



## ***Bay Area Workforce Development Board***

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

**STRATEGIC LEADERSHIP COMMITTEE  
of the Bay Area Workforce Development Board  
Meeting Summary  
July 26, 2007**

**Present:** Joe Hilke, Larry Harkness, Mike Troyer, Brian Pelon, Gwen Schuyler, Heidi Schaible, Terri Luebke, Brian Ognacevic  
**Others:** Betty Gregory-Paasch, Karen Flood, Ann Franz, Tony Waupochick, Kathryn Zavala, Jim Golembeski

Mr. Hilke called the meeting to order at the Northeast Wisconsin Job Center at 11 AM. A quorum was present along with several guests. The Minutes of the previous meeting were not available, so review was deferred to a subsequent meeting.

Members discussed the status of the Bay Area job centers. A significant reduction in WIA funds has brought changes to all the job centers. In Sheboygan, the hours of the Career Counselor have dropped from 40 hours per week to 8 hours. In addition, Sheboygan County is taking on more responsibility for the reception staffing. In Manitowoc, the sudden passing of Ruth Christianson, a Job Service staff person who handled the reception desk, has left a void there. Decreases in Wagner-Peyser funding have prevented DWD from replacing staff lost through attrition.

Members also commented on the improvement with the new job center facility in Green Bay. The larger public area has created a more professional, customer-friendly environment. The Door County Job Center is affiliated with the Northeast Wisconsin Job Center in Green Bay. The Door County economy is such, however, that it operates with a high degree of autonomy. The situation in Shawano continues to be in transition with WIA, DVR, Wagner-Peyser and other staff still located in the old building while negotiations to bring them into the new facility continue. Marinette has piloted the Basic Industrial Skills Training program in close partnership with five area employers and staff is waiting to see the outcomes of that ten-week training effort that was done in partnership with Michigan Works!

The new Access Points of Service (APS) in Niagara, Oconto Falls, and Luxemburg were discussed as they develop under this new system. Niagara is the farthest ahead in development at this time. A \$25,000 grant from Georgia-Pacific will eventually link these APS sites with the rest of the job center system via a live webcam link.

Ms. Franz provided updates on the Manufacturers Alliance which is continuing to develop its outreach efforts to young people and on the Regional Business Services Team which is developing a marketing plan and a regional service fee structure. She continues to work with businesses on understanding the concept and importance of

setting up “career ladder” opportunities in which low-skilled and entry-level workers can work toward obtaining higher levels of skills in small steps.

Ms. Flood provided a demonstration of the new “virtual job center” website [[www.jobcenter.org](http://www.jobcenter.org)]. The website requires that a job seeker or employer identify a county of interest. The site then provides a large number of links to resources and information under various headings. In the future, this site will provide access to instructional and informational videos as well as to live links between job centers. The four areas of the state that are participating in this project have invested some funds that will be used for marketing the site and for purchasing materials that will be available through it. Members had positive comments about this project.

Members spent a short period of time discussing the work readiness needs of many job seekers. Ms. Schaible shared that many of the applicants for the Basic Industrial Skills Training program were not selected by the employer panel because of poor interviewing skills. Individuals were not able to sell themselves to the employers as job seekers who could benefit from training. The employers also had concerns about applicants’ work ethic and their work history as they considered approving them for training. The group recognized that many job seekers have self-esteem issues and some are even afraid of success. Dr. Troyer suggested that “socialization” is a key concept in helping some job seekers develop the work habits needed to succeed in this economy. Ms. Schuyler brought in a “Quality of Life” survey that her organization uses to assess applicants’ needs at the onset of services. That tool will be reviewed at the next committee meeting.

The committee members agreed to meet on Thursday, August 23 at 11 AM to continue the work readiness discussion. The meeting adjourned at 12:30 PM.