job Center in Green Bay, which plays a key role in the Bay Area, is going through a period of significant change. About 46 staff from Brown County Human Services are moving out and taking a significant amount of furnishings and equipment with them. Brown County was formerly the W-2 program administrator, but that role has been taken over by Forward Service Corporation several months ago, so W-2 will continue to be administered at the job center. About 25 staff from the state Division of Vocational Rehabilitation office will be moving into the job center in July 2006. Job center partners have been working with the landlord, Thomas Juza, on plans to rehab the current building. There are challenges and opportunities in this process with the prospect that this job center will significantly improve its image and quality of service.

To assist this transition process, staff recommends allocating \$107,543 from the Baldrige Job Center Development funds that the WDB had set aside (\$600,000) to contract for a Job Center Manager, two Receptionists, a Computer Lab Manager, telephone equipment, computers and moving expenses through July 1, 2006. Staff believes this will serve to stabilize the situation in the job center during the transition, replace equipment the County is removing, and provide a forward focus on recreating the center. Members received a budget detail in their packets. Motion to approve the staff recommendation of \$107,543 was made by Mr. Perlman, second by Mr. Harkness. Motion passed on a unanimous vote with no abstentions. . [Note: Ms. Du Bois, Mr. Miller, and Mr. West had left the meeting by the time of the vote.]

Case Management Training Funding. The state Council on Workforce Investment (CWI) has allocated \$2,000 to each of the state workforce boards to encourage job center case managers to pursue the "Certified Workforce Development Professional" (CWDP) credential authorized by the National Association of Workforce Boards. Staff asked for approval of up to \$20,000 from the Baldrige Job Center Development funds to make sure there were sufficient resources to allow all Bay Area case managers (about 45 people) to get the certification. There is a charge of \$175 for the testing, and many of the current case managers will likely gain the certification without additional training. For those who require additional training, the cost is \$300. During discussion, Mr. Linzmeyer questioned whether this had been a good decision by the state Council. A Job Service staff who had gone through the training called it "okay, but not great." Ms. Smith asked whether we might not use \$20,000 for something better. In the end there was no motion and the item was tabled until the January meeting.

Updates. Mr. Golembeski gave some brief updates. He noted there was a positive article recently on the front page of the Sheboygan Press about one of our WIA-Adult participants who completed a nursing degree.

Staff has a draft from the independent auditor which indicates no findings or other problems in their recent audit of our office. A final version of the audit will be available at the January meeting. Also, happily, for the second year in a row we are seeing virtually no increase in health care premiums for staff.

The W-2 project we have been working on with the Wisconsin Council on Children and Families will also have a final report at the January meeting.

The vision of the Bay Area Workforce Development Board is that job skills and educational levels are increased, quality of life for all individuals is enhanced, while employers' needs are met.

CESA #8 is asking for private sector members to participate on committees to identify skills necessary for the New Economy. Staff will send out information about that effort.

There will be a public rollout of the NEWNorth regional branding effort on December 8, and members should expect invitations. The event will be at the Experimental Aircraft Association in Oshkosh. There will also be a press conference for the release of the Report from the Northwoods Summit on December 12.

The first Manufacturing Job Fair had taken place yesterday, November 16, and seemed quite successful with about 25 manufacturing companies exhibiting and a steady stream of job seekers coming through. There are plans to make this a regular event to help focus on the importance of manufacturing in the region.

The meeting adjourned at 3:15 PM.

The next WDB meeting is scheduled for Thursday, January 19, 2006.