



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

May 24, 2007

Present: Paul Linzmeyer (Chair), Louise Blankenheim, John Bloor, Marcia Christiansen, Amy Du Bois, Shelly Ghery, Bob Guenther, Sue Hammersmith, Larry Harkness, John Haugh, Penny Helmle, Jill Hennessey, Holly Hoppe, Terri Luebke, Tony Marcelle, Jean Marsch, Don McAdams, Brian Pelon, Ted Penn, Sam Perlman, John Schwantes, Loretta Shellman, Pat Simonar, Mike Troyer, Corky West,

Absent: Larry Bergner, Ben Grigg, Joe Hilke, Christine Jensema, Sue Kromm, David Lisle, Jesus Panalez, Pamela Phillips, Chuck Rohlmeier, Noel Ryder, Ken Stubbe, Peter Thillman, Alex Zacarias

Mr. Linzmeyer called the meeting to order at 1:00 PM at NWTC Center for Business and Industry. A quorum of the WDB members was present. The Minutes of the April 19 meeting were approved as submitted on a motion by Mr. Bloor, second by Mr. Perlman.

Committee Reports. Mr Harkness spoke for the Strategic leadership Committee. The committee reviewed the status of the job centers going into the 2007 Program Year. Budget cuts will continue to drive the regionalization initiatives that the committee has been promoting over the last several years. In particular the committee members want to discuss how the job centers can assist job seekers who are in need of foundational skill development in order to succeed in the 21st century workplace. This is one of the three key strategies identified by the Bay Area WDB and the committee will meet during the summer to discuss how to approach this challenge.

Mr. Linzmeyer spoke for the Executive Committee and reported that they had reviewed the draft WIA budget and supported keeping the two contractor positions because of the importance of developing the capacity of the job center system. He believes that the staff has drafted a challenging corporate budget, and he raised concerns about the ups and downs of WIA funding as it comes down to the local areas. The Executive Committee will take that issue up this summer. Ms. Hennessey suggested that the private sector could be of assistance in this important matter perhaps using their lobbyists to communicate the importance of workforce development investment. Mr. Golembeski reminded members that he had recently forwarded some information from The Workforce Alliance to them regarding making their voices heard about the importance of federal workforce development funding. Jason Walsh from The Workforce Alliance had spoken to the Bay Area WDB last October.

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.

WIA Local Plan. Members received a short WIA Local Plan summary. The actual Local Plan (with attachments) runs almost 200 pages and is available on the board's website. The essential elements are the board's strategic plan and the description of the One Stop delivery system which were in the summary handout. After a brief discussion, a motion to approve the 2007 Bay Area WIA Local Plan was made by Mr. Schwantes, second by Mr. Guenther. Motion was approved on a unanimous voice vote. That accomplished, Mr. Linzmeyer presented framed certificates to each of the five Comprehensive Job Centers in the Bay Area for display in their buildings.

WIA Budget. Members received a WIA budget summary for 2007 dated 5/15/2007. Staff clarified that the document dates needed to be changed on the handout. The title should read "2007 Budget Recommendations" and the subtitles should read "2007 Allocation" in each category. The 2007 WIA allocation was about 12.5% lower than last year and, with less carry-in funding available, there is about a 30% reduction in available funds from last year to this. The draft budget reflects the belief of the staff and the Executive Committee that we should maintain the two contracted positions for system capacity building. The job centers will be getting significantly fewer dollars than in 2006 and that will require some downsizing even though we have been preparing for this through our regionalization efforts. The draft budget reflects the board's decision to drastically reduce WIA services to Younger Youth. There is a provision under "Contractors (continuation)" to provide services to enrolled WIA Younger Youth to make sure those individuals finish their program plans. The draft budget includes funding for the adult and youth programs with the Wisconsin Department of Corrections contingent upon DOC's commitment to have of the cost of each program. Ms. Gregory-Paasch explained that, should DOC decide not to share the cost, staff will come back to the board to allocate some of the funds to provide services to enrollees as those programs close down. There will be even less carry-in funds available next year in 2008. Motion to approve the draft budget was made by Dr. Troyer, second by Mr. Perlman. Motion passed on a unanimous vote with abstentions by Bloor, Christiansen, Ghere, Haugh, and Pelon.

The second part of the WIA budget was on a handout titled "Proposed Job Center Allocations." These numbers provided a specific amount of funds to each Comprehensive Job Center and their affiliated Access Points of Service (APS). Staff explained that the allocations were based on budgets that each job center management team had submitted, and that the overall reduction in WIA funds, the numbers served by each job center and APS, and WIA performance were factored into the allocations. Mr. Golembeski explained that this was the first year that the state data system, ASSET, allowed us to break out performance by contract so that we could now take that into consideration. He also emphasized the importance of WIA performance since Bay Area lost out on approximately \$20,000 in a WIA Incentive Award last year because we were three-tenths of a percent short in one performance area. Staff also stated their recommendation that the allocations to the APS sites were maximum amounts allowed. Negotiations with the management teams would allow for transfer of resources to the Comprehensive Centers from the APS, but not the reverse. Members understood the challenges presented by these lower allocations but were pleased that a common process was applied to all the job centers based on real data instead of simply using a percentage cut across the board. Motion to adopt the proposed job center allocations was made by

Dr. Troyer, second by Mr. Harkness. Motion passed on a unanimous vote with abstentions by Bloor, Christiansen, Ghere, Haugh, and Pelon.

Corporate Budget. Members reviewed the draft Corporate Budget for 2007. It represented a 8% cut from 2006. Included in the budget is \$10,000 to join the Virtual Job Center consortium which staff believes will give us the most effective Internet-based services through a statewide project. Members asked about a couple of line items but, unsurprisingly, the biggest expense is for staff and benefits. Additional reductions would have to come in those areas if the board requests that. Line item numbers were based on actual 2006 expenses. Motion to adopt the draft Corporate Budget was made by Mr. Schwantes, second by Mr. Perlman. Motion passed on a unanimous vote.

Younger Youth Continuation Contract.

Older Youth Competitive Contracts. The board reviewed the recommendations for competitive contracts from the Proposal Review Committee. Staff thanked Ben Grigg, John Haugh, Ken Stubbe, John Schwantes, and Paula Huff (Youth Council member) for their time and expertise in reviewing the proposals. Staff noted that no Targeted Younger Youth proposals were considered due to lack of funding. Committee recommendations were:

1. Continuation services to enrolled WIA Younger Youth in the amount of \$175,000 to a joint proposal by Family Services and Forward Service Corporation;
2. Older Youth services in Brown County to Forward Service Corporation in the amount of \$64,615;
3. Older Youth services in Sheboygan County to the Sheboygan Job Center in the amount of \$45,000;
4. \$15,385 be available to all the contractors for work experience programs for enrollees.

Motion to adopt the committee recommendations was made by Mr. Guenther, second by Dr. Troyer. Motion passed on a unanimous vote with abstention by Christiansen.

Project Updates. Jean Marsch, who is leaving the WDB after this meeting, gave a presentation on the use of the "Safe-Lifting Grant" that St. Vincent Hospital had obtained through the WDB last year. She provided a PowerPoint presentation on the number of individuals trained and the indications of successful reduction in staff injuries due to the use of better lifting equipment. There were also photos of the actual equipment that is now used in some areas of the hospital.

Job Center Website. Karen Flood, Job Center Project Manager, gave a demonstration of the Virtual Job Center project that Bay Area is joining on July 1. There are three other areas of the state that will be using this shortly and DWD is working with us to make this an effective means of serving a large segment of our customers. The website is divided into "Job Seeker" and "Employer" services and is constructed to mirror the Core, Intensive, and Training service pattern of job centers. The information and links will be customized for each county. There is an area on the website for recruitment ads that can be sold to employers. There will also be an 800 number and e-mail for customer assistance once the site is fully operational. The annual dues to join this

project will go toward purchasing quality videos on topics such as interviewing and resume writing that will be available on the website, as well as for marketing the site. Behind this is a management tool that allows job center staff to track customers and help them follow up on receiving various kinds of service. Supervisors will be able to monitor caseloads and the system will have a tickler file to help case managers work with customers over the Internet. Bay Area hopes to go live with the site on July 1. Ms. Flood will be working on getting it all set up.

NEW North Business and Higher Education Committee. Mr. Linzmeyer reported on the work of two NEW North committees: the Educational Attainment Committee (chaired by Dr. Rafn, NWTC President) and the Business and Higher Education Committee which he is heading up. The first is looking at the PreK-12 system and working to improve the college aspirations of our young people, while the latter is working to better align postsecondary education systems with the needs of business. He noted simply that we are challenged by the fact that higher education is not currently giving business what it needs. The work of the two committees overlaps a great deal as postsecondary education spends a lot of resources remediating PreK-12 deficiencies at a time when the business sector needs broader-based skill sets that include knowledge of human culture, integrated learning across disciplines, and ethics. His committee would like to see business become the champion of investment in education, but this will require significant changes in educational bureaucracies such as the introduction of lean concepts into delivery systems and a greater focus on the acquisition of learning, not just the attainment of degrees. He asked the board to take up this issue in some detail in the fall. There was general agreement to do so.

Summer Activities and Fall Plans. Mr. Golembeski reminded members that the full WDB will not meet during the summer months. The next full board meeting is set for September 20. A new meeting schedule for the next year and a half was in the packets. The Strategic Leadership Committee will meet on June 28 and on July 26. He also asked members to reserve Sunday, September 16 (note that this is the 3rd Sunday, not the 2nd as he stated) for the board's annual cookout. The Packers play out of town that weekend, so more members will be able to attend.

The meeting adjourned at 3:15 PM.

The next meeting will be September 20, 2007.