



Bay Area Workforce Development Board

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www.bayareawdb.org

MINUTES

BAY AREA WORKFORCE DEVELOPMENT BOARD

Thursday, February 21, 2019

Present: Michael Troyer (Chair), Brian Pelon, Cheri Galecki, Chris Matheny, Chuck Dallas, Deb Buckley, Ed Kelley, Greg Middlesworth, Jennifer Mikalowsky, Jim Schuessler, Kim Holmes, Loretta Shellman, Matt Rentmeester, Mike Ruminski, Myrna Warrington, Norman Shawanokasic, Paul Carlsen, Penny Helmle, Robert Pontius, Ron Christensen, Shirley Aviles, Tara Carr, Tim Beno, Tony Marcelle,

Absent: Aaron Augustian, Ann Schermetzler, Carol Karls, Cheryl Detrick, Colleen Koski, Grailing Jones, Guy Meyerhofer, Heather Martin, Kris Chosa, Larry Harkness, Manny Vasquez, Marcia Christiansen, Mark Weber, Ron Kadlubowski, Tom Schmidt, Trevor Martin, Wendy Dzurick, Shelly Ghere

CALL TO ORDER/ROLL CALL/APPROVAL OF MINUTES

Dr. Troyer called the meeting to order at the Fox Valley Technical College Public Safety Training Center in Appleton at 1:00 PM. A quorum was present. Minutes of the January 17, 2019 board meeting were approved as submitted on a motion by Mr. Marcelle with a second from Ms. Carr.

STANDING COMMITTEE REPORTS

Mr. Dallas reported for the Program Performance Committee. The PY 2019 RFPs have been issued. The committee recommends the contract extensions that are on the full board agenda today. The committee also supports the modifications to the Forward Service contracts that require budget modifications. There was discussion about the effect of the “benefit cliff” in assisting WIOA participants out of poverty. Proposal Review Committee members will be needed in May as contract proposals come in.

Mr. Rentmeester reported for the Strategic Leadership Committee. There was discussion about job center facilities in several communities, particularly Manitowoc and Sheboygan in which Lakeshore Technical College will be leaving the current sites by the fall. There is a discussion planned to strategize about “Job Center 2025” to create options that will address anticipated needs. Job Centers throughout the area are addressing the Shopko/Payless Shoes dislocations, but many of the affected employees seem to be finding work in other retail positions. Members also discussed the effects of the “benefit cliff” in assisting people out of poverty.

BOARD BUSINESS

Staff Update: Ms. Sarah Klapper has been hired as the new Independent Living Program Manager. She will start on March 4.

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

DWD Monitoring Report: DWD has replied to Bay Area’s response to their monitoring findings and staff is in the process of addressing the concerns that remain.

Bylaw Amendment: One of the areas addressed in the DWD monitoring report is the matter of amending Bay Area WDB Bylaws in two places to address WIOA stipulations. Amending Bay Area WDB Bylaws requires at least a ten-day notice to board members, so a final vote will be taken at the April meeting. Proposed amendments are:

1. Amend Bay Area WDB Bylaws at Article IV. B. 6. to read:

All directors shall reside and work in the WDA. If it is in the best interest of the WDA one of the two requirements may be waived by the Local Elected Officials Board (“LEO Board”) for the WDA.

When the WDB Chairperson has knowledge of any change of residency or employment, **or other resignation or death of any WDB member, he/she shall see that the Chairperson of the LEO Board is notified of such change of residency or employment, resignation or death through written communication (letter or email) within thirty days and ensure that the vacancy is included as an agenda item for the next LEO Board meeting. The WDB Chairperson will also notify the Chair of the LEO Board of the WDB members whose terms will expire on June 30 of any given year by April 1 of that same year.**

2. Amend Bay Area WDB Bylaws at Article V. L. to read:

Appoint appropriate standing and ad hoc committees necessary to effectively carry out the purposes of the Corporation. All standing committees will include at least two non-WDB members.

Contract Extensions: The Program Performance Committee recommended exercising the board’s right to extend the following WIOA contracts for an additional year in PY 2019:

Bay Central Brown County Youth to Family Services
OSO for Brown County to the Management Team
OSO for Manitowoc and Sheboygan to Great Lakes Training and Development
OSO for Marinette to the Management Team
Resource Room in Door to We Are Hope, Inc
Resource Room in Shawano to Forward Service Corporation
Resource Room in Menasha to Labor Education and Training Center
Corrections Windows to Work Program to Family Services
Business Services to Lakeshore Technical College
Strategic Partnership Manager to Northeast Wisconsin Technical College
Career Lab in Brown County to Labor Education and Training Center

Motion to extend these existing contracts for the PY 2019 Program Year was made by Mr. Marcelle with a second from Mr. Shawanokasic. Motion was adopted unanimously with an abstention from Dr. Carlsen.

Budget Adjustments: Mr. Valiquette explained that our subcontractor, Forward Service Corporation recently hired a consulting firm to review their pay and benefit structure. Based on the recommendation

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to adjust some salary levels and a subsequent request from FSC, Program Performance Committee supported adding \$6,466 to the FSC Adult contract for One-Stop/Resource Room services and \$19,500 to the FSC Adult contract for Career Specialist services for the remainder of PY 2018. Motion was made by Mr. Beno with a second from Mr. Rentmeester to support the budget adjustment. Motion was unanimously adopted.

Contract Review Quarter 2: Mr. Valiquette briefly reviewed WIOA contract performance at the end of PY 2018 second quarter.

DWD Training Grant: Staff reported that due to delays in the delivery of the Department of Corrections new welding lab as well as struggles to enroll trainees at the Taycheedah prison, Bay Area WDB will be turning back the DWD Training Grant funds

JERRY MURPHY: NEW NORTH REPORT

Mr. Murphy provided a broad view of economic challenges and initiatives in the 18-county NEW North region with a focus on Collaboration (Strategy Design and Implementation) and Scale (Aggregation). In the area of Talent, he shared a video highlighting several area initiatives including several by Bay Area WDB. Talent pipeline development is being led by area employers. The NEW North IT Alliance continues to develop employer support in the region with 25 current members. INSPIRE NEW North is a collaboration of sub regional entities coordinating the implementation of regional Academic and Career Planning programs. In partnership with Wisconsin's \$7 million recruiting campaign, NEW North has produced a series of short "In the NEW North" videos that are available for companies to use in their efforts to recruit talent from outside the region.

In regard to Business Development, NEW North's "Supply Chain Marketplace" program was awarded state recognition in 2018 and has experienced 160% growth in participating companies 2017-18. As a result, when the opportunity to engage with Foxconn happened, the state was able to create a targeted directory of supply chain services in only two days' time. NEW North has also engaged the expertise of a Global Trade Consultant to increase the region's international exporting presence. He noted, however, that NEW North currently does not receive a proportionate share of the state's technology investment funding despite a significant increase in angel investing activity in NEW North since 2015, so there is a real focus on attracting risk capital and connecting that to sustainable business innovation.

There is a third area of focus toward Business Intelligence. This was kicked off the previous day with the release of the results of a large business survey looking at the potential for disruption in area businesses due to lack of talent, digital transformation, and other factors. The St. Norbert survey showed that fully 67% of area businesses believe they are at risk of disruption by 2020, much of it due to lack of talent.

Lastly, NEW North is focused on branding the region and this was demonstrated by a video highlighting examples of recent business development. "We have to demonstrate that we are cooler than the next guy," he stated.

ARTIFICIAL INTELLIGENCE, KURT HAHLEBECK AND OLIVER BUECHSE

Mr. Buechse and Mr. Hahlbeck had been with us a year ago with the message that 1) technological capabilities were advancing rapidly, 2) there is a very high chance that many jobs will be automated, 3) the impact is not isolated to a particular industry sector, and 4) new jobs will be created and new skills will be required. In the past year, they have put new energy into their company, Advancing AI Wisconsin, and are focused on developing new partnerships. At the same time, there is not a lot of

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momentum in the state for addressing the potential of technological disruption even though we are far behind other areas of the country in this important area.

“The Great Transformation” continues its rapid pace forward with the digitization of everything and implementation of new technologies based on artificial intelligence. Automation will bring gains in productivity but also significant worker displacement. They noted that while the NEW North survey showed serious concern about talent shortage, the impact of technological innovation still looms large. Key drivers of change are:

1. The Digitization of Everything, particularly personal data, and the ability to collect and analyze that data;
2. Connected Intelligence: the ability of machines to emulate human thinking and action that can even exceed human capabilities;
3. The Expansion of Automation with the next generation of robots;
4. New Formats of Accessing Information via virtual and augmented reality.

In response to these challenges, Advancing AI Wisconsin has articulated an updated Mission:

We make sure that Wisconsin is not left behind in the wave of technological changes of the Great Transformation;

and an updated Vision:

We build a powerful community of the capable and willing to help educate Wisconsin audiences on the nature and impact of upcoming technological change. We create access to relevant knowledge in a variety of learning formats. We engage diverse audiences in all regions of the State to improve awareness and increase the readiness to prepare for change.

Implementation will involve developing knowledge content, deploying that content, and building a bridge to action. A key focus of AAIW is the role that government will play in the digital economy, including legislation and regulation, utilization of technology in government services, and fostering successful adoption of new technology. There are also significant ethical questions that come with artificial intelligence.

The Digital County Effort is one example of the realization of the Mission and Vision. Twelve counties are participating, including Brown County, to create a digital vision for county government that utilizes artificial intelligence and Big Data to provide greater value and quality of service to constituents.

Lastly, they challenged Bay Area WDB members to consider applications to the workforce of the future:

- How much do we actually know about the skill requirements of tomorrow?
- What would it take to find out?
- Once we know, how do we encourage educators, employers, and our workers to start focusing on these new skills?
- How do we balance our responsibility between today and tomorrow?

Advancing AI Wisconsin is very interested in working closely with Bay Area WDB toward the mutual goal of meeting the challenges posed by rapid technological change.

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PROGRAM UPDATES

Staff continues to monitor contractors at the halfway point in the Program Year. Mr. Valiquette reported that Bay Area WDB has submitted a grant request to DWD to access funds from the special Dislocated Worker Retail Grant they received from DOL. This grant provides an array of extra services, including up to \$15,000 in tuition assistance to eligible retail sector workers. He noted that more than thirty area stores have been impacted, notably Shopko which has stores in many area communities in addition to Payless Shoes, Younkers, Toys R Us, and others.

Mr. Golembeski reiterated that, due to the facilities changes in Manitowoc and Sheboygan, Lakeshore Technical College and Bay Area WDB will be convening a strategic discussion called “Job Center 2025” about designing job center services in those two counties with an eye to the future.

INDUSTRY SECTOR REPORT

Ms. Franz reported that the NEW Manufacturing Alliance continues to work on a Retiring Worker Survey to better understand the impact of the baby boomer exit in that sector. In addition, NEWMA continues to work with the Microsoft grant to develop an “Industry 4.0” survey to better understand the impact of technological innovation on manufacturers.

Ryan Long reported that the Lakeshore Healthcare Alliance will be hosting an ACP event for area high school students at LTC in May.

Mr. Golembeski reported that the NEW Construction Alliance is conducting a major recruitment event at Fox Valley Technical College on March 7.

FEDERAL AND STATE UPDATES:

Ms. Cowe-Spigai was not able to attend.

ADJOURNMENT

The meeting adjourned at 3:30 PM.

Next Bay Area WDB meeting is April 18, 2019 at 1 PM at the Brown County Job Center, 301 N Adams St. in Green Bay