

## **Workforce Development Board of South Central Wisconsin, Inc. Full Board Meeting**

**March 3, 2016  
11:00 a.m. to 1:00 p.m.**

**Madison College – Administration Building  
1701 Wright Street  
Madison, WI**

**Members Present:** Alan Langeteig, Chair; Melanie Bruins, Ed Clarke, Paul Dietmann, Nancy Elsing, Randy Guttenberg, Rich Hands, Matt Hurtienne, John Lalor, Nick Lampone, Joe Ledger, Steve Lewis, Ryan Pulvermacher, Dave Robinson, Steve Rush, Lynn Severson, Howard Teeter, Clay Tschillard

**Via Phone:** Barb LeDuc, Dave Phillips, Ann McNeary

**Guests Present:** Julie Enloe

**Staff Present:** Pat Schramm, Seth Lentz, Erin Bechen, Jackie Hall, Tia Rice

Langeteig called the meeting to order at 11:02 am. He noted a quorum was present and the meeting was properly noticed.

### **Agenda Item 1 – Introductions & Announcements**

Langeteig welcomed everyone and everyone introduced themselves. Tschillard shared that this is his last Board meeting as he has accepted a position with the Seattle Electrical Program. Schramm thanked Clay for all of his work with the Board.

### **Agenda Item 2 – Review and Approval of January 26, 2016 Board Meeting Minutes**

Langeteig asked for a motion to approve the minutes of the January 26, 2016 Full Board meeting as presented. Lalor moved to approve the minutes as presented. Hurtienne offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

### **Agenda Item 3 – Report of the Executive Committee**

Langeteig reported that the Executive Committee met prior to the Full Board Meeting. The following items were discussed.

- The Executive Committee approved the Form 990 for submission.
- The Executive Committee discussed by-law changes needed due to the recent legislative change from Workforce Investment Act to Workforce Innovation and Opportunity Act. He noted that

the bylaw changes will be officially sent to the Board on March 11, 2016. The draft document is in your folders and the process for changing the bylaws is stated in the bylaws. The changes must be sent to the full Board 10 days before a full Board meeting for discussion. The bylaws will be sent to the Board on March 11 and discussed at the March 28, 2016 Full Board meeting. Then the Board will take a vote on the changes at the next full Board meeting (May 24, 2016). A two thirds vote of the full Board is required for a bylaws change.

- The Executive Committee approved fiscal procedures for Revenue Recognition and Gift Acceptance.

#### **Agenda Item 4 – Recommendation from the Planning and Development Committee**

##### *Presentation /Discussion and Adoption of PY 16 WorkSmart System Design*

Clarke stated that we had a Planning and Development Committee last week. Lindsey Jones Chaired the meeting. He reminded the members the purpose of the Planning and Development Committee. He stated that there are big changes with the new legislation going from the Workforce Investment Act to the Workforce Innovation and Opportunity Act (WIOA).

He stated that WIOA mandates much more collaboration with workforce partners. We have been looking at future customers and we will be placing a new emphasis on recruitment. Our Career Pathways platform is accurate but there will be new job functions and roles that will be recommended. WIOA states that you need to deal with Career Services (everything that gets people ready for work besides training) and training.

Lentz directed members to some background on WIA near the back of the recommendation. He shared that there is also a breakdown of Career Services and Training functions. There is an increase collaboration with Job Service, DVR and the technical college. Part of the increased collaboration is the newly appointed one Stop Operator and Julie Enloe is present today as a representative.

He stated that additional strategies include the utilization of work experience and apprenticeship. He said we need to address challenges like long term cases, staff priority of time and intentions. Also, financial platforms for OJT, work experience, academies, etc.

He directed members to page two of the recommendation and reviewed the recommendation detail.

##### **Recommendation Detail:**

- 1) Organize Recruitment and Triaging of customers around scheduled events that are supported by a team that has the expertise to determine if a customer should start with Career Services or go directly to training

Schramm shared that when a company is downsizing, we get one shot with the company to share services that can benefit employees being laid off. She shared that the recruitment and triaging is very strategic with a briefing stage, an assessment stage and a one on one for referral. Customers are able to leave at any point until enrollment.

- 2) Build a Career Services Model that has deliberate packages and levels of employability skill development with a dedicated team of Employment Specialists. The Employment Specialists would have the similar role to the WIA model but with a greater emphasis on leveraging the resources minimally of the other WIOA Partners (Job Services, Department of Vocational Rehabilitation, Veteran's Services, Technical College Adult Basic Education, etc. The goal is to

incorporate into the Career Services model all resources available across WIOA Partners. Career Service offering will be tiered so that services can be readily accessed depending on the customer's need with a clearly defined content – basically build a Career Pathway Career Services Model that reflects stages of difficulty like the current Career Pathway Training Model.

Staffing:

- In the metro area, we would dedicate Employment Specialist teams to focus on a specific level of customer need.
- In the rural areas, we would recommend the same package but blended into a staff team that supports all tiers but would deliberately stagger the scheduling of services and difficulty of content so that each segment builds in difficulty and a more skilled customer would not join the group until mid or end point.

In this Model, the Board staff acknowledged that it is important that services be available at all times for the person who just needs help locating a good job match. This would be accomplished by assuring that adequate resources are available in our Job Center resource room and widely featured on our web based materials.

- 3) Add responsibility for customers participating in Academies into a new Academy Training Navigator staff role. In the metro area this would be unique staff. In the rural areas this would be blended into the Training Navigator role to create a large enough customer scale to support full time staff.

We want to focus on utilizing this strategy as much as possible. This staff would work with the cohorts directly to ensure the employability skills are addressed and the customers are successful upon completion.

Schramm shared that the academies are vetted against the full programs so they are transcribed and moving forward on the program path.

- 4) Continue the Training Navigator role blended Academy Navigator role in the rural areas  
Reminder of the role of Training Navigator to students while they are participating in training:

Career Advising and Enrollment in WIOA	Support while participating in training to assure successful completion	Job Preparation including basic skill labs, resume development, coordination of supportive services.	Partner to support customers to enter and retain employment leveraging the student Career Center Services of the Colleges including Career Connect.
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Clarke shared that there are people enrolled at the technical college right now who are eligible for our programs. By creating Training Navigators inside the college and having them recruit within, we have been able to assist a lot of new customers to be successful. This is also a personal engagement and contact.

Lewis asked about the funding of Navigators. Lentz shared that the Training Navigators are employed by the college but we contract with the colleges to provide the funds.

Lentz stated that our next step will be to run a procurement and agencies will bid in. Schramm stated that the Apprenticeship Navigator is one position that we do not need to go to bid for.

5) Provide adequate support service and management support to the model.

Lentz shared there is a recognition of the rural and urban model and the differences among those. He directed members to the configuration of staffing support within the urban and rural models.

Schramm shared that this is the platform we would go to competitive procurement on. We will build bid specs from this document.

Lentz reviewed the summary of financial model. He stated that we wanted to create a staff structure to support the resources in the various financial categories listed.

Summary of Financial Model

Subtotal from the Above Chart - Personnel Related	\$1,911,279.00
Training Costs for Academies	\$550,000.00
Individual Training Accounts - Long Term Training	\$600,000.00
Support Services	\$400,000.00
Work Experience (Transitional Jobs)	\$261,000.00
On the Job Training	\$50,000.00
WorkSmart Project Support	\$40,000.00
Subtotal Total	\$3,812,279.00
Fund Available - WIOA Adult and Dislocated Worker Funds	\$4,013,001.00
Balance	\$200,722.00

**MOTION:** Clarke asked for a motion to approve the WorkSmart design recommendation as presented. Teeter moved to approve the motion as presented. Lalor offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Lewis asked about the apprenticeship component. Tschillard stated that there is an organization that runs sessions to help navigate people who are interested in apprenticeship programs and they help prepare them. Pre-apprenticeship is helping individuals gain some credentials which make them a better candidate for apprenticeship. The Apprenticeship Navigator will be more focused on Business Services at the beginning and how to break into industries that haven't done apprenticeship before. Tschillard shared there are staff at the Bureau of Apprenticeship that would be great for this position.

Update on Strategic Planning Work and Timelines

Schramm thanked the committees for all of the work. We are working through the strategic plan that must be submitted on March 31, 2016. All of these pieces developed and approved will be part of the strategic plan. We will also be going out to bid the week of March 14, 2016. The proposals will be due the week of April 18, 2016. Review teams will meet the week of May 2-May 10, 2016. Review teams will make recommendations from the committees for the funding of contracts at the May 24, 2016 Full Board Meeting. Contracts will go into place on July 1, 2016.

**Agenda Item 5 - Recommendation from the Youth Committee**

Presentation / Discussion and Adoption of PY 16 In School Youth Program Recommendation

Schramm directed members to the In School Youth Recommendation handout. She noted that the In School Youth model has been primarily Middle College. These students are in high school and these students are in poor families or have a disability. Middle College was a big experiment and our partners have learned how to get students exposed to various industries. She reviewed the recommendation for skilled training.

Recommendation- Skill Training	\$128,716
Total of Recommendations	\$128,716

**Details to Recommendation: Skill Training**

a. Madison College Truax: Attending students are from Dane County Schools, including Madison Metropolitan Schools. Continue Middle College – 5 days per week – seniors only for Manufacturing and Health Care.

	Recommended \$	# of Students Served
Manufacturing Essentials (manufacturing essential certificate) – Cohort size 16	\$29,000	16
Health Administration – Cohort size 12	\$34,000	12
Total	\$63,000	28

b. Madison College Truax: Attending students are from Dane County Schools, including Madison Metropolitan Schools. Continue Middle College – 5 days per week – seniors only for Culinary.

	Recommended \$	# of Students Served
Culinary (Professional Chef I) – Cohort size is 12	\$9,000	4

*Note to Culinary: We are recommending that Culinary be funded as a blended class to include high school seniors and out of school youth 18 to 24 yrs. We are budgeting for a minimum of 4 high school students. We will allocate additional in school slots if needed at a per student cost of \$2,250 per student.*

c. Madison College Fort Atkinson: Attending students are from Jefferson County, primarily Fort Atkinson, Lake Mills and Jefferson High Schools.

	Recommended \$	# of Students Served
Manufacturing Essentials (manufacturing essential certificate)	\$30,500	15

d. Madison College North (Columbia, Sauk and Marquette Counties)

We are recommending that Manufacturing classes in the northern area be funded as a blended class to include high school seniors and out of school youth 18 to 24 yrs. We are budgeting for a minimum of 5 high school students. We will allocate additional in school slots if needed at a per student cost of \$2,143 per student. We will be requesting that this class be run on a non-traditional schedule. Possibly offered winter break and nights.

	Recommended \$	# of Students Served
Basic Gas Metal Arc Welding – 2 credits	\$4,166	
Interpreting Engineering Drawing – 2 credits	\$4,000	
OSHA (\$510 per students)	\$2,550	

Total – full cohort for blended age class - 15	\$10,716	5
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e. Moraine Park Technical College Dodge County: Attending students in Dodge County high schools enrolled in the welding Career Pathway Certificate Program (dual credit offering)

	Recommended \$ In School Youth	#of Students Served
Welding Career Pathway Certificate (\$500 per student x 20)	\$10,000	20
OSHA (\$275 x 20 students per students)	\$5,500	
Total	\$15,500	20

Note to Moraine Park – The Dodge County Schools, Moraine Park Technical College and the Dodge County Manufacturing Alliance have been working over the past 2 years to decide what is the best strategy to build the talent pipeline for Manufacturing jobs within Dodge County and the region. The Collaborators have considered a magnet school site, utilization of the Cardinal Manufacturing curriculum etc. As of winter 2016, the Dodge County School Superintendents have all agreed to offer the same WTCS Welding Career Pathway Credential throughout the 7 Dodge County high schools. At this stage, the college is requesting that we switch from the Middle College delivery at Moraine Park Technical College and partner with Moraine Park to support the delivery of the Welding Career Pathway certificate, augmented with OSHA10 and possibly adding a prep for college success class. The staff recommends that the Board partner with this change.

Hurtienne added that Moraine Park and partners are trying to have career pathways inside the high schools to increase enrollments because we are having logistical issues getting students to the campus. Once students complete the career pathways, the school district will get funds back.

**MOTION:** Langeteig asked for a motion to approve the In School Youth recommendation as presented. Guttenberg moved to approve the motion as presented. Elsing offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion. Hurtienne and Lalor abstained.

Schramm reviewed the following pending strategies.

**Pending Strategies #1 – Career Services**

**Employability preparation, job development, placement and support to students participating in Workforce Development Board paid internships.**

The Board staff requested that the Youth Committee reserve \$100,000 to support a future recommendation around Employability Skills Instruction (“Career Services” is the term used in WIOA). As the Out of School Youth Design work is completed, the staff will determine which approved contracts will need to be assigned additional In School Youth funds. The Board staff will deliver their recommendation for contract modifications in April when the staff makes the recommendations for the PY16 Out of School Youth implementation. If the staff determines that additional providers are needed, they will also make a request to run a request for vendors in May 2016.

**Background to Pending Strategy #2 – Funds to support subsidized work experience and transportation to training at the Technical Colleges and events.**

The Board staff will include the items below when they make the final youth programming recommendations in April 2016 for action by the Board at the May 24, 2016 meeting.

- a. Reserve \$97,632 for work experience wages
- b. Reserve \$50,376 for transportation to technical college based training and other events

Update on Out of School Youth Program Design Work

Schramm shared that the planning team for the Out of School Youth program design work met on February 19, 2016.

**Agenda Item 6 - Update on Kraft Heinz and Tyson Dislocation Activity**

Schramm directed members to the handouts on Kraft Heinz and Tyson. She shared that for Kraft Heinz, it is a regional impact. Danica Nilsestuen has been working hard on this and we have WorkSmart staff working on these dislocations as well. For Kraft, there is a corporate group and a production group.

We are working with UW Continuing Ed because a lot of people grew up through the company but they don't have the certifications to make moves. They are developing a certificate in logistics. The workforce will be moving out every Friday between now and May. We know which groups there are so we can deliberately work with individuals to provide services.

Jeff Kennedy is housed at Kraft one day per week. The rest of the time he is housed at the Commercial Avenue Campus across the street from Kraft.

For production, people won't come out until May and maybe even later (January 2017). We are trying to stage what we need so we can do the training before release. She noted that employees are getting large severance packages.

Schramm reported that the workforce in Tyson is very concentrated in Jefferson County. The Tyson facility will be closed by October 2016 and layoffs will be staggered based on product lines.

Together it is more than 1,000 people.

**Agenda Item 7 - Adjournment**

Before adjourning, Tschillard officially resigned from all of his committees and the Board.

With no additional business for the Committee, Langeteig asked for a motion to adjourn at 12:44 p.m.

Adjourned: 12:44 p.m.

Respectfully Submitted:

Laura Cataldo  
Board Secretary  
Workforce Development Board of South Central Wisconsin, Inc.

Attachment for Board Records:

- Agenda
- Draft Full Board Meeting Minutes from January 26, 2016
- Recommendation for In School Youth
- Recommendation for WorkSmart System

- Kraft and Tyson Dislocation Information
- Financials