



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD STRATEGIC LEADERSHIP COMMITTEE

MINUTES (amended 3-5-2020) February 20, 2020

Present: Brian Ognacevic, Jolene Wilkens, Cheri Galecke, Donna Janda, Cheryl Neuens (arrived 11:15)

Absent: Matt Rentmeester, Tim Beno, Claudia Krepsky

Guests: Michael Troyer, Shelly Ghere, Loretta Shellman, Tara Carr, Tony Marcelle, Ryan Herber, Ann Franz

The meeting was called to order at 11:00 AM in Mr. Rentmeester's absence at the UW-Green Bay STEM Center. A quorum was not achieved until 11:15 AM when Ms. Neuens arrived. At that point, the Minutes of the January 16, 2020 meeting were adopted as submitted on a motion by Mr. Ognacevic with a second from Ms. Galecke.

Job Center Updates

The semi-annual Lakeshore Job Fair is set for April 2 at Blue Harbor Resort. Mr. Ognacevic noted that the event continues to be very successful and is popular with employers who also find it to be a valuable networking opportunity. The Sheboygan Job Center partners also work closely with area school districts providing practice interviews to high school students and presentations at the middle school. Ms. Wilkens reported on the initial success of the job center in the Taycheedah women's prison that is staffed by Job Service. Space is available in the job center facility since Lakeshore Technical College relocated and Lakeshore CAP will be moving into the building soon. Sheboygan remains one of the most active job centers in Bay Area. The Manitowoc Job Center is now closed on Wednesdays. Job Service and DVR staff provide services there but will be leaving that facility as of July 1, 2020. Partners, including WIOA Title 1 are already providing services to customers on an itinerant basis.

Brown County continues to have monthly job fairs that attract employers. Eighteen employers are participating at the job fair today. Mr. Valiquette shared that Bay Area has 70 individuals enrolled in training with the Retail Grant. Individuals displaced from that industry are eligible for up to \$30,000 in tuition reimbursement and support services through the special grant.

In Menasha, the former computer lab space is being set up for RESEA sessions. There is a major event called the "Reentry Summit" in Oshkosh on March 20 in which participants will go through a simulated reentry process at the Oshkosh prison. A number of staff plan to attend. Self service Fridays are still being held with minimal staffing available. Services in Waushara and Waupaca have been significantly cut back and rural areas are struggling for lack of service despite the need in those communities. The Oshkosh Job Center has been closed.

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

- Ms. Neuens reported that the Marinette Job Center Management Team is being restructured as the county prepares to relocate. There are meetings with community service agencies to explore new partnerships. In Shawano there is a growing partnership with DVR. WIOA Youth services are available at the job center, and resource room services are being provided. In Aurora, NWTC is considering keeping a resource room area open on a 24/7 basis for self service. In Aurora, NWTC is considering converting the current Resource Room space. The new space would be available to students only, 24/7 for study and computer/Internet usage.

On a state level, the Department of Public Instruction has led a partnership in a grant named “Libraries Activating Workforce Development Skills” (LAWDS) to coordinate services between the job centers and the public libraries. The project has been complicated but it is moving ahead little by little. Bay Area had conducted a workshop with the Nicolet Federated Library System in May 2019, but an on-going, systemic effort is needed.

MOU/RSA Update.

The Bay Area MOU and Resource Sharing Agreement had been ready to be finalized but a change in how DWD will support JCW equipment has thrown the agreement back into draft status to recalculate shared costs. Bay Area WDB staff are following up with DWD.

Business Services Team

Ms. Franz spoke about the recent survey conducted by NEW Manufacturing Alliance on the insights and attitudes of young workers ages 18-30 years in manufacturing. 130 local people and 500 people nationally did the survey. Local workers rated manufacturing high as a career and had an overwhelmingly positive view of NE Wisconsin as a place to live, work, and play. Of interest to the committee was that young people strongly prefer Indeed, Google Search, as well as recommendations from family and friends as job search resources. Job centers and traditional job fairs rated very low in the survey. Digital presence was rated essential for companies recruiting young workers, and company reviews from current employees was highly rated as well. Things that most attracted young careerists were: compensation, scheduling flexibility, advancement opportunities, and company culture. Full details will be released at the next general membership meeting on March 24 in Appleton.

Mr. Herber noted that both NEWMA and DWD have aggressive initiatives to draw exiting and existing military veterans to the state. He continues to work through the WAGE\$ grant to promote registered apprenticeships as well and noted that Maintenance Technician is a very popular area.

Members discussed the confusion created by the various job seeking system in the state such as Job Center of Wisconsin, WisConnect, Tech Connect, and INSPIRE.

Job Center Models

Members and guests briefly reviewed the strategic planning diagram. Dr. Troyer provided an update that the response from the last Bay Area WDB meeting had clarified six areas for strategic development:

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.

These will be further developed at a special Executive Committee meeting on March 19.

The meeting ended at 12:20 PM.

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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

The Strategic Leadership Committee will meet next on Thursday, April 16, 2020 at 11 AM at the NWTC Corporate Conference Center.

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