



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

May 25, 2006

- Present:** Paul Linzmeyer(Chair), Karen Besiada-Hansen, John Bloor, Amy Du Bois, Sue Hammersmith, Larry Harkness, John Haugh, Penny Helmle, Jill Hennessey, Holly Hoppe, Sue Kromm, Louise Lochner, Tony Marcelle, Jean Marsch, Don McAdams, Bob Miller, Dee Olsen, Ted Penn, Sam Perlman, Pamela Phillips, Noel Ryder, John Schwantes, Shawn Smith, Mike Troyer, Alex Zacarias
- Absent:** Larry Bergner, Bob Guenther, Joe Hilke, Christine Jensema, Diane Koepke, Mike Lanser, David Lisle, Jesus Panalez, Sandra Paul, Chuck Rohlmeier, Loretta Shellman, Pat Simonar, Michael Van Dyke, 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 April 20, 2006 meeting were adopted as submitted on a motion by Mr. McAdams, second by Dr. Troyer. Mr. Golembeski called attention to a news article in their packets about a carpentry training program for Hmong immigrants that was spearheaded by WDB member Bob Guenther.

Committee Reports. Mr. Harkness reported for the Strategic Leadership Committee. The members had gone over the strategic aspects of the WIA budget and understood the urgency of taking action to adjust to significantly reduced resources in 2007. The committee will meet during the summer to look out 3-5 years and try to position our One-Stop system to provide services focused on strategic value. There was much discussion about the proposed “strategic manager” positions in the budget and the committee strongly recommended that these positions not be tied to geography but function as change agents throughout the area.

Mr. Haugh reported for the Program Planning Committee. The members had reviewed contractor performance through the third quarter of the year. There was also discussion about the focus and role of the committee, and members asked that the Executive Committee review a staff proposal on that issue.

The WDB had additional discussion about strategic direction for the One-Stop system. Mr. Linzmeyer asked why it was taking so much time to create real change and suggested a lean assessment to provide better direction and spur action. Mr. Harkness suggested that the two strategic manager positions in the draft budget could help drive that process since the job center partners seemed so caught up in day to day program

management. Mr. Golembeski reported that there are on-going meetings with partners to consolidate services, but that there was still not a sense of urgency to get things accomplished. The bottom line, however, is that the Bay Area One-Stop system will have to look very different on July 1, 2007 than it does today because we anticipate resource reductions of around 30%. It was suggested that WMEP might help us with this lean assessment process, and Ms. Hennessey offer Manitowoc Company resource to help as well. Staff will work with the Strategic Leadership Committee to follow up with those suggestions.

Strategic Plan Discussion.

Job Centers. Members received a one page "Strategic Plan 2006" summary that reiterated the four strategic goals from 2005 and added the following:

Investing in people, systems, and tools that enhance the alignment of the job centers, K-12, and postsecondary education systems, with the needs of the regional economy.

The document also included five Action Steps focused on consolidation of regional employment and training services as well as implementation of the state strategy in the area of business services and connection to the K-12 schools.

Program Numbers. Mr. Golembeski observed that the board does not receive a great deal of program performance information, so several documents were included in members' packets providing some program numbers. One document showed WIA program performance as of the end of the third quarter for each of the 11 areas of the state. Bay Area was meeting or exceeding all performance requirements as of that date. Final performance numbers for the year that ends June 30 will not be known until late in the fall. Also included was a chart of the number of people enrolled in each WIA program for this program year for each of the 11 workforce areas. Staff noted that the Bay Area has more WIA Older Youth enrollees than any other area of the state.

School-to-Work. Members received a summary of the WDB's exploration of school-to-work issues since September 2005. Staff noted that the draft budget included some unobligated WIA Younger Youth fund that might be used for an action plan in this area, but that we had not yet reached a consensus on how best to have a realistic impact. Mr. Golembeski shared his overall observation that resources in the school districts, including guidance counselor time, tend to gravitate toward the top 15% of academically gifted students and to the 15% of special needs students, often leaving 70% of the students less prepared for success after high school. If the WDB wishes to have an impact, that 70% group has to be taken into account. Many programs, such as Youth Apprenticeship, are very successful, but impact only a very small percentage of students. A broader impact is needed to meet the workforce needs of NE Wisconsin and more effectively connect young people to good employment opportunities.

Members had a lengthy discussion of issues and learnings from the board's inquiry. These included:

- the successful efforts of the health care industry over the past decade to improve the image of careers in that sector, especially among young people;

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- the perceived need to improve the image and marketing of manufacturing careers in NE Wisconsin.

There is broad agreement that communication and coordination among parents, students, regional businesses, community organizations, and educational systems needs to be improved. Staff will work with the Manufacturers Alliance group that is forming to determine the next steps in this effort. [Note: notes from the discussion are available from the Bay Area WDB office.]

Corporate Business.

Election of Officers. The Nomination Committee provided a slate of nominees:

Chair	Paul Linzmeyer *
Vice Chair	Christine Jensema *
Secretary	Tony Marcelle *
Treasurer	Sam Perlman *

At-Large Executive Committee	John Haugh *
At-Large Executive Committee	Mike Troyer *

Strategic Leadership Committee	Joe Hilke (Chair) *
	Larry Harkness
	Karen Besiada-Hansen
	Mike Troyer

Program Performance Committee	Christine Jensema (Chair)*
	Don McAdams
	Loretta Shellman
	John Haugh
	John Schwantes
	Shawn Smith
	Noel Ryder
	Tony Marcelle

* Denotes Executive Committee member

These are for two-year terms. Motion was made by Mr. Ryder, second by Mr. Schwantes to elect the officers and make the appointments recommended by the Nomination Committee. Mr. Linzmeyer expressed his willingness to serve one more term as Chair, but also that he considered this nomination to include a succession plan in which the Vice Chair would be his likely successor in two years. Motion was adopted on a unanimous vote.

Strategic Plan. The board had discussed this document earlier in the meeting. Motion to approve the Strategic Plan for 2006 was made by Mr. Haugh, second by Mr. Harkness. Motion was adopted by a unanimous vote.

Corporate Budget. Members reviewed a 2006 Corporate Budget that reflected a 1.65% overall increase from 2005. Staff will receive a 3% pay increase. Motion to adopt the draft budget for the WDB office was made by Dr. Hammersmith, second by Dr. Troyer. Motion was approved by a unanimous vote.

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WIA Contract Budget. Members reviewed several documents including a spreadsheet for WIA funds in the Adult, Dislocated Worker, Older Youth, and Younger Youth programs, as well as for Administration. There was also a breakdown of those dollars from the four program categories for each job center. A final document provided funds to the on-going Younger Youth contracts.

Mr. Haugh pointed out that the Program Performance Committee had reviewed the numbers of individuals enrolled in each contract compared to the contract requirements, and he raised a concern about the Expelled Youth program under Older Youth. The budget was amended to approve only 50% of the recommendation for that program (reduce \$224,931 to \$112,466) pending additional information and discussion about this program.

Staff pointed out that they were recommending a 3% increase in the WIA dollars going to the job centers from the Adult, Dislocated Worker and Older Youth funds as an incentive to move the consolidation process ahead during the next year. In addition, a small amount of Younger Youth dollars were allocated to the job centers because of the new DWS requirement that they establish a liaison with local school districts. Mr. Golembeski observed that, with the exception of the Younger Youth and Administration dollars, staff was recommending that we obligate all available WIA funds. He warned that our One-Stop system will have to look very different on July 1, 2007 from what it does today, and that next year we will likely deal with a reduction in available WIA funds in the area of 30%. In this budget, tuition funds were decreased significantly from 2005 levels. If additional funds are forthcoming from DOL in the fall, tuition would be a top priority for their use. The draft budget also included funding for two "strategic managers" along the lines recommended by the Strategic Leadership Committee. The budget also maintained the Business Services Manager contract and both programs (Youth and Adult) in which we are collaborating with the Wisconsin Department of Corrections.

Motion to approved the recommended budgets in these documents, with the adjustment to the Expelled Youth program pending further discussion, was made by Mr. Harkness, with a second by Dr. Troyer. Motion was adopted on a unanimous vote with six abstentions (Bloor, Haugh, Kromm, Lochner, Miller, Phillips).

Updates.

Targeted Training Programs. Mr. Golembeski described the focus of special training programs that the WDB has been funding: nursing, welding, and most recently, computer numerical control (CNC) training. In the case of nursing, we have been purchasing whole sections which the technical colleges add at significant cost, but most trainees are dislocated workers, and their unemployment clocks are ticking so they cannot sit on waiting lists for these classes. Trade Act usually shares the cost with our WIA dollars, and we have good completion rates with high paying jobs after training. The CNC program has just begun at the NWTC Marinette campus. It is an effort to compress the training into a fast-paced program that addresses a big demand in the marketplace.

Special welding training programs have been conducted in Manitowoc and Sturgeon Bay. This program compresses a year-long program into ten weeks with a couple of

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workshops in teamwork, lean manufacturing, ISO, and job retention skills. So far we have been able to recruit WIA-eligible trainees to fill the slots. Each section, three so far in Manitowoc and one section underway in Sturgeon Bay, graduates about 15 welders and there is a huge demand for them. Mr. Linzmeyer asked about recruiting trainees from other targeted groups as had been discussed during the planning process. Mr. Golembeski responded that there were capacity issues for welding training at the technical colleges. Ms. Hennessey indicated that there was an on-going need for welders, particularly at her company. Mr. Linzmeyer asked that the previous planning group be brought back together to explore the use of company facilities for more training capacity. Ms. Franz will follow up.

NEW North Report. A session for NEW North Executive Director Jerry Murphy had been set up with business leaders in Marinette on April 25, and that had gone well. Staff continues to work on connecting NEW North with the northern counties. Mr. Murphy had also spoken to the Sheboygan Area Chamber Workforce Development Committee chaired by Joe Hilke.

State Council Report. Mr. Linzmeyer reported that the state Council has been developing ways to encourage regional partnerships similar to NEW North with the funds it has available.

WCCF W-2 Project. Little has been done to follow up on the report from this project, but staff hopes to put a committee together this summer to look at an action plan.

Summer Activity and Fall Focus. Both standing committees plan to meet during the summer to continue their work. The Executive committee will meet to set up the focus for the fall meetings. We had previously discussed taking a hard look at immigrant workers in NE Wisconsin.

New Members and Departing Members. Both Dee Olsen (who was present) and Diane Koepke (who was not) are leaving the board and both Mr. Linzmeyer and Mr. Golembeski thanked them for their service. The local elected officials had recently appointed several new WDB members effective July 1. Those included, Ben Grigg, President of Aarrowcast in Shawano; Dan Miller, President of Associated Bank in Shawano; Donald Smith, Human Resources Manager at Stora Enso in Niagara; and Ken Stubbe, Executive Director of the Economic Development Corporation of Manitowoc County.

The meeting adjourned at 3:20 PM.

The next WDB meeting is scheduled for Thursday, September 21, 2006 after the summer recess.

Other Business.

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The meeting adjourned at PM.