



Bay Area Workforce Development Board

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www.bayareawdb.org

MINUTES

BAY AREA WORKFORCE DEVELOPMENT BOARD

Thursday, February 20, 2020

Present: Michael Troyer (Chair), Brian Pelon, Cheri Galecke, Colleen Koski, Dan Keyzers, Deb Buckley, Dustin Delsman, Ed Kelley, Jennifer Bscherer, Kim Holmes, Loretta Shellman, Mercedes Schuchardt, Mike Ruminski, Myrna Warrington, Paul Carlsen, Penny Helmle, Robert Pontius, Ron Christensen, Ron Kadlubowski, Shelley Ghere, Tara Carr, Tim Beno, Tony Marcelle, Wendy Dzurick, Will Robinson

Absent: Aaron Augustian, Ann Schermetzler, Brad Nye, Brian Schauf, Cheryl Detrick, Chris Matheny, Chuck Dallas, Claudia Krepsky, Guy Meyerhofer, Heather Martin, Kris Chosa, Marcia Christiansen, Matt Rentmeester, Meridith Jaeger, Shirley Aviles, Steve Heller

Call to Order/Roll Call/Minutes

Dr. Troyer called the meeting to order at the University of Wisconsin-Green Bay STEM Center. Roll call showed a quorum present and new members Dan Keyzers (Georgia-Pacific) and Dustin Delsman (Plumbers and Steamfitters Local 400) were welcomed. The other newly appointed member, Steve Heller from Curt G. Joa, was not present. The Minutes of the January 16, 2020 meeting were adopted as submitted on a motion by Mr. Kadlubowski and a second from Ms. Dzurick.

Standing Committee Updates

The Strategic Leadership Committee had met with some of the Program Performance Committee members joining them. There were updates from the job centers as well as information about the DWD Retail Grant and the new job center at the Taycheedah women's prison. Employer interest in working with the job centers remains high. Ms. Franz provided information about the NEWMA survey on young workers' attitudes and opinions that will be released in March.

Board Business

Several organizational procedures have been updated and the board reviewed them. These included eliminating vague language for reviewing proposals in the Procurement Manual, clarifying staff timesheet process in the Financial Procedures Manual, and specifying administrative procedures specific to WIOA in the Financial Procedures Manual. No vote was required for procedural updates. Members reviewed several WIOA budget updates to add funding to the contracts with LETC and FVTC for additional services. Motion to approve the changes was made by Mr. Beno with a second from Ms. Holmes. Motion was unanimously adopted.

STEM Center

Mr. Janowski, Executive Director of the Einstein Project, provided members a tour of the new STEM Center. The facility is designed to foster creative interaction among a variety of community agencies and the new UW-Green Bay School of Engineering. Occupants include the Einstein Project which also operates the MakerSpace program providing STEM experiences for K-12 students, Hands On Deck, UW-Extension offices, and the Brown County Land and Conservation office. Of particular note is the fact that applications of the three UWGB engineering programs have far exceeded original expectations. Mr. Golembeski

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reminded about how efforts that began 18 years ago during a difficult economic recession have blossomed into these kinds of achievements because of successful regional partnerships.

NEW North Report

Barbara LaMue, Executive Director of NEW North, provided an update on the variety of efforts and projects that NEW North is engaged with in 2020. NEW North, a regional economic development partnership, also grew out of the 2002 recession and Bay Area Workforce Development Board played a key role in its creation. Among other things, Ms. LaMue shared:

- Collaborative Pillar developing a new partnership with St. Norbert College, on-going efforts with WEDC, and the Business Intelligence Work Stream to prepare talent for disruptive technologies;
- Impact Pillar consisting of key partnerships with NEWREP, NEWERA, industry alliances, and workforce boards; as well as business development strategies such as infrastructure development, market and export efforts, and business attraction;
- Impact Pillar also includes the development of Talent Hub, INSPIRE, and the NEW North IT Alliance in addition to supporting the upcoming Toward One Wisconsin conference on diversity and inclusion;
- There are a number of efforts to market and promote the NEW North brand;
-

Succession Planning

Mr. Golembeski had informed the board earlier in the month that he plans to retire at the end of 2020, so both strategic planning and succession planning needs to move ahead with that date in mind. The Agreement between the Bay Area WDB and the Bay Area Local Elected officials (LEO) Board specifies that when the Executive Director position is vacant, each body will appoint two members to lead the search committee. Interested board members should contact Dr. Troyer to be considered for the search committee.

Strategic Planning

A special Executive committee meeting will be convened on Thursday, March 19 at the NWTC Corporate Conference Center and all board members are encouraged to participate. The meeting will continue the board's strategic planning effort led by Dr. Troyer and he will be sending several articles out to the members to read in preparation for the next step in the process. He shared the six focus areas that have emerged from the board's effort so far:

1. Developing new revenue streams;
2. Exploring additional partnerships;
3. Adapting to and incorporating new technologies;
4. Repositioning the board's branding/image to serve a changing workforce;
5. Maintaining basic WIOA administrative and training services;
6. Creating strategies for upskilling the current workforce.
- 7.

Industry Sectors

Mr. Herber provided several updates. The WAGE\$ grant that he manages to increase the number of registered apprenticeships in the state is working to bridge youth apprenticeship participants with registered apprenticeships upon high school graduation. Youth apprenticeship programs continue to increase participation through the region. NWTC recently sponsored a YA event for parents and 300 attended. The Manitowoc School District now recognizes YA participation at graduation with a special cord for the students to wear.

The meeting adjourned at 3:00 PM.

The next Bay Area WDB meeting will be on Thursday, April 16, 2020 at NWTC Corporate Conference Center at 1 PM.

Members are reminded of the special Executive Committee meeting on Thursday, March 19 at NWTC Corporate Conference Center to continue the strategic planning process.

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