



Bay Area Workforce Development Board

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STRATEGIC LEADERSHIP COMMITTEE of the Bay Area Workforce Development Board

Meeting Summary June 22, 2006

Present: Larry Harkness, Heidi Schaible, Brian Pelon, Mike Troyer, Patty Nagle
Others: Ann Franz, Jim Golembeski

The meeting was called to order at 9 AM. Mr. Golembeski distributed draft 2007 WIA budget materials which projected a large decrease in WIA resources next year. The purpose of reviewing these materials was to demonstrate the need to make significant change in the way our Bay Area One-Stop system operates. The alternative is to take the resource reductions in stride and continue to cut the services currently provided. Committee members offered a variety of thoughts on developing the One-Stop system.

1. It is a priority to use WIA funds to connect with regional businesses and understand their needs. We recognize that these needs can shift quickly and the One-Stop system must have the capacity to respond to those shifts.
2. Reduce the training options available through WIA. These should be directly connected to employer needs. The new Manufacturers Alliance would be a good source of input on specific skill areas. We now have solid experience with abbreviated training in welding and CNC technician skills. There will still need to be a range of training options—not every job seeker is well matched to welding or machining training.
3. There was brief discussion about what changes to the WIA program will mean for people with the most serious barriers to high wage employment. There will have to be career ladders built in to our plan so that realistic goals can be set. In addition, some people will need more staff attention in order to succeed. Connections to the W-2 programs and corrections need to be further developed.
4. It was suggested that we create a regional Business Services Team to better connect the work of the teams in each of the job centers.
5. There needs to be a strong commitment by WIA (and others) to support quality core services in the job centers. Perhaps the WDB should limit new WIA training enrollees soon. Job centers should also have an efficient referral system to alternative (non-WIA) training options, for example, OTR training that Schneider offers.

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.

6. Financial literacy is also a priority in the job centers. UW-Extension and others are able to provide this kind of training.
7. There is still no clear plan about how to connect to K-12 schools effectively. The North Central WDB conducted a Business/Education Summit last fall that included a national speaker and was well attended. Perhaps WIA dollars could support a similar conference here in partnership with the Green Bay Chamber, NWTC/LTC, and others. Bay Area WDB continues to gather information and discuss options.
8. Transportation to and from work remains an issue for many workers and job seekers. Employers can access transportation tax credits and develop programs for providing low rate car loans to their workers. Job centers can develop information packets about these options.
9. Job seekers, including those with barriers to employment, need to become more knowledgeable about connecting to employer needs effectively. Financial literacy training should include a component on “career reality.”

A few other things were discussed.

1. There is frustration that the discussions local groups have been having about “merging” job centers are not covering these longer range plans. There is a lot more that has to be done than is being talked about at those meetings.
2. WDB staff needs to communicate more clearly with the job centers about the role of the two Regional Coordinators. This is a priority for action.
3. Efforts have to be closely aligned with economic development and the NEW North organization so that education opportunities match well with economic realities.

Jim Golembeski will produce a diagram to depict the alignment of service in the Bay Area One-Stop system. The Strategic Leadership Committee will meet next on Thursday, July 20 at 9 AM at NWTC. We will work on translating that diagram into budget priorities.

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