



## *Bay Area Workforce Development Board*

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### BAY AREA WORKFORCE DEVELOPMENT BOARD

#### MEETING MINUTES

March 23, 2006

Present: Paul Linzmeyer (Chair), John Bloor, Bob Guenther, Larry Harkness, Penny Helmle, Jill Hennessey, Joe Hilke, Holly Hoppe, Christine Jensema, Diane Koepke, Sue Kromm, Tony Marcelle, Jean Marsch, Bob Miller, Dee Olsen, Jesus Panalez, Ted Penn, Pamela Phillips, Chuck Rohlmeier, Noel Ryder, John Schwantes, Loretta Shellman, Pat Simonar, Shawn Smith, Mike Troyer, Michael Van Dyke

Absent: Larry Bergner, Karen Besiada-Hansen, Amy Du Bois, Sue Hammersmith, John Haugh, Mike Lanser, David Lisle, Louise Lochner, Don McAdams, Sandra Paul, Sam Perlman, 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 January 19, 2006 meeting were adopted as submitted on a motion by Dr. Troyer, second by Ms. Olsen.

Committee Reports. Mr. Linzmeyer asked for and received consent to provide his updates to the members because he had to leave early. He spoke about NEW North, the regional economic development organization, telling the board that a number of committees were actively and passionately pursuing various projects including the national branding campaign for NE Wisconsin, diversity issues and, on the Educational Attainment Committee, the application of lean principles to educational institutions. In regard to the state Council on Workforce Investment, the Council has focused much of its energy on Milwaukee, recognizing that an economically healthy Milwaukee is beneficial for all areas of the state. Mayor Tom Barrett had attended the last CWI meeting and Mr. Linzmeyer had specifically advised him to look to the north for partnerships and ideas, not just west toward Madison. The Council is also encouraging the development of regional partnerships throughout the state similar to those that resulted in NEW North in our area.

Mr. Hilke reported for the Strategic Leadership Committee. The committee had studied the WIA Local Plan, especially the restructuring of the One-Stop system in the Bay Area. In particular, he emphasized the need for the board to set up appropriate measurements to gauge progress as we move ahead. It is obvious that the WDB will have to use more of its resources to help job centers plan and provide for core services as well. The Committee also supported the suggestion to contract for strategic development services that would build the capacity of our One-Stop system.

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Ms. Jensema reported for the Program Performance Committee which had invited job center representatives to provide input into the on-going Baldrige project and the shape of service delivery throughout the area. The Committee touched on many of the same issues that the Strategic Leadership discussed as they reviewed the WIA Local Plan. The dialogue with the partner agency staff was productive and will continue.

Program Report. WDB staff had reviewed contract expenditures as of December 31, and several job centers were well below 50% of their contract budgets. Rather than deobligate funds from those contracts, staff has been working with the management teams to move available WIA funds into areas of need. Mr. Golembeski explained that staff monitoring had shown several instances in which one partner program ran short of funds and reduced their contribution to core services in the job center while, at the same time, there were WIA funds available to maintain those services, but no one was connecting the dots between the two programs. He attributed this to the fact that, as program resources and staff have been cut back in many partner programs, especially in W-2 programs, partner staff have less and less time to devote to the task the WDB has given them—the strategic management of the job center. In the WIA Plan and in the subsequent budget, staff intends to contract for strategic management services to assist the job centers in better overall planning, especially in implementing Baldrige process, and across-program service delivery.

Meanwhile, two snafus were making planning difficult for the program year that begins July 1. First the US Department of Labor has not sufficiently analyzed the 2000 census data to be able to determine next year's WIA allocation to the states, so they will release some of the WIA money in April, and figure out the rest sometime next summer. Since we used to receive new WIA allocation amounts in February, this is quite frustrating. It means we will not know what WIA resources we actually have until the fall. Fortunately, the Bay Area WDB will be carrying in significant funding from the current year to maintain a stable situation in our area.

Secondly, the Wisconsin Department of Workforce Development has not been able to provide useful WIA program performance information from the ASSET database despite eight years of efforts to do so. Since much of the outcome information for WIA programs comes from Unemployment Insurance data, this information is only available from the state. This means that the Bay Area WDB will consider extending existing program provider contracts without having any useful performance outcome information. We can track the number of enrollees compared to contract requirements, and expenditures, but not outcomes such as employment retention and wage data.

That said, staff recommended renewing existing contracts by exercising our second-year option in those contracts. Members received a summary document of current contracts that included three regional contracts for business services, grant writer, and job center manager; job center contracts; WIA Younger Youth contracts; and special projects. Without the new allocations, dollar figures are not available at this time, but unless renewed, some of these contracts would have to go out for competitive bid and time would be needed for that process. Motion to exercise the option to renew all WIA contracts for a second year, with funding levels to be determined later was made by Ms. Smith with a second by Ms. Hoppe. Motion passed on a unanimous vote with abstentions from Mr. Bloor, Ms. Kromm, Mr. Miller, Dr. Phillips, and Mr. VanDyke.

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/. Staff went over the Bay Area WIA Local Plan that was due at the state office by the end of March, beginning with the diagram that showed a plan for four One-Stop Operators, five Comprehensive Job Centers, and five Access Points of Service (APS). Mr. Golembeski described the strategic aspects of the state Planning Guidelines that he felt were very positive. These included a very specific operational definition of what constituted a Comprehensive Job Center, the creation of Business Services teams, and a required liaison with K-12 education in the job centers. As discussed earlier, the Local Plan includes provision for contracting for strategic management services throughout the area. This is based on the recognition that the Bay Area WDB needs to allocate some WIA resources for this higher level activity in order to increase the efficiency of the One-Stop system through coordination and enhanced partnerships.

Lastly, Mr. Golembeski pointed to the requirement in the Planning Guidelines that required the workforce boards to work toward spending 35% of their WIA funds on training for high wage jobs. This is based on the Governor's GROW Wisconsin initiative to enhance the quality of jobs being created in the state. The Bay Area already allocates significant resources to training and has been successful at directing program enrollees toward better jobs, so this requirement will not be as difficult to achieve as in some other areas of the state.

A motion was made by Mr. Schwantes, with a second by Dr. Troyer, to approve the draft Bay Area Local Plan. Motion was adopted by a unanimous vote.

Baldrige Expenditure Allocation. Discussion continued on the staff recommendation to move some WIA resources toward activities that were more strategic in nature by bringing contractors in to work with job center management teams on the Baldrige criteria and quality improvement projects, as well as enhancing partnerships and bringing more resources into the One-Stop system. Staff suggested earmarking the remainder of 2005 dollars that had been set aside for the second-level Baldrige projects for this purpose. An initial proposal was to contract for someone to work with the Manitowoc and Sheboygan Job Centers, another to work with Marinette and the Access Points of Service, and to provide some resources to the Job Center Manager in Shawano, in addition to maintaining the Job Center Manger position in Green Bay which the WDB had just voted to extend for an additional year. Several members stressed the need to allocate sufficient funding for core services in all the job centers—a persistent problem that needs to be solved. There was agreement that making a decision today would be hasty in light of not knowing our 2006 WIA allocation numbers and with so many changes ahead with the new WIA Local Plan. Action deferred to the May meeting when a full agency budget will be considered.

WDB/LEO Agreement. There is a written agreement between the Bay Area Counties Consortium, also known as the Local Elected Officials (LEO) Board, and the Bay Area WDB that specifies the duties and responsibilities of each body. The counties are ultimately responsible for the actions of the Bay Area WDB, and have finance accountability should bad things happen. Every two years the agreement is reviewed and renewed by the two bodies. Mr. Golembeski reported that there have been no issues between the Bay Area WDB and the counties, in fact the LEO Board is very pleased with the caliber of the WDB membership and with the work it has been doing. Motion was made by Mr. Hilke, second by Mr. Ryder, to renew the WDB/LEO Agreement for two years. Motion passed on a unanimous vote.

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Nominating Committee. Election of officers will take place at the May meeting and a Nominating Committee was needed. Dr. Lanser, though absent, had agreed to chair that committee. Ms. Olsen agreed to work with him. Motion to appoint them as a Nominating Committee was made by Dr. Troyer, second by Mr. Ryder. Motion passed on a unanimous vote.

Wisconsin Council on Children and Families. The full report from our work with the Wisconsin Council on Children and Families will be released in April and staff had been reviewing options for WDB response to this report on the W-2 program in Wisconsin. Mr. Golembeski noted that WCCF is a lobbying organization that is very active in promoting legislation to improve the economic situation of low-income families. The Bay Area WDB needs to be careful about specific lobbying activities, but has an obvious interest in promoting the same goal. Staff proposed implementing the Study's recommendation that the WDB:

Establish and support a permanent committee on low-wage work as part of the Bay Area Workforce Development Board to assist with the implementation of these recommendations, and to continue exploring these and other issues surrounding low-wage work

By setting up a study group during the summer months when the full board does not meet. There was consent agreement to do that.

School-to-Work. Mr. Golembeski pointed to a document in the members' packets that provided updates on the WISCareers system that we previewed at the January WDB meeting. There was general agreement that WISCareers is a foundation upon which a effective school-to-work system could be built. It does, however, carry a significant cost for the schools to make use of it and only about half of the school districts in the Bay Area presently subscribe to it. Implementation of WISCareers as a standard system throughout the area will take a long term funding commitment as well as a strategy to engage school staff, parents, students, and employers. Staff will continue to develop a plan for this project and hopes to have something specific by the May WDB meeting.

Other Business. Mr. Miller raised the subject of the challenge some of the job centers face in meeting the needs of Spanish-speaking customers. Significant staff time is sometimes spent in assisting non-English speaking customers so that they can make use of the services, and translators are not always available. Mr. Linzmeyer took the opportunity to speak about issues related to the immigration debate going on in the US Congress and his personal opposition to the bill currently in the House of Representatives that had been sponsored by Wisconsin Congressman Jim Sensenbrenner. He encouraged board members to become informed about the immigration issues that are critical to many Wisconsin businesses and to help bring the debate back into a reality-based, grassroots focus on the role many immigrants, legal and illegal, play in our economy.

The meeting adjourned at 2:35 PM, but most members remained for a brief introduction to the new Business Assistance Center from Paul Ehrfurth, the Vice President of Economic Development at the Green Bay Chamber. The Business

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is a regional business incubator resulting from a partnership between the Green Bay Area Chamber and NWTC. A tour of the facility followed.

The next WDB meeting is scheduled for Thursday, April 20, 2006.

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