



Bay Area Workforce Development Board

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STRATEGIC LEADERSHIP COMMITTEE of the Bay Area Workforce Development Board

Meeting Summary **April 20, 2006**

Present: Joe Hilke, Larry Harkness, Elizabeth Mahloch, Brian Pelon, Mike Troyer,
Heidi Schaible, Patty Nagle,
Others: Ann Franz, Karen Flood, Jim Golembeski

Mr. Hilke called the meeting to order at 11 AM. Much discussion at the previous meeting had been about developing appropriate metrics to quantify progress toward strategic goals. The committee members reviewed the strategic areas they have identified with a focus on such measurables.

Regional job center development should be evidenced by the formal agreements that are in place between the WDB and the comprehensive job centers. There should also be monitoring documentation from the Bay Area WDB staff to verify that job center plans are being carried out and services are provided as effectively as in the past. Lastly, there should be demonstrated cost efficiencies as regional job centers are developed.

Mr. Harkness summarized the need to attend to these three areas: 1) a written plan, 2) effective delivery of services, and 3) cost efficiencies (which may reflect improvement in cost per participant as distinct from total cost).

The cost determination will become more complex as the job center accounts for the range of individuals served through the variety of partner programs. There will have to be agreement on how those counts are made and a commitment by all the partners to provide quality data.

The proposed merging of the two comprehensive job centers in Manitowoc and Sheboygan under a single One-Stop Operator (OSO) continues to be a situation that requires further definition. Since the W-2 program for the two counties is working under a common plan, Ms. Mahloch will speak to how that has been working at the next committee meeting.

Innovation and technology is also an area of strategic focus. Mr. Golembeski emphasized the fact that, in the future, job center customers will expect more and better quality services delivered electronically. Ms. Mahloch suggested that we look at the model that the Wisconsin Department of Health and Family Services is using for online applications.

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.

Mr. Golembeski revisited a previous discussion about a common website for all Bay Area job centers with links to subregional websites and/or services and information as appropriate. There should be cost efficiency to having a combined website. We will also need to get up to date on DWD's plans for JobNet enhancement and other technological development plans. Further discussion will have to struggle with identifying a balance between online services and person-to-person contact.

Business services are fairly well described in the WIA Local Plan. Job Service provides workshops and direct outreach to businesses. The Job Service plan focuses their efforts on "high wage" in-demand jobs. In addition, Job Service tracks market penetration rates and market growth for their job order system with JobNet. Ms. Franz has been working to create a regional "Manufacturers Alliance" to bring companies together to focus on promoting the image of manufacturing in NE Wisconsin and working in concert to address common workforce needs.

There was discussion around the lack of successful marketing that our job center system does to promote better understanding of what we are doing and can provide to businesses. We need to connect more effectively to chambers of commerce and economic development agencies. It was suggested that a marketing video would be appropriate.

K-12 connection is another new strategic focus for the WIA Local Plan. The Bay Area WDB has been studying this area all year and staff hopes to have some strategic initiatives identified for the May 25 Bay Area WDB meeting. There was discussion of the possibility of contracting for a K-12 Coordinator who could facilitate communication with the 49 school districts in the Bay Area and focus on getting several very specific objectives accomplished.

As a result of this discussion, the Strategic Leadership Committee members decided to meet through the summer months to continue to focus on these strategic areas. Staff will get those meetings scheduled.

The meeting adjourned at 12:30 PM.