



Bay Area Workforce Development Board

317 West Walnut Street | Green Bay, WI 54303

T (920) 431-4100 | F (920) 431-4101

TDD/TTY Dial 7-1-1 Toll-free

www.bayareawdb.org

BAY AREA WORKFORCE DEVELOPMENT BOARD STRATEGIC LEADERSHIP COMMITTEE

MINUTES

January 17, 2019

Present: Matt Rentmeester, Greg Middlesworth, Donna Janda, Jolene Wilkens, Brian Ognacevic, Tim Beno, Cheri Galecke (nominee)

Absent: Cheryl Neuens

The meeting was called to order at 11:00 AM at the NWTC Corporate Conference Center. Ms. Galecke will be nominated to replace Ms. Koski on the committee. A quorum was present.

Minutes of the Joint Committee meeting from November 15, 2018 were adopted as submitted on a motion from Ms. Janda with a second from Mr. Ognacevic.

Job Center Facility Updates were provided by Ms. Gregory-Paasch. A number of situations are in motion that may impact current job center facilities. In Brown County the job center relocated to a downtown location last April. But the City of Green Bay has announced plans to demolish the building there and redevelop the site for high rise apartments and other commercial use. While there are no definite plans at this time, relocations seems inevitable within a few years. Staff will continue to monitor the situation.

In Marinette, the county Health and Human Services Department will be moving out of the job center which is located on the NWTC campus in the spring. Staff will be meeting with NWTC President, Jeff Rafn, to discuss maintaining the job center on the campus with a smaller footprint.

In Door County there were significant Equal Opportunity concerns about accessibility raised in the DWD monitoring report. The job center is located in a strip mall and we do not have control over what the landlord does or does not do to the property. Staff is waiting to receive additional information from DWD.

In Shawano, Mike Schuler recently passed away. Mike was the longtime Chair of the corporation that owns the job center building and he has been a strong supporter of the work of the job center in that community. Staff will be speaking with the new leadership of the corporation and track the situation as it develops. Mr. Golembeski noted the wonderful and supportive relationship we have had with Mr. Schuler for many years. He had also served on our Local Elected Officials Board for a period of time.

The job center facilities in Manitowoc and Sheboygan are both in flux as well. There have been recent changes in ownership of those buildings and Dr. Carlsen of Lakeshore Technical College has been actively seeking to relocate LTC services in those communities. In both cases, LTC occupies more than half of the current facility. Staff will be meeting with Dr. Carlsen to review options for the job centers to continue to provide service in those communities.

Job Center Updates were shared. Record unemployment is a reality in Sheboygan according to Ms. Wilkens. Great Lakes Training and Development staff have been effective in conducting "Employer Point of View" seminars

Bay Area WDB, serving WIOA Title I, is an Equal Opportunity Service Provider and Employer

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

in which job seekers can hear directly from area employers about why applications for employment are accepted or rejected. This provides real insight for job seekers who otherwise might just receive a rejection letter or no response at all. Employer recruitment events are occurring regularly. The Shopko stores in both Manitowoc and Sheboygan will be closing but the retail workers tend to be either more mature workers or high school aged and neither group takes much advantage of job center services including WIOA retraining opportunities. Board and job center staff do however reach out to those affected workers.

The situation in Menasha is similar with low unemployment and frequent employer recruitment events. Many job seekers are receiving more intensive employability skills training. There have been Shopko closings as well but the workers seem to find other employment very quickly.

Mr. Herber reported that monthly Business Services Team meetings have begun in Shawano. Josh from Job Service and Craig from DVR are participating.

In Marinette, Marinette Marine has received another contract for LCS construction. Bay Area WDB is administering a Wisconsin Fast Forward grant for training there.

In Brown County, Mr. Golembeski recently conducted four training sessions for Community Corrections agents to acquaint them with job center services as well as services available through other agencies in Green Bay. Paul Chamberlain, Constituent Services Representative for Senator Ron Johnson, has recently gotten a version of the Joseph Project up and running in Green Bay with the Micah Center. The Joseph Project is a partnership that provides employability skills training and connection to employers to struggling job seekers. Bay Area WDB staff has helped connect him to area employers who wish to participate in the program.

Board staff is continuing to work with the new leadership at We Are Hope, Inc. to insure quality service and accountability in Sturgeon Bay.

Another CDL training class using WIOA funding is planned at the College of the Menominee Nation. There has been great success with this training in Menominee County with the job center assisting with recruiting students.

MOU/RSA Updates were provided by Ms. Gregory-Paasch. MOUs are in place, but there are continued issues with how best to determine the DVR resource sharing cost amount. The issue is being discussed at the state level at this time.

Business Services updates included a report by Ms. Franz that the 2019 Manufacturing Vitality Survey of area companies showed significant plant expansion and other upgrade plans as well as continued strong hiring. The NEW Manufacturing Alliance is working on a project with the My Brother's Keeper organization in Green Bay. Mr. Herber shared information about the three new IT apprenticeships that are now available. He is leading Business Services Teams in Shawano and Door counties.

Review of Joint Committee Discussion touched on a number of issues brought up at the Joint Committee meeting in November that centered on responding to the economic changes that have occurred in the last decade making 2018 very different from 2008. As a result of that discussion, Bay Area WDB will be considering some significant changes to the WIOA program RFPs for PY 2019.

On the issue of more effective marketing of job center services, the consensus was that attention first needs to be given to upgrading and adding to the services available, particularly to people who are underemployed. The planned pilot to implement Chris Czarnik's *Human Search Engine* job search training in Brown County was delayed due to unexpected staff turnover, but we still want to move ahead with it. Discussion needs to continue about how best to offer value to non-traditional customers such as underemployed workers.

The needs of rural communities as distinct from urban areas were discussed. One-on-one attention to job seekers in rural areas as opposed to group workshops seems to be more effective looking forward. Focused training

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opportunities are also needed in rural areas. Broadband access remains a key issue in those regions as well. Transportation is a challenge that cuts across urban and rural communities.

Employer engagement will increasingly be needed in future efforts. Ms. Galecke observed that the construction industry has opportunities for workers in rural areas. With a shortage of workers in Wisconsin, employers need to look at pools of potential employees that they have not accessed in the past. One such group consists of job applicants who are rejected by employers, but who receive little or no feedback as to the reason for rejection. These job seekers end up discouraged but have no idea about how they might address their deficiencies in the eyes of employers. Employers are reluctant to provide any specific information to job applicants because of legal concerns. The Sheboygan Job Center offers a popular workshop called “Employer Point of View” in which a panel of employers speaks in general terms to job seekers about why some applicants are accepted and others rejected. There was discussion about how the job centers might structure a program or workshop to help job seekers understand and address employer perceived deficiencies without focusing on specific cases. There was agreement that this is a pool of workers that job centers could focus on. In other cases, there are employees who are let go because of a lack of training on the part of the employer who wanted a new hire to step into a position fully prepared to do the job. How might we assist employers to increase employee retention?

Job Center Quality Improvement was addressed in the prior discussion. At one point, it looked as if there would be an opportunity to offer a variety of Microsoft certifications through the job centers, but that is on hold at this time pending further development of the MicroTech Center in the Titletown district.

Mr. Kelley was present and offered some information about legislative interest in expanding the availability of internships in the state.

The committee meeting adjourned at 12:15 PM