



Bay Area Workforce Development Board

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

MINUTES September 19, 2019

Present: Matt Rentmeester, Donna Janda, Cheri Galecke, Brian Ognacevic, Greg Middlesworth, Cheryl Neuens

Absent: Tim Beno, Jolene Wilkens

Program Performance Committee: Shelly Ghere, Chuck Dallas, Loretta Shellman, Tony Marcelle, Tara Carr, Jim Schuessler, Randa Ruleford, Paul Chamberlain

Absent: Heather Martin

Others Present: Michael Troyer, Ryan Herber, Matt Valiquette, Vickie Patterson, Sarah Klapper, Kathy Williams

The meeting was called to order at the NWTC North Coast Marine Training Center at 9:00 by the Committee Chairs who turned the meeting over to Mr. Golembeski. Program Performance new members were introduced: they are Tara Carr, Jim Schuessler, Randa Ruleford and Paul Chamberlain.

MOU/RSA Update – WIOA requires a “Resource Sharing Agreement” (RSA) among the core job center partners for infrastructure costs. Ms. Gregory-Paasch has been leading the regional effort to put an agreement together. Unfortunately, that effort fell apart at the end of the process when DVR backed out. As a result, Bay Area WDB has requested DWD to enter into arbitration to finalize an agreement. A phone call with DWD officials is scheduled for later this afternoon.

Job Center Facility Updates – Mr. Golembeski provided an update on the Bay Area job center system. He noted that Bay Area WDB has been funding job center resource rooms in many of the job centers since 2008 when DWD cut back Job Service funding. As a result of several years of WIOA funding reductions, Bay Area WDB can no longer support those resource rooms and will be pulling out of Door and Manitowoc on October 1. In addition, DWD is interpreting Uniform Guidance to say that only “state merit staff” (i.e., Job Service) can perform that role in the resource rooms. The Resource Sharing Agreement will direct some Bay Area WDB funding to job center infrastructure when completed, and we are also waiting for DWD to indicate how WIOA Title 3 (Job Service) and Title 4 (DVR) will be deployed throughout Bay Area.

WIOA Service Contract Review Mr. Valiquette will provide an update during the Board meeting.

Business Services Updates – The Manufacturing Alliance has been a very active group. October is Manufacturing Month, and Ann Franz has been busy preparing for upcoming events. The Health Care Alliance has not had much activity lately. The WAGE\$ apprenticeship program has been doing extremely well under the leadership of Ryan Herber.

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

Review of Strategic Planning Session – Some of the Executive Committee members and board members met over the summer to set the direction for Bay Area Workforce Development Board over the next few years. A number of key questions were raised and two priorities identified. The first priority is to shape the job center of the future by asking “Who are our customers?” The prime workforce ages 20-55 now consists of Millennials and Gen Xers, and their needs are different from the Baby Boomers. This will also involve gaining a better understanding of community needs that affect workers such as housing and transportation. The second priority focuses on succession planning for the board as several long time staff members prepare to retire. Mr. Dallas emphasized the importance of working together more effectively as a board.

The Strategic Leadership Committee will be focused on the customer issue: identifying the various customer groups and making informed choices about services that best meet community needs. Job center marketing and branding will be an important part of this effort. The Program Performance Committee will look at the more focused board mission of providing training services to under-skilled adults, dislocated workers, and disconnected youth and young adults as well as how those services will best be delivered in our communities. Bay Area WDB currently has a training moratorium due to budget constraints.

Discussion: Strategic Questions Moving Forward – Those key strategic questions about job center customers/services and succession planning will be the focus of Bay Area WDB meetings throughout PY 2019. NEW Manufacturing Alliance will be conducting a survey later this fall asking young people about their preferences in job search methods and tools. Ms. Franz will share that information with the board as it becomes available.

There is continued interest in the ALICE population as an underutilized workforce resource. Mr. Chamberlain offered some insights from the Joseph Project experience. The Green Bay program is struggling to recruit participants and one real challenge to employment for many people is transportation. Joseph Project now has a van, but needs to find volunteer drivers to get people to work. He noted that 60 days of continued employment seems to be a good indication of on-going success for participants, but that many people continue to struggle with the ghosts and demons of their pasts. Other employment retention struggles include the cost and availability of child care, health issues, and affordable housing.

The committee meeting adjourned at 9:45 AM

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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