



Bay Area Workforce Development Board

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YOUTH COUNCIL of the Bay Area Workforce Development Board

MEETING MINUTES November 26, 2007

Present: Tammy Zinther, Brian Ognacevic, Melissa Emery, Richard Seidemann, Meg Dallapiazza, Bob Guenther, Ann Franz, Christopher East, Patty Nagle, Nancy Schopf, Torri Gillis, Betty Gregory-Paasch, Jim Golembeski

The Youth Council met specifically to discuss WISCareers and its usage in the Bay Area. There is general agreement that this important tool is underutilized. The UW Center for Education and Work, the entity that developed and owns WISCareers, is considering hiring staff trainers who will work throughout the state to encourage its broader use. A special grant provides a license to use WISCareers in our job centers, and many programs have found it a valuable tool to use with adults as well as young people.

Nancy suggested that we continue to find ways to simplify its use. The Green Bay Area Chamber was instrumental recently in making it much easier for businesses to register and post their information on WISCareers. Student guides are also available and need to be more widely distributed. The primary barrier is the lack of a regional organizing entity with the staff to put in the required time and energy to sell the use of this product. It was suggested that the NEW North Educational Attainment Committee might be of assistance in this project. Both Ms. Schopf and Mr. Golembeski serve on that committee.

The members would like to meet with a representative of WISCareers, perhaps Scott Solberg, at the next meeting to further discuss strategy for encouraging the use of WISCareers by students, job seekers, and businesses. Recently WISCareers has developed a Spanish version that is now available. The lack of a Spanish application had been a major criticism of WISCareers in the past and some areas, notably the Green Bay School District, had apparently gone to a different career planning tool called Career Cruisers for that reason. Ms. Schopf pointed out that the real potential for WISCareers is its direct connection to area businesses. Other products do not provide that important connection.

The next Youth Council meeting is set for Wednesday, February 27, 2008. The meeting adjourned at 2:30 PM.