



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD STRATEGIC LEADERSHIP COMMITTEE

MINUTES

January 16, 2020

Present: Matt Rentmeester, Cheri Galecke, Brian Ognacevic, Cheryl Neuens, Tim Beno
Absent: Jolene Wilkens, Donna Janda,
Guests: Michael Troyer, Ryan Herber

Mr. Rentmeester called the meeting to order at 11 AM at the NWTC Great Lakes Energy Education Center. Roll call showed a quorum present. The Minutes of the November 21, 2019 meeting were adopted as submitted on a motion by Ms. Galecke with a second from Ms. Neuens.

Job Center Updates

Mr. Ognacevic shared that the layoffs at Kohler have numbered about 45 people after bumping rights and other shifting. Weekly workshops are being held at the job center in Sheboygan. Ms. Neuens reported that FSC has hired a new resource room associate in Shawano. In Marinette, the county staff will be remaining in the facility a few weeks longer than planned as there have been delays in renovating their new office building. The staff in the Brown County Job Center have been assisting those affected by the Alorica closing, about 126 people in all, and a number of the affected workers have expressed an interest in training although there seems to be a strong demand for their customer service skills. Job Service will no longer staff the Manitowoc Job Center as of July 1, 2020. The number of Job Center of Wisconsin computers will be reduced throughout the region.

MOU/RSA Update.

Ms. Gregory-Paasch reported that the Bay Area Agreement is ready to go.

Job Center Models

A number of strategies and ideas had come up in previous committee discussions and were reviewed. There is recognition that the customer base for bricks and mortar job centers has been changing significantly. Many job seekers use social media platforms, particularly the younger generations. Job center customers increasingly need services such as career planning and development, work readiness/work ethic training, job retention skills, and mental health services. Many job seekers feel “I can’t get out of this rut because I need to work now” so they remain in low paying jobs. Student debt is also an impediment to career options. How might we work with employers to promote career development for workers?

Mr. Golembeski had recently attended a briefing on the NEW Manufacturing Alliance survey of young workers that will be released in March. In the survey young people and employers report using Indeed, Google Search, and family/friends as preferred job seeking tools. Career fairs rated fairly low in the survey. How might job centers adapt to that new reality? He suggested that the ALICE population might be better connected to opportunities by expanding their social media network.

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

Mr. Ognacevic noted that the semi-annual Lakeshore Job Fair still fills up with employers and gets good reviews from them. Still, job retention is a challenge and the major barriers are reliable transportation as well as the cost and availability of childcare. There was a recent New York Times article on FoodShare that described how some workers are trapped by unpredictable work hours and are hurt by the benefit cliff.

FoodShare Employment and Training (FSET) can provide short term training (2-4 weeks) but since there is no credential, it does not align well with WIOA. On-the-Job Training (OJT) might be a useful program if expanded. Mentoring is also a successful approach to employment retention. Mr. Rentmeester noted that younger workers respond well to face-to-face interaction to augment the tech communication. There are also successful ride-sharing program models, some employer funded.

There was discussion about how Bay Area WDB might or should balance the use of resources for training subsidies and case management, as well as playing a role as convener and partnership developer. NEW Manufacturing Alliance has demonstrated the effectiveness of helping employers solve their own problems in creative ways. In some situations, the WIOA requirement that a trainee earn a recognized certification works against what an employer needs. Should resources for Business Services be increased?

Mr. Ognacevic emphasized the importance of skill training and the role of the job center in leading individuals into training opportunities. There was agreement that developing strong partnerships with businesses has been productive and that effort should be continued.

The meeting ended at 12:20 PM.

The Strategic Leadership Committee will meet next on Thursday, February 20, 2020 at 11 AM at the UW-Green Bay STEM Center.

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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