



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

September 22, 2005

Present: Paul Linzmeyer (Chair), Larry Bergner, Amy Du Bois, Bob Guenther, Sue Hammersmith, John Haugh, Penny Helmle, Joe Hilke, Christine Jensema, Diane Koepke, Mike Lanser, David Lisle, Tony Marcelle, Jean Marsch, Don McAdams, Dee Olsen, Jesus Panalez, Reggie Phillips, Chuck Rohlmeier, Noel Ryder, John Schwantes, Loretta Shellman, Shawn Smith, Mike Troyer, Michael Van Dyke, Corky West, Alex Zacarias

Absent: Karen Besiada-Hansen, John Bloor, Larry Harkness, Holly Hoppe, Steve Kopecky, Sue Kromm, Bob Miller, Sandra Paul, Sam Perlman, Pamela Phillips, Pat Simonar

Mr. Linzmeyer called the meeting to order at 1 PM at the NWTC Center for Business and Industry. Roll Call showed a quorum present. Introductions of new members were made. The Minutes of the May 26, 2005 meeting were adopted as submitted on a motion by Mr. Schwantes, second by Mr. Van Dyke.

Committee Appointments. The members voted unanimously for the following committee appointments on a motion by Dr. Hammersmith, second by Ms. Marsch. In addition to the *ex officio* members: Paul Linzmeyer, Don McAdams, Bob Guenther, and Diane Koepke, the board approved the appointments of Joe Hilke, Christine Jensema, and John Haugh to the Executive Committee.

Joe Hilke, Larry Harkness, Karen Besiada-Hansen and Mike Troyer were appointed to represent the WDB on the Strategic Leadership Committee, along with four members named by the job center partners. Those partner representatives are: Renee Koenig, Heidi Schaible, Elizabeth Mahloch, and Brian Pelon.

The Program Performance Committee Chair will be Christine Jensema and the other members are: Loretta Shellman, John Haugh, Don McAdams, John Schwantes, Shawn Smith, Tony Marcelle, and Noel Ryder.

Members received an updated listing of the Youth Council which included several new members. Motion to approve the updated Youth Council membership roster was made by Dr. Troyer, second by Mr. Schwantes. Motion passed unanimously on a voice vote.

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Youth Corrections Project. There had been only one response to the Request for Proposals put out by the WDB for a Youth Corrections Project, and that was from Family Services. Staff has reviewed the proposal and recommends approval of a contract. Motion to approve the contract with Family Services for this new project was made by Mr. Phillips, second by Mr. Guenther. Motion passed unanimously with no abstentions.

Committee Reports. Mr. Hilke reported for the Strategic Leadership Committee. Staff reported on the positive progress of the Action Steps for regionalizing job centers as described in the WDB's strategic plan in May. The committee also reviewed the Wagner-Peyser (Job Service) regional plan that included focusing on two key industry sectors: health care and manufacturing. In addition, Job Service is trying to focus staff and resources on a couple of key areas: business services, workshops, veterans services, UI profiling, Trade Act services, and resource rooms in the job centers. Consolidation of staff and resources is being considered as resources decrease. Members received a two-page plan overview and the full text of the regional plan report. The committee also discussed on on-going application of Baldrige process to the job centers.

Ms. Jensema had chaired her first Program Performance meeting. Members had discussed WIA performance for the year that ended on June 30, 2005 and it looks as if we will fail to meet the Older Youth earnings standard, but meet or exceed all the other 15 performance standards. The committee also discussed options for allocating the \$100,000 for achieving initial certification using the Baldrige principles. Staff will draw out some options for the committee.

WIA Program/Project Updates. Mr. Golembeski provided a number of updates on various board projects.

He recognized Paul Bredael and Mike Ptacek who recently resigned from the board. Mr. Bredael has moved to Arizona for an employment opportunity, and Dr. Ptacek has retired from the Green Bay School District.

He reported that He and Betty Gregory-Paasch continue to attend as many of the job center Management Team meetings as possible to promote the action steps identified by the board.

The program with Family Services working with people transitioning from the Oshkosh Correctional Facility back into our communities has been renewed with the Department of Corrections picking up half the cost. This remains a unique effort that has been quite successful in helping people reintegrate after incarceration. He has recently joined the Community Relations Advisory Committee for the Department of Corrections and is chairing a subcommittee to assess available resources for reintegration.

NWTC has been awarded the contract for a Business Services position, but they have not yet hired someone. Several projects are waiting for this contract to get going.

The WDB is contracting with Wendy Seronko as a grant writer.

The Expelled Youth program is continuing with the new school year underway. Family Services is the contractor.

The Bay Area WDB budget included \$10,000 for projects related to implementation of the regional economic study. Those funds have been allocated to the recently formed NewNorth board to assist them in their regional branding project set to roll out in December. Mr. Linzmeyer serves on the NewNorth board.

The Northwoods Economic Summit, which will apply the recommendations of the regional economic study to that subregion, is all set for October 4 at the Four Seasons Resort. Registrations are coming in and about 100 people are expected to attend.

Employers are beginning to experience a labor shortage once again and calls for assistance come in more frequently. In particular, Marinette Marine is building a speedboat for the US Navy and we are working with partners to assist them in hiring 100 welders over the next few weeks. We are partnering with Fox Valley WDB to assist Ariens Corporation as well.

State Council Report. Mr. Linzmeyer spoke about the various ways in which the State Council is following the Bay Area's lead in promoting regional collaboration and developing strong collaboration with the private sector. The NewNorth organization brings in business participation at a strategic level and the regional branding campaign that was initiated by the so-called "CEO Group" of business owners will be rolled out in early December with a regional event. The state Council on Workforce Investment is also advocating that the workforce boards utilize the Baldrige Express process that the Bay Area used last year to develop our strategic plan. Mr. Golembeski has been serving on the implementation committee for that project.

School-to-Work. Mr. Golembeski led the discussion of School-to-Work (StW) issues by explaining to the members that this discussion was going to run over the course of several meetings and that today was a day to raise some key issues without reaching a solution. The intent is to gather a great deal of information and then identify a couple of things that the Bay Area WDB can do to impact and improve the way in which our young people get connected to the world of work in NE Wisconsin.

Members viewed a video of Dr. Ken Gray, the author of More Than One Way to Win, a book in which Dr. Gray looks at the misalignment between education and job opportunities in the United States. In summary, Dr. Gary contends that:

1. A large number of American high school students are not prepared academically for college-level work, but enroll in a four-year college anyway because they and their parents believe it is the only path to economic success. Many of these students never finish a bachelor's degree, but are saddled with repaying student loans.
2. Many students attending four-year colleges or university aspire to professional careers that pay well, but those jobs are limited in number and many people with degrees never get into those jobs.

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3. There are many good paying jobs in the technical professions that require postsecondary education but not a four-year degree.

Mr. Golembeski shared information about jobs available on JobNet in NE Wisconsin, sharing the fact that on Friday, August 19, there were 133 jobs listed under the rubric "Precision Production-Metalworking" in NE Wisconsin, most of which paid quite well. He looked at some other technical categories as well, and these indicated that manufacturing is far from in decline in our area, and that these jobs pay well. Data from 2003 shows that the Manufacturing sector pays the highest annual wage of any industry sector in six of the ten Bay Area counties, and it is second only to the Construction sector in a seventh county.

He also shared a diagram he is continuing to work on in which the various elements of StW (Family, Students, K-12 Education, Technical Colleges, Universities, Employers, and the Community itself) can be viewed as systems with inputs and outputs. Often the output of one system seems misaligned with the input needs of the other systems. He suggested that such a diagram may assist the board in its discussion by focusing on how systems might be better aligned to the benefit of our young people.

Extensive discussion followed around the issues raised by this information. The main themes are attached to the Minutes. Mr. Linzmeyer suggested that the Executive Committee get together to identify key issues and provide some focus for the next WDB meeting. At the October meeting, the board will hear from Nancy Schopf (Vice President for Education at the Green Bay Area Chamber), Christopher East (Career Center and Tech Prep Director at NWTC), and Kristi Kittell (a Trainer from Inspired Training). Their presentations will provide information about the StW programs available now and about generational issues.

The meeting adjourned at 3:45 PM.

The next WDB meeting is scheduled for Thursday, October 20, 2005.

Discussion Notes on School-to-Work
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There are negative aspects to "tracking" students from early in the education process.

Everyone continues the process of personal development throughout life.

There are other motives for education, such as citizenship and personal growth, besides the economic reasons.

There is a need to broaden young peoples' expectation of "success."

Manufacturing/technical jobs often have a negative image.

Career and education plans need to be long-term.

We need to achieve a balanced workforce in NE Wisconsin.

There are an increasing percentage of minorities in the new workforce.

Work experience is a vital component of education at all levels.

There needs to be a discussion of how education funding and resources are allocated.

We have to train young people in leadership.

Kids are kids.

WE have to broaden parents' view of success.

Class issues tie into diversity issues.

The image that the technical college have can be an issue.

Students need to learn to be who they are.

Youth have to be prepared for multiple career and life changes.

NE Wisconsin has to attract and retain skilled young people.

It is important the educational systems meet the needs of employers.

How do we plan ahead for the ups and downs of the regional and national economy?

Technical jobs are often stereotyped.

Working conditions can be physically demanding in some careers.

The culture of NE Wisconsin is viewed negatively by many young people.

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Employers have a responsibility to help their employees develop their skills and grow.

Students need to learn how to learn.

Train people to be flexible in their careers.

Education needs to be linked to regional economic development planning.

Self-esteem is important in any job.

There are educational models, especially with faith-based and other community groups, that we can utilize.

Perception and reality are important in looking at the workforce.

We live in a global economy and we must have a "China Strategy."

There is a distinct "erosion of ambition" in many of our young people, especially as they look at global competition.

How does the middle class survive in the US given the global economic realities?