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BAY AREA WORKFORCE DEVELOPMENT BOARD OF DIRECTORS

Thursday, October 21, 2021

Northeast Wisconsin Technical College
2740 West Mason Street | Green Bay, WI 54303

MINUTES

Attending: Chuck Dallas (Chair), Paul Carlsen, Tara Carr, Ron Christensen, Cheri Galecke, Ron Kadlubowski, Dan Keyzers, Claudia Krepsky, Chris Matheny, Brian Pelon, Matt Rentmeester, Will Robinson, Mike Ruminski (1:35pm), Brue Russell, Ann Schermetzler, Gerald Schomaker, Norman Shawanokasic, Jennifer Short, Michael Troyer, Bethany Wilde; Marcia Christiansen and Ed Kelley via phone

Absent: Shirley Aviles, Timothy Beno, Jennifer Bscherer, Kris Chosa, Roberta Davis, Dustin Delsman, Steve Heller, Meredith Jaeger, Steve Jenkins, Heather Martin, Guy Meyerhofer, Brian Schauf, Myrna Warrington

- I. **CALL TO ORDER / ROLL CALL** – Chairman Chuck Dallas called the meeting to order at 1:04 P.M. A quorum was present.
 - A. Roundtable introductions of Board Directors and Guests – Executive Director Matt Valiquette congratulated Board Director, Dr. Chris Matheny on his new position as President, Fox Valley Technical College.
 - B. PY21 Conflict of Interest and Disclosure Statements – Individual Board Director Statements are due for November 1, 2021, Board Recertification submittal deadline.
 - C. Executive Director Matt Valiquette introduced items for future consideration, including:
 - i. Board Meeting Frequency and Attendance – The Board currently meets seven (7) times per year. Board members must attend more than half of the scheduled Board meetings to remain in good standing with the Board. A call-in or virtual option has been offered (mostly to ensure a quorum is reached) but is not ideal for concise discussion and review of Board business content and discussion.

Discussed was a decrease in the frequency of Board meetings and allowing the Executive Committee to meet on behalf of the Board between full-Board meetings. Matt will review DWD requirements. The most critical full-Board meetings are in September, January and/or February, and May, as these are points within the Program

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Year requiring budget, contractor, and policy decisions. A commitment to a consistent structure in communications to maintain engagement between meetings of the full-Board.

- ii. Committee Structure – Refocusing the Program and Performance Committee into a fiscal oversight “Fiscal Committee” and redefining the Youth Council/Standing Youth committee(s).

II. OPERATIONAL OVERVIEW (Patterson/Klapper)

- A. Retail Grant - Vickie Patterson, Program Operations Manager, noted that the \$538.2K Retail Grant ended September 30, 2021. Within the three-year grant term, 102 individuals entered the program. 61.9% attained a credential, with Q4 Placement 96.6%. The top four occupations were in the areas of Information Technology (14), Healthcare (21), Transportation (13), and Construction/Manufacturing (5). There are currently twenty-one individuals still in training.
- B. Program & Performance Overview – Matt provided a WIOA Title I performance comparison between Bay Area (WDA#5) and the other ten Wisconsin WDAs. The comparison measured unsubsidized Employment, median earnings, credential attainment, and skill gain by participants.

Exiting the program in Program Year 7/01/19 – 6/30/20:

Unsubsidized - Adult Wisc Avg (Green Bay)	Unsubsidized - DW Wisc Avg (Green Bay)	Unsubsidized Emp/Ed- Youth Wisc Avg (Green Bay)
72.2% (78.2%)	79.6% (87.5%)	76.6% (88.5%)

Exiting the program in Program Year 7/01/20 – 6/30/21:

Skill Gain - Adult Wisc Avg (Green Bay)	Skill Gain - DW Wisc Avg (Green Bay)	Skill Gain - Youth Wisc Avg (Green Bay)
58.2% (62.7%)	73.8% (70.7%)	53.8% (47.7%)

- C. Windows to Work (W2W) – Family Services W2W Coaches, Cressondra Peters (KMCI) and Amber Romanek (GBCI) presented a program on Department of Correction (DOC) programs underway at Tycheedah Correctional (TCI), since 2011; Kettle Moraine Correctional (KMCI), since 2017; and Green Bay Correctional (GBCI), since 2019. (Note: W2W included Oshkosh Correctional, 2003-2019.)

Program goals include reducing recidivism following release by connecting participants with meaningful job opportunities and assistance reintegrating into the community. Potential program participants must be within 12-months of their release date and undergo a strict screening process. Participants in groups of 5-8 learn computer skills, job search preparation skills, life skills, and gain real-world updates in technology and things (like Uber) that were not part of their world when they entered DOC.

Post-release services include assistance obtaining hygiene products, work clothes and housing; updating resume and job hunting; post-secondary education funding as available through WIOA,



other financial resources as needed; and an overall, connection/integration into participants community.

Since W2W's beginning, a total of 751 participants received services. Program participants released to one of Bay Area's 11-counties can access continued services and training via WIOA.

W2W Statistics	2020 Participants	Released to Bay Area
Kettle Moraine	17 Participants / 12 Completed	
Taycheedah	19 Participants / 12 Completed	3
Green Bay Correctional	23 Participants / 14 Completed	1

III. FINANCIAL STATUS (Valiquette/Spvacek)

Matt presented the October 2021 Financial Status by grant for a total dollar amount of \$9,844,923, with expenditures to-date of \$1,914,540 for PY21. Matt reminded the Board that these grants can be 1-2-3 years in duration and/or may have different fiscal calendars. Matt is working to find a better way to present financial status by grant, by fiscal calendar, to the Board in the future.

Matt identified this as an opportunity to begin discussing the benefits of establishing a Fiscal Committee (as previously discussed) to review financial reports and present the material to the Board in a more meaningful way.

IV. BOARD BUSINESS (Dallas/Valiquette)

A. CONSENT AGENDA (ACTION) – The Board unanimously accepted the following items on the Consent Agenda on a motion and a second from Matt Rentmeester and Michael Troyer, respectively.

- i. Approval of Minutes (September 16, 2021)
- ii. Review and Approval of WDB Board of Directors Membership Chart (required for biennial WDB Recertification). The Board is currently in compliance with 39 Total Members, as follows:

Total Members	39		
# Business	20	% Business	51%
# Workforce	8	% Workforce	21%
Labor	1	Economic Development	2
Apprenticeship	1	Wagner-Peyser	1
AEFLA/Title II	0	Vocational Rehabilitation	1
Tech College	3	Unemployment Insuranc	1

- iii. Fiscal Assistant Position Description and Posting (succession planning) – Will begin recruiting for the individual to replace Mistine Habeck as she advances into Debbie Spvacek's position as Controller when Deb retires at year end.
- iv. Worker Advancement Initiative Award Notice.

- v. BAWDB Open House Announcement – The Open House held September 12th has a nice attendance. Matt noted Deputy Program Operations Manager Sarah Klapper’s efforts to furnish, decorate and coordinate the move to the Board’s new office.
- B. Strategic Planning Task Force – Matt noted that the Task Force will have its third meeting November 4th and asked that anyone interested come join the group. Three emerging themes include (1) Develop DEI outreach, engagement, and enrollment strategies to better connect underserved, targeted populations with workforce development resources, (2) Re-imagine and redesign the AJC One-Stop network to increase value, relevance, and ROI; and (3) Optimize the balance between human capital investment and advanced technology investment leading to improved customer experience and outcomes.
- C. Bay Area (WDA5) American Job Center Report and Outlook – Matt reiterated the need to “re-imagine” the Job Center concept in today’s world and what it might or should look like 5-years from now.
 - i. How does the current Job Center structure need to change for today’s climate and the service needs of our participants?
 - ii. Referencing item IV(B) (1-2) above, how can we ourselves become more diverse and culturally sensitive to better connect with the underserved populations within our area that have cultural and language differences?
 - iii. With a shrinking pool of service providers, how do we attract and retain quality and culturally diverse service providers?

The above questions and concepts the Strategic Planning Task Force is considering when formulating its new 3-Year Strategic Plan, and Programming is working to incorporate in future RFP planning.

V. INVITED GUEST DISCUSSION: Barb LaMue, President & CEO, NEW North, Inc.

Barb reviewed initiative NEW North is working on, involved in or planning, including:

- NEW North, Wisconsin economic development, workforce development challenges and opportunities with the \$100M Workforce Investment Initiative.
- Addressing the needs of the transportation/logistics career sector currently the #1 industry for job growth.
- Initiatives related to Wisconsin’s status as #1 in nationwide paper production, 60% of which is in the New North region.
- Use of INTEL Tracker for performance metrics, business intel and regional data
- Diversity, Inclusion & Belonging – 21 Week Equity Challenge with the United Way of Wisconsin to provide information HR can use in their onboarding. Examples of current activities via [Linkedin.com/learning/paths/diversity-inclusion-and-belonging-for-all](https://www.linkedin.com/learning/paths/diversity-inclusion-and-belonging-for-all).
- Grant opportunities for broadband access to ensure broadband is accessible, dependable, and affordable for all throughout the New North region.

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- Gold Shovel Project – Faster access to certified sites (buildings and land) and property that has the capabilities or are prime for development when business and industry is looking to expand and relocate to the New North region.
- Outreach to companies that are exporting or companies foreign owned.
- Other projects: Educational Institute and Talent Hub (highlighting industry alliances),

VI. BOARD OF DIRECTORS NEWS AND UPDATES

Next meeting November 18, 2021, at Kress Family Library Branch in De Pere.

VII. ADJOURNMENT – 2:56 P.M.