



Bay Area Workforce Development Board

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STRATEGIC LEADERSHIP COMMITTEE
of the Bay Area Workforce Development Board
Meeting Summary
October 19, 2006

Present: Joe Hilke, Larry Harkness, Heidi Schaible, Brian Pelon, Patty Nagle, Liz Mahloch, Karen Besiada-Hansen
Others: Betty Gregory-Paasch, Karen Flood, Ann Franz, Jim Golembeski

Mr. Hilke called the meeting to order at 11:00 AM at the NWTC Center for Business and Industry. A quorum was present. Minutes of the September 21 meeting were approved as submitted on a motion by Mr. Harkness, second by Ms. Nagle.

Ms. Gregory-Paasch indicated that staff was reviving the practice of having service-level meeting for the case managers throughout the Bay Area to address areas of common concern and interest. That meeting is scheduled for Monday, September 25. Staff updated members on the continuing efforts toward regionalizing job center services. The efforts to upgrade the Green Bay facility continues to move ahead, but the state office is moving slowly on it. The Business Plans put together by each of the five Comprehensive Job Centers are really just an exercise in paperwork without any significant information for the committee. It was noted that the job center leaders put some good ideas into those plans, but there is no capacity to do much more than is currently being done.

Discussion continued about the reality that the future of job center services will be online. There is a need to improve the quality and range of services available via the Internet. Years ago, Marinette had pioneered a computer program that allowed a customer to answer a short series of questions and then printed out a list of program contacts for the individual. Eventually there could be that same kind of preliminary determination of eligibility for a variety of programs delivered online, followed by an e-mail address for further contact. This led to discussion about how the Bay Area WDB might promote a drive for “universal computer competency” for all residents of the Bay Area. The reality is that many employment, educational, and other service opportunities will not be accessible if an individual does not know how to do basic tasks on a computer, including use of the Internet.

Members adjourned to 213 C for a short demonstration by Karen Flood on the regional job center website. She has been working off a model from the Manitowoc and Sheboygan job centers to create a single website that would coordinate services throughout the ten counties. Local offices could still maintain their own websites or have pages on the common website. Such an approach is congruent with the regional nature of the workforce, with job seekers being able to get information about employer recruitment efforts, workshops, and other services in all our job centers at one site.

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.

Members strongly supported this effort. Ms. Flood indicated that the cost of getting the website operational would be about \$3000-\$5000 and it could be done by the end of the calendar year. There is also the possibility of selling advertising space on the website that would bring in revenue—something the state office has been encouraging us to do. The Committee will bring the demonstration to the full board for support and action. Job Center representatives stressed the need to get this information out to all the job center staff to get their buy-in. Ms. Flood can make her PowerPoint available to the Management Teams.

Ms. Franz talked about the fast growth of the Manufacturers Alliance group and the development of the website for dislocated workers. There are now about 30 companies in the Alliance. What began as a small project to connect Georgia Pacific workers to a small group of local companies using a database on the Internet has become a much larger project. A state GROW Grant has been received to create a state-of-the-art website that will connect companies with workers who have manufacturing experience. Ms. Franz has been training job center staff in the use of the website which requires job seekers to fill out a one-page application and be posted on the site by occupational category. Employers can go into the database and contact the job seeker directly. The Fox Valley WDB will use the website as well, and dislocated worker orientations for both WIA and Trade Act will include training on how to use the website. In addition, Jerry Murphy of NEW North wants to use the site to recruit workers from other areas of the country that he is targeting. The manufacturers are very excited about this new service. The plan is to take the Manufacturers Alliance public at the NEW North Summit on December 14 and begin to charge dues for the use of the database. There is a simple version of the website up and running at this time, and the enhanced website will be operational by December 1.

Ms. Gregory-Paasch indicated that she has already closed training categories that did not fall into the required 35% training areas. Funding remains available for individuals who want to train for the higher wage jobs that are in that 35% category. She briefly discussed the “Bridge Program” in the Marinette area in which workers already trained as Licensed Practical Nurses are receiving additional training to bring them up to Registered Nurse status. Health care companies in the Marinette area are phasing out their use of LPNs. She also indicated that there was no WIA funding at this time for additional short term welding training despite the continuing need.

The meeting adjourned at 12:30 PM.