



Bay Area Workforce Development Board

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STRATEGIC LEADERSHIP COMMITTEE
of the Bay Area Workforce Development Board
Meeting Summary
April 19, 2007

Present: Brian Ognacevic, Mike Troyer, Brian Pelon, Gwen Schuyler (for Patty Nagle)
Others: Betty Gregory-Paasch, Karen Flood, Ann Franz, Jim Golembeski

The meeting was called the meeting to order at 11 AM at the Lakeshore Technical College. There was not a quorum, so no formal action was taken.

Staff reported that there was little useful WIA budget information to discuss at this time. DWD had just received the PY 2007 federal WIA allocation amounts, and Wisconsin received 10% decreases in WIA Adult and Youth funding. The Dislocated Worker allocation increased by a little over 2%. Staff expects that local allocations will reflect this significant decrease in state WIA resources. DWD has not yet calculated those numbers.

The Committee went right into discussion of the Bay Area WDB strategic goals. Staff had drafted a summary of the areas that have emerged from board discussion over the past year. These were:

1. **Business Services**, especially assisting our high-demand, high-wage businesses meet their need for skilled workers. Primarily this will be in the advanced manufacturing and health care industry sectors.
2. **Work Readiness Programs** targeted at individuals who lack the “21st century skills” that are required for the skilled jobs in this economy. These include the skills articulated by the NEW North Education Attainment Committee:
 - 1) Employability and Career Development
 - 2) Communication
 - 3) Problem Solving/Critical Thinking
 - 4) Information Technology
 - 5) Understanding Systems: Social, Organizational, Technological
 - 6) Safety, Health and Environment
 - 7) Leadership and Teamwork
 - 8) Ethics/Legal Responsibility
 - 9) Creativity and Entrepreneurship

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.

3. Mainstream Customer Service will be increasingly provided via the Internet. Most of our job center customers, both job seekers and employers, will interact with our system through our on-line capacity. With the new “Virtual Job Center” project funded through the state Council, we will be able to provide some case management services on-line as well. We will need to develop the capacity of this system and make it responsive to the changing needs of our customers.

There was general agreement with this draft summary. Staff emphasized that funding would follow strategy as a proposal is developed for the May WDB meeting. Some comments and observations were shared:

1. Can we develop culturally diverse approaches to Goal 2?
2. There is an effort at the state level to build a resume bank into the state on-line system (Goral 3), but no one knew how far that had progressed.
3. How does this strategic information get down to the case manager/line staff level?
4. With a significant shift in strategic focus, should WIA include some additional resources for staff training for the case managers and their supervisors?
5. Would businesses be willing to do more to assist us with training costs?

The members agreed to put these strategic objectives before the full WDB for discussion.

The meeting adjourned at 12 noon.