



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD STRATEGIC LEADERSHIP COMMITTEE with PROGRAM PERFORMANCE COMMITTEE

MINUTES May 23, 2019

Present: Matt Rentmeester, Donna Janda, Jolene Wilkens, Cheri Galecke, Brian Ognacevic, Greg Middlesworth

Absent: Cheryl Neuens, Tim Beno

Program Performance Committee: Shelly Ghery, Chuck Dallas, Loretta Shellman, Matt Valiquette, Vickie Patterson

Others Present: Michael Troyer, Meridith Jaeger, Ann Franz

The meeting was called to order at the NWTC Corporate Conference Center at 11:00 by Mr. Rentmeester. The Strategic Leadership Committee had a quorum present. The Minutes of the February 23, 2019 Strategic Leadership Committee Minutes were approved as submitted on a motion by Ms. Galecke with a second from Mr. Middlesworth. It was noted that the committee did not have a quorum at the April meeting.

MOU/RSA Update indicated that Ms. Gregory-Paasch has achieved local agreement on a Resource Sharing process for PY 2019 but there is a question of whether there will be concurrence at the state level.

Job Center Facility Updates were provided by Ms. Gregory-Paasch. Previously discussed challenges remain. Recently decisions were made to remain at the current locations in Manitowoc and Sheboygan for an additional year. Staff will be meeting with the Green Bay Mayor soon for updates on the Green Bay site plans. The Door County location has serious accessibility issues and the landlord has not responded to our requests for discussion, so a new location in Sturgeon Bay may need to be considered. Ms. Wilkens noted that staff from the Sheboygan Job center would be opening a job center at the Taycheedah women's prison one day each week starting soon.

Business Services Updates included an update on the use of the state Retail Dislocated Worker grant for those affected by the Shopko closing. A new apprenticeship focused on gaming for the tribes is being developed. DVR is conducting a "reverse job fair" in which employers come to interview prospective employees.

Strategic Action Plan Discussion dominated the remainder of the meeting. Members received a draft copy of the PY 2019 Strategic Action Plan for Bay Area WDB and reviewed the identified priorities. There was a great deal of discussion about the future of job centers, particularly with Generation X and Millennials increasingly dominating the regional workforce. The image of job centers is still rooted in meeting the needs of blue collar baby boomers and lower skilled workers. To an extent, the employer entries on Job Center of Wisconsin are focused on these groups as well. Ms. Wilkens noted that there will always be a group of people with significant barriers to employment, but there are larger customer groups that need to be considered. There has been an on-going discussion about rebranding job centers. Brown County may be a good laboratory to try some new things since the two main income support programs, administered by Forward Service Corporation, are located at a different site.

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

One of the real assets the job center system has is the relationship the partners have with area employers. The partner agency business services staff, especially Job Service and DVR, bring real value to both employers and job seekers. The industry sector partnerships we have developed, particularly NEW Manufacturing Alliance, are an asset on which to build as well. How might we make more productive use of those relationships, particularly in getting more financial support from the private sector?

Even the value of the recent partnership connection with area libraries was questioned. Are Gen X and Millennials really using their services? Mr. Dallas suggested that Bay Area WDB members become more active in engaging the business community and making more effective use of business influence in the community.

Priority 4 was discussed in terms of the characteristics of truly effective partnerships in which partners actually give up assets to create a greater good for all. The foster care youth program collaboration during the last several years is a good example of that kind of collaboration.

Social media is obviously the wave of the future and we need to learn how to use it more effectively to market and deliver job center services to targeted cohorts. The Shopko dislocation, which includes the largest white collar dislocation we have experienced, is a good indication of future challenges. Gen X and Millennials have greater percentages of college educated members who will not need basic skill remediation as the Baby Boomers did, but they will need access to career planning and career pathways as the economy shifts and evolves. The future is coming quickly.

The committee meeting adjourned at 12:15 PM