



## ***Bay Area Workforce Development Board***

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### BAY AREA WORKFORCE DEVELOPMENT BOARD

#### MEETING MINUTES

April 21, 2005

Present: Paul Linzmeyer (Chair), Karen Besiada-Hansen, Amy Du Bois, Bob Guenther, Sue Hammersmith, Larry Harkness, John Haugh, Penny Helmle, Joe Hilke, Christine Jensema, Diane Koepke, Sue Kromm, Mike Lanser, Tony Marcelle, Jean Marsch, Bob Miller, Jesus Panalez, Pamela Phillips, Reggie Phillips, Mike Ptacek, Chuck Rohlmeier, Noel Ryder, Loretta Shellman, Mike Troyer, Dave Turbiville, Michael Van Dyke

Absent: Nancy Armbrust, Larry Bergner, John Bloor, Paul Bredael, Rick Gerroll, Holly Hoppe, Steve Kopecky, Don McAdams, Dee Olsen, Sam Perlman, John Schwantes, Pat Simonar, Corky West

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 February 17, 2005 meeting were adopted as submitted on a motion by Dr. Troyer, second by Mr. Hilke.

Committee Reports. Mr. Hilke shared that the Strategic Leadership Committee had discussed three items: 1) the Local Plan for the Bay Area, 2) a recent survey of manufacturing trends and needs in Wisconsin by the Wisconsin Technical College System, and 3) options for the allocation of WIA resources in the Bay Area. The Bay Area Local Plan is based on the recommendations of the NEW Economic Opportunity Study and focuses on the real need for higher level skills even in entry level positions in NE Wisconsin. The WTCS manufacturing survey backed up the findings of the Economic Study and presented some clear challenges to the job centers to meet the needs of this important industry sector. Lastly, the staff had not received 2005 WIA allocations from the state office, so a "worst-case scenario" budget was developed and options for the allocation of WIA resources were iterated. The full WDB will have to make final funding decisions at the May 26 meeting.

Mr. Turbiville spoke for the Program Performance Committee. Since the committee finalized the Job Center Performance Criteria, he conducted two discussion sessions with job center representatives to go over the performance requirements that have been integrated into the WIA Job Center Plan format. The job center reps found the sessions very useful. Mr. Golembeski expressed thanks to Mr. Turbiville for all the extra time and travel he put in on that effort, and to Mr. Hilke as well for taking the lead on this important committee work.

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.

Literacy Programs. A presentation was given by Lisa Schubert, the Executive Director of Wisconsin Literacy. Ms. Schubert described the challenges of meeting the needs of those for whom English is not their first language, as well as the needs of many Wisconsin natives who function below the 5<sup>th</sup> grade level in language skills. Of the 13,000 individuals provided with services in 2004, she estimated that the two groups were evenly split. Wisconsin Literacy also works closely with the Department of Corrections, about half of whose 20,000 inmates are enrolled in literacy classes, the Wisconsin Technical College System, and local Literacy Councils. She described the challenges of their work which included a lack of coordination among program services and scarce resources. She asked that WDB members support Wisconsin Literacy initiatives in the state budget and provided handouts to that effect.

Motion was made by Ms. Marsch, second by Dr. Troyer to have staff draft a letter to State Senator Cowles supporting line 31 in the Department of Public Instruction budget that allocates funding to Wisconsin Literacy. Motion passed on a voice vote. There was additional discussion about working with the news media to support these efforts and to connect literacy efforts to GED instruction and financial literacy programs.

Connecting Strategic Planning to WIA Funding. Mr. Golembeski took over the meeting at this point and used a PowerPoint presentation to review the work of the WDB and to connect all the WDB efforts. The presentation reviewed:

1. The strategic planning process and outcomes from Fall 2004 as they relate to the Vision and Mission Statements of the WDB;
2. The economic environment in which the WDB is implementing its strategic plan, including the importance of engaging young workers, the new reality of the "Productivity Economy," and the challenges of the global economy and looming skill shortages;
3. The major strategic initiatives the WDB has been engaged in with many partners, including a) bringing Richard Florida to Green Bay in September 2003, b) co-sponsoring the NEW Economic Opportunity Study and working with NEW CORE on its implementation, and c) working with partners to address skill shortages in the health care and manufacturing industry sectors;
4. How the Bay Area WDB has allocated staff and funding resources in the day to day effort to add value and create positive change in NE Wisconsin.

Discussion was especially intense in regard to working more effectively with young people ages 16-25 as the workforce of the future. There was general agreement that this would be a good focus for the WDB's strategic planning in the fall. Members also reviewed the 2005 budget documents provided and Mr. Golembeski presented the challenge to make sure that the decisions to be made at the next WDB meeting on May 26 to allocate WIA resources reflect the board's strategic vision and the realities of the regional economy. Members are encouraged to discuss the options presented during the next month and come to the next meeting prepared to make difficult decisions.

In addition to the other initiatives discussed, staff continues to work on several other initiatives:

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- 1) A study of the W-2 program with the Wisconsin Council on Children and Families and a local steering committee;
- 2) Organizing the Northwoods Economic Forum to apply the Economic Study strategies to the northern region;
- 3) Assisting Shawano County to better connect K-12 education with local businesses;
- 4) A manufacturing initiative focused on developing a pool of skilled welders throughout the 18 counties of NE Wisconsin.

Ms. Shellman also complimented Mr. Golembeski for a presentation he gave to the Northeast Wisconsin County Human Services Association recently.

Do We Really Make a Difference? Mr. Linzmeyer brought the discussion of the day together by addressing the members. He spoke about the importance of constantly challenging the status quo, including our job center system. We had committed ourselves to a truthful and brutal “look into the mirror” when we first approached Richard Florida about coming to NE Wisconsin, and that effort continues. The Bay Area WDB has been a vital part of this effort and the result is that northeast Wisconsin is being seen differently than it was before and there is a real drive toward systemic change in our workforce development system. He praised the board members for the real gains that have been made and challenged them never to be satisfied. He remains committed to bringing the state Council into similar initiatives.

Other Business. Members received a registration form for a seminar on May 24 in Neenah that is bringing former congressman Steve Gunderson in to speak on his book, Jobs Revolution—Changing How America Works. Mr. Golembeski encouraged members to attend this seminar and made copies of Mr. Gunderson's recent testimony before Congress on WIA reauthorization available.

The next WDB meeting is scheduled for Thursday, May 26. (Please note that this meeting is on the 4<sup>th</sup> Thursday of the month instead of the 3<sup>rd</sup> Thursday.)

The meeting adjourned at 3:40 PM.