



## *Bay Area Workforce Development Board*

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### **BAY AREA WORKFORCE DEVELOPMENT BOARD**

#### **MEETING MINUTES**

**September 21, 2006**

**Present:** Christine Jensema (Vice Chair), Amy Du Bois, Shelly Ghere, Ben Grigg, Bob Guenther, Sue Hammersmith, Larry Harkness, John Haugh, Penny Helmle, Jill Hennessey, Joe Hilke, Sue Kromm, David Lisle, Terri Luebke, Tony Marcelle, Jean Marsch, Bob Miller, Dan Miller, Jesus Panalez, Ted Penn, Sam Perlman, Chuck Rohlmeier, Loretta Shellman, Pat Simonar, Ken Stubbe, Peter Thillman, Michael Van Dyke, Corky West, Alex Zacarias

**Absent:** Larry Bergner, Sandra Beschta, Karen Besiada-Hansen, Louise Blankenheim, John Bloor, Holly Hoppe, Paul Linzmeyer, Don McAdams, Pamela Phillips, Noel Ryder, John Schwantes, Mike Troyer

Ms. Jensema called the meeting to order at 1:00 PM at the NWTC Center for Business and Industry. She thanked the members for their commitment and dedication, beginning with a quotation about leadership and generosity. A number of new members were present, so all in the room introduced themselves. A quorum of the WDB members was present. Minutes of the May 25 meeting were approved as submitted on a motion by Mr. Haugh with a second by Mr. Zacarias.

**Committee Reports.** Mr. Hilke reported for the Strategic Leadership Committee. Committee members are discussing four areas that are vital to consolidating job center services and in providing real value to employers and job seekers. **First**, we must increase the amount and the quality of Internet-based services. To address this, a single job center website for the Bay Area is being developed. The Manufacturers Alliance is also working on a website dedicated to connecting job seekers who have manufacturing experience with area companies. **Secondly**, business services is a key area for development. A serious concern was raised about whether the new WIA training policy from DWD, focusing on training for high wage, in-demand jobs, conflicts with the needs of employers for shorter term, more focused training. **Thirdly**, the job centers must continue to meet the needs of job seekers who fall into the targeted population groups and who require extra assistance to succeed in this faster-paced economy. Staff has recently worked with the state office to define computer literacy as a “basic skill” that is a fundamental requirement for almost any job, rather than an area of specialized training. **Fourth**, engaging young people in the regional economy is vital. A recent youth job fair in Green Bay was a big success with 20 employers and several hundred young people participating.

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The Program Performance Committee did not meet. There was discussion last spring about the roles of the two committees because their work had begun to overlap. The Executive Committee will take up that discussion this fall. Members received a draft committee role statement drafted by Ms. Jensema, Mr. Hilke, and Mr. Golembeski. Input to the Executive Committee is welcome. Mr. Golembeski explained that, following the principles of Policy Governance, committees are formed only as needed for specific purposes and designed not to do the work of the full board.

**Board Updates.** Mr. Golembeski asked members to fill out Disclosure Statements indicating whether anyone had conflicts of interest when it came to funding matters. These documents will be kept on file for reference.

Several changes had been made to the Bay Area WDB Financial Procedures and the Personnel Policies. Changes were described in a document in the members' packets. Financial Procedures were adapted to the new Great Plains accounting software and a section was added in compliance with the new Sarbanes-Oxley legislation. Routine procedures to make sure several people review financial transactions were not changed. Personnel Policies were updated for Sarbanes-Oxley as well and sections were added to clarify compensatory time, personal Internet usage, and camera phones. Mr. Golembeski indicated that the full documents were available upon request. Motion to adopt both the new Financial Procedures policies and the Personnel Policies was made by Mr. West, second by Mr. Hilke. Motion passed on a voice vote.

Members reviewed PY 2006 budget numbers. Unspent funds ("carry-in") from 2005 were now finalized and there are some unobligated funds in the WIA Adult and Dislocated Worker programs. Mr. Golembeski explained that staff had significantly overestimated WIA Youth carry-in funds by \$400,000 due to a staff error. Since the board had not allocated all the Youth dollars, the situation is not as dire as it might otherwise be. The program most affected is the Expelled Youth program which had received only half of its recommended allocation because of questions regarding enrollment numbers and the whether other resources were available. Enrollment numbers are good now, but the other question has not yet been resolved. This will be addressed at the October board meeting. Staff has been meeting with partners to set up new levels of collaboration to make sure that all enrolled youth receive appropriate services, and that seems to be addressing the need. In addition most of the job centers have voluntarily returned WIA youth dollars allocated to them so that about \$64,000 will be available when the board considers this item in October.

No new WIA performance information was available from what was available in May, but Mr. Golembeski stepped through the WIA performance measures with the members.

Staff has been working on an updated Youth Council roster, but it was not completed at this time.

**Board Issues.** At this point, guest speakers began to arrive, so the agenda was changed to accommodate them. **Paul Rauscher**, the President of EMT International spoke to the board about the new **Manufacturers Alliance** group. He thanked the members for contracting with NWTC for Ann Franz as a Business Services Manager.

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His conversation with her led to a meeting in late January that brought a small group of manufacturing company representatives together to discuss the needs of this important industry sector. As a group they are experiencing significant shortages of skilled workers. Since the initial meeting, the group has been growing by word of mouth every month and it is now at about 25 companies. A strategic planning session was held and four goals were established:

1. Create a positive image for manufacturing careers in NE Wisconsin;
2. Position NE Wisconsin as an recognized hub for advanced manufacturing;
3. Grow partnerships with education, workforce development and economic development groups;
4. Focus on workforce development for manufacturing.

Mr. Rauscher explained the importance and potential for manufacturing in the region. Recently, staff had developed a database to help connect workers dislocated from Georgia-Pacific with the MA companies. The companies liked the concept so much that the project has been expanded to include dislocated workers with manufacturing experience from throughout the Bay Area and the Fox Valley Area counties. NEW North will also be using the online one-page application to connect workers in other areas of the country with area companies. This morning there was an announcement that the two workforce boards will receive a state GROW Grant of \$50,000 to building this website and conduct a series of "Manufacturing Academies" for K-12 students in NE Wisconsin. While membership continues to expand by word of mouth, the plan is to make the Manufacturers Alliance public at the NEW North Summit on December 14 in Manitowoc and offer membership to all manufacturers in the 18 counties. At that time, there will be dues so that the group can support itself.

This was followed by a presentation on the work being done to assist individuals returning to our area from state prisons. **Orrie Kotecki**, Probation and Parole Agent, and **Deacon Mike Schmitt**, who conducts a prison ministry at Nativity Parish in Green Bay, spoke to the members about the **Community Circles of Support** project that Mr. Golembeski has been involved with. The speakers outlined the challenges facing individuals who have served their time in state prisons, especially with regard to housing and employment. Yet over 90% of those who serve time in state prisons return to Wisconsin communities. In 1980, Wisconsin Department of Corrections released 1,602 individuals; by 2002 the number of those released from state correctional facilities was 7,731. Community Circles of Support are made up of citizen volunteers who meet monthly with several individuals who have been released back into their neighborhoods to provide accountability, support, and referral services. This is a model that has been successfully implemented in Ohio, and the Ohio staff came to the area last May to provide some initial training. The first Circle should be created in Green Bay sometime in November. In addition to the Community Circles, this group has been working to connect employers with the state prison training programs. Through Great Lakes Staffing, five individuals from the Sanger B. Powers Correctional Center have completed training and are now employed at Bay Shipbuilding in Sturgeon Bay. Mr. Golembeski had brought two people from Manitowoc Cranes into the Kettle Moraine Correctional Institution to look at their welding training program. The skills shortage in the manufacturing sector is providing some real opportunities for prisoner re-entry programs at this time. Staff has been focused on bringing people together to make mutually beneficial connections.

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Several other issues were briefly discussed. The **Job Center Regionalization** discussions continue and a more detailed report was given at the Strategic Leadership Committee meeting. The job centers will continue to evolve in four key areas:

1. Increased availability of services, especially Core Services, via the Internet;
2. More effective Business Services, especially to high wage, high growth companies;
3. More efficient services to targeted populations, including WIA participants;
4. Engaging young people in the regional employment and training system.

These are the areas around which the future job center system in the Bay Area will be built.

There were no significant updates around the **School-to-Work** issue other than the fact that initiatives such as the Manufacturers Alliance are discussing ways to have an impact in this area as well. The more effective use of WISCareers continues to be a goal. The October board meeting will likely focus on this issue. Similarly, the project with the Wisconsin **Council on Children and Families** (“Toward a Better Design”) on increasing educational opportunities for W-2 participants has not moved ahead very much other than in on-going partnership between WIA and the W-2 agencies. In Green Bay, for example, the WDB is putting more WIA funding into the computer lab which is used extensively by W-2 participants to acquire a necessary set of employment skills. Meanwhile, the state of Wisconsin has received a large grant from the Joyce Foundation to recreate the W-2 program, and Bay Area staff is working with WCCF to find ways to participate in that effort.

Little has been done yet to address the issue raised by the Executive Committee regarding developing effective ways to **postsecondary education among minority youth**. The educational institutions have such initiatives, and that information needs to be gathered and reviewed. Lastly, the second **Northwoods Economic Summit** is scheduled for Tuesday, October 3 at the Four Seasons Resort in Pembine. Brochures were in members’ packets. After last year’s Northwoods Summit, there was the hope of hiring staff to promote the subregion and connect to regional initiatives, but funding was not available. This year, conference participants from the northern counties will be provided updates on the various regional initiatives and information about how best to connect to those efforts.

The final speaker of the day was **Jerry Murphy**, the Executive Director of **NEW North**. Mr. Murphy spoke about the development of the NEW North organization over the last year as a regional economic development initiative that covers 18 counties. Branding NE Wisconsin so that it has a simple, positive, and compelling image across the country is a focused effort that is anything but a one-time marketing campaign. He has been working closely with the Manufacturers Alliance in particular because of the importance of advance manufacturing to the economy of NE Wisconsin. As an example of the branding initiative, there is an effort beginning that will put a NEW North insignia label on all goods made in the region. NEW North is also partnering closely with the NEW Regional Economic Partnership (NEWREP), an alliance of the economic development organizations in the 18 counties. The NEW North website has recently

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been upgraded to reinforce the brand (“more than what you expect”), provide more detailed information to companies and workers who are interested in moving to the area, and link more closely to existing resources such as NEWREP. Mr. Murphy announced that the **3<sup>rd</sup> annual NEW North Summit** was scheduled for Thursday, December 14 at the Civic Center in Manitowoc.

No other updates were presented. Ms. Jensema, who survived her initial stint as Chair, finished with an exhortation about leadership. The meeting adjourned at 3:50 PM.

The next Bay Area Workforce Development Board meeting is scheduled for **Thursday, October 19, 2006** at 1 PM.