



Bay Area Workforce Development Board

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MINUTES

BAY AREA WORKFORCE DEVELOPMENT BOARD

Thursday, February 15, 2018

Present: Michael Troyer (Chair), Brian Pelon, Caleb Frostman, Carol Karls, Chris Matheny, Chuck Dallas, Colleen Koski, Corky West, Craig Treichel, Deb, Buckley, Ed Kelley, Grailing Jones, Greg Middlesworth, Heather Martin, Joe Hilke, Loretta Shellman, Marcia Christiansen, Paul Carlsen, Ron Christensen, Ron Kadlubowski, Scott Kuehn, Shelly Ghare, Shirley Aviles, Tara Carr, Tim Beno, Tony Marcelle, Wendy Dzurick

Absent: Bob Mundt, Cara Peterson, Cheryl Detrick, Cheryl Good, Guy Meyerhofer, Jennifer Mikalowsky, John Pagel, Kim Holmes, Kris Chosa, Larry Harkness, Norman Shawanokasic, Penny Helmle, Peter Gianopoulos, Trevor Martin

Call to Order / Roll Call/Approval of Minutes

Dr. Troyer called the meeting to order at Northeast Wisconsin Technology College at 1:00 PM. Roll call showed a quorum present. Our newest member, Dr. Paul Carlsen, President of Lakeshore Technical College was introduced. The Minutes of the January 18, 2018 board meeting were unanimously approved with a motion by Mr. Dallas with a second from Ms. Carr.

Standing Committee Reports:

Mr. Hilke reported that the Strategic Leadership Committee discussed activities happening in the job centers, in particular the new “Employer’s Point of View” series in Sheboygan that brings employer representatives in to answer job seeker questions about the application and hiring process. The spring months also bring job fairs throughout the region. The committee continues to look at ways to find more workers and connect them to career opportunities. Potential groups to focus on include young professionals, the under-employed, and offenders both coming out of prison and those on probation/parole. The NEW Manufacturing Alliance recently released the results of a survey about workers nearing retirement age and some strategies to retain both people and legacy knowledge. Members also heard about an initial meeting to create a NEW North Construction Sector Alliance.

Ms. Ghare reported for the Program Performance Committee. Members had an in-depth discussion with several contractors from Family Services about the provision of WIOA Youth services. They heard some real success stories and were impressed with the level of collaboration with community agencies. She also called attention to the fact that the WDB needs to vote to exercise the second year option on a number of existing program service contracts for PY 2018.

Board Business:

Policy Revisions

Staff requested board approval for several policy revisions, many based on the recent DWD program monitoring. These included 1) revision of the WIOA Youth Incentive Policy to more

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serving Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee,
Oconto, Outagamie, Shawano and Sheboygan counties.

closely tie incentive payments to training outcomes; 2) revision to the policy for exiting WIOA participants when contact is lost with them to exit immediately after 90 days; 3) revision to a policy to allow more WIOA Youth to co-enroll in the WIOA Adult program to access training funds. Motion to adopt the policy changes was made by Mr. Marcelle with a second from Mr. Hilke. Motion was unanimously adopted.

RFP Updates

RFPs for the three WIOA Youth contracts up for procurement for PY 2018 will be released February 16, 2018.

Quarterly Budget Report

Mr. Golembeski explained that following our last year's DWD monitoring, staff sends the board Treasurer a quarterly expense report for his review. The second quarter report is available and there are no concerns with expenditures this year so far. He mistakenly asked for a Corporate Budget revision that had already been adopted at the January meeting as he is beginning to show his age.

DWD Monitoring Update

As indicated at the last board meeting, there remain several unresolved issues from this year's DWD monitoring report. Staff had sent a document to DWD responding to the open issues earlier this week and were awaiting a response.

Wisconsin Literacy Programs

Anna Bierer, Northeast Regional Literacy Consultant with Wisconsin Literacy, Inc., and Kathy Cornell, Executive Director at Literacy Green Bay, provided information on literacy services in the state and region. Literacy programs are connected to the Adult Literacy and Family Education Act (AEFLA) which is Title II of WIOA with funding coming through the technical colleges. Services provided include English Language Learning (ELL) and one-on-one tutoring as well as Adult Basic Education (ABE), citizenship classes, computer training, workplace and financial literacy. Offenders are often served in their programs as well. Each county has some kind of literacy program that works in partnership with job centers. Volunteers are the main source of their service provision. Mr. Golembeski recounted a relationship with Literacy Green Bay going back fifteen years when Bay Area WDB had a federal Earmark grant and the close partnership that was created with the technical college that continues to this day.

Contractor Panel Discussion on WIOA Adult and Dislocated Worker Programs

Mr. Valiquette conducted an informational discussion with three contractors from our WIOA Adult and Dislocated Worker programs: Lynn Ratzburg (NEWCAP), and Cheryl Neuens and Megan Plunkett (Forward Service Corporation). They noted that there has been a distinct shift in the WIOA customer base since the end of the Great Recession. Potential WIOA Adult participants now have more significant barriers to employment and often need attention to basic needs and more career counseling before training can begin. With many employment opportunities in the region, fewer dislocated workers require more than basic job seeking assistance, even if they might benefit from more intensive services. The job center environment remains an important factor in service delivery since each customer is best served through a unique mix of partner resources, particularly for veterans, people with disabilities and offenders.

In the last few years, there have been a number of large plant closings in the Bay Area counties, particularly in Manitowoc, Kewaunee, and Outagamie. The contractors are part of our Rapid Response Team that meets with affected workers. A dislocation is a very stressful time for those workers and our

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partnership helps them navigate the career system, particularly those who have been employed at the same company for decades. In 2018, targeted job fairs, which are just for the workers at a specific facility, draw many employers and are very popular and effective. One of the most productive things we do in this economy is to make that direct connection between workers and employers quick and easy. Mr. Kuehn from Bemis Manufacturing shared how his company has worked to reduce the time from application to interview because of the demand for workers.

There are also challenges with the WIOA participants who enroll in training programs. Some struggle to complete due to personal and family demands. An increasing number “job out,” becoming employed before a degree program is finished. Dr. Carlsen described efforts LTC is making on “fast-track degrees.” Dr. Matheny noted that all technical colleges are providing more supportive services to help students overcome barriers. All three ladies expressed appreciation for the strong support board staff provides to them in their work and they shared some success stories from their files.

WisConomy and WisConnect

Ryan Long, DWD Labor Economist, took the members on a tour of the new *WisConomy* website that provides Labor Market Information (LMI) data to the public. There are a lot of buttons to push, but once you work through things, a lot of interesting data is available. He also previewed the *WisConnect* website designed to bring college students and employers together for internship opportunities.

Program Updates:

These were covered during the panel discussion.

Federal and State Updates

Ms. Hiebert informed the board the WIOA Local Plan updates will be required soon. The WIOA State Plan has been revised with minor changes and is available for review.

Other Issues As Allowed By Law

The meeting adjourned at 3:30 PM, **the next scheduled meeting is April 19, 2018 at 1:00 PM at the Lakeshore Technical College / Wells Fargo Conference Room.**

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Additional information, and auxiliary aids and services for individuals with disabilities, is available by contacting James M. Golembeski, EO Officer at jgolembeski@bayareawdb.org | (920) 431-4100 | TDD/TTY Dial 7-1-1 Toll-free