



Bay Area Workforce Development Board

317 West Walnut Street
Green Bay, WI 54303
(920) 431-4100
fax (920) 431-4101
www.bayareawdb.org

**STRATEGIC LEADERSHIP COMMITTEE
of the Bay Area Workforce Development Board
Meeting Summary
May 24, 2007**

Present: Larry Harkness, Mike Troyer, Brian Pelon, Gwen Schuyler, Heidi Schaible
Others: Betty Gregory-Paasch, Karen Flood, Ann Franz, Debbie Spevacek, Jim Golembeski

Mr. Harkness called the meeting to order at 11 AM at the NWTC Center for Business and Industry. A quorum was present. There was clarification that Gwen Schuyler is now a permanent member of the committee replacing Patty Nagle. The Minutes of the April meeting were approved on a motion by Ms. Schaible, second by Mr. Pelon.

Members reviewed the status of the comprehensive job centers in the Bay Area. Much attention was focused on the Northeast Wisconsin Job Center in Green Bay with the move into the new facility at 701 Cherry St. An Open House is scheduled for Thursday, June 14 there. The Shawano Management Team continues to work on their relocation to an adjacent building, and they are involved in on-going discussions with the DWD Bureau of General Services (BGS) regarding moving state employees.

The Regional Business Services Team has developed a contact list for employers as well as working on a standardized list of business services. We have received a state grant for \$32,000 to implement programs for assessment and training in the Manufacturing Skill Standards Council (MSSC) certification. Most of this work will be done at the technical colleges, but we have to determine what role the job centers will play in connecting job seekers to this valuable training. MSSC certification recognizes a set of foundational manufacturing skills that transfer to a wide range of manufacturing occupations in a variety of sectors.

Ms. Flood spoke briefly about the new job center website and she was scheduled to give a demonstration at the WDB meeting that followed the committee meeting. The Bay Area should go online with this on July 1.

In Marinette, the Basic Industrial Skills Training pilot is close to completing its 10 week run. Much was learned from the implementation of this training program. The job center helped to recruit 50 applicants who were then interviewed by an employer panel. Of the 50, four were hired outright, 20 were approved for the training, and 26 applicants did not have the foundational skills for the program. Ms. Schaible indicated that the job center staff has the ability to provide feedback to all the applicants about how they were rated by the employers. In many cases, individuals were not selected due to their work history (or lack thereof), interviewing skills, and even grooming, in addition to basic skill deficiencies. It will be a focus of the job centers to remediate those deficiencies and

open up these kinds of training opportunities to more job seekers. There was discussion about how best to do this with the recognition that attitudinal and lifestyle changes would be required on the part of many job seekers. The committee members agreed to meet over the summer months on June 28 and July 26 to discuss this particular issue. Several suggestions and insights were shared:

- We might conduct a two-day job fair in which attendance at the first day focused on skill development was required in order to attend the second day of employer interviews;
- Self awareness and self-assessment will be important elements of any program we develop;
- Existing case management staff will need additional training as we shift to shorter term training and focus specifically on this population who find it hard to obtain good employment;
- A confrontational approach may be necessary in order to be effective;
- FSC has a “quality of life” survey that they use in the W-2 programs that may be useful in this case to help identify skill needs of some job seekers.

The committee members also reviewed the draft WIA budget developed by the staff. Overall, including carry-in funds, there is a 30% decrease in available funding for the Bay Area. The Executive Committee had reviewed the draft and agreed with the priorities that the staff had set. Today was the first time that the budget was broken out into allocations for each job center and staff explained the process that was used to determine the numbers. Allocations were based on the budgets each job center submitted factoring in WIA program performance and the numbers of enrollees. Members wanted to make sure that allocation recommendations were done in a way that was consistent across the WDA. No objections were raised as the budget draft set to go before the full Bay Area WDB.

The meeting adjourned at 12:20 PM.