

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

**March 28, 2016
11:00 a.m. to 1:00 p.m.**

**United Way of Dane County
2059 Atwood Avenue
Madison, WI**

Members Present: Alan Langeteig, Chair; Tracy Aide, Melanie Bruins, Pam Christenson, Marcia Christiansen, Ed Clarke, Kathy Cromey, Alex Fralin, Rich Hands, Matt Hurtienne, Bob Kellerman, John Lalor, Nick Lampone, Alan Langeteig, Joe Ledger, Ann McNeary, Dave Robinson, Steve Rush, Howard Teeter

Members Present via Phone: Dave Phillips, Brian Pulford, Lynn Severson

Guests Present: Jane Budde, Ed Lee

Staff Present: Pat Schramm, Seth Lentz, Erin Bechen, Lameece Tyne, Danica Nilsestuen, Tia Rice, Michael Stluka, Jackie Hall

Langeteig called the meeting to order at 11:05 am. He noted a quorum was present and the meeting was properly noticed.

Agenda Item 1 - Introductions and Announcements

Langeteig welcomed everyone and everyone introduced themselves.

Agenda Item 2 - Review and Approval of March 3, 2016 Board Meeting Minutes

Langeteig asked for a motion to approve the March 3, 2016 meeting minutes 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 - Election of Treasurer for the Workforce Development Board

Langeteig shared that Clay Tschillard, Board Treasurer, recently moved to Seattle. The Board's by-laws allows for the Board Chair to identify a member to serve out a remaining officer term with approval of the Full Board. He stated that we have asked Kathy Cromey who served on our Executive Committee in the capacity of past secretary and Co-Chair of Planning and Development if she would serve in this role of Board Treasurer. Kathy Cromey has agreed to serve.

MOTION: Langeteig asked for a motion to approve the appointment of Kathy Cromey as the Board Treasurer until December 31, 2016. Christenson moved to approve the motion as presented. McNeary offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

He shared that we will have election of officers for January 1, 2017 at our Annual Meeting in November.

Agenda Item 4 – Discussion of the Changes to the WDBSCW By-Laws

Langeteig shared that we need to amend our By-Laws. The process of By-Law amendment is stated in the current Board By-Laws. The timeline is as follows:

By-Laws must be sent to the Board 10 days before the meeting where they will be discussed. These were sent on March 14, 2016. The By-Laws then state that we need to discuss the changes at the first meeting (March 28, 2016). Then, wait until the next Full Board Meeting to vote (May 24, 2016). There must be a 2/3 vote of the Board to pass a By-Laws change so he encourage participation at the next Board meeting.

Schramm shared that everything that has changed is highlighted. There are four themes. The first one is the change in federal legislative reference from Workforce Investment Act (WIA) to Workforce Innovation and Opportunity Act (WIOA). The second is the public law is now 113-128 instead of 105-220. The third change is that the Local Elected Officials are now Chief Elected Officials.

On page 7, the Youth Committee used to be a Youth Council. Under new legislation, the Youth Council goes away and there is Youth (standing) Committee of the Board. The Youth Committee can have members that aren't members of the Board. We have shied away from this due to liability reasons but we can invite non-members in as an advisory committee.

Agenda Item 5 – Recommendation from the Planning and Development Committee

Presentation and Adoption of Workforce Development Board Vision, Goals and Strategies

Clarke stated that the Planning and Development Committee met on March 22, 2016.

He walked through the Board Vision, Goals and Strategies. He reviewed each section and asked for questions.

Under Goals and Strategies, Clarke stated that goals are what we want to focus on and strategies are what we want to accomplish. He noted that we adopted the State goals and added a new one called Board Development.

Goal 1 – Deliver a results-driven “Talent Development System” providing the opportunity for the region’s job seekers, workers and businesses to sustain economic viability and self-sufficiency. Clarke stated that this goal supports the training in the driver industry sectors that we have chosen, gives entry points for all stages of skill development and provides skills to support the skill ladders within the industries.

In order to accomplish that, we have created a delivery model. We have released a bid to fulfill the delivery model.

Goal 2 – Assure that the “Talent Development System” can respond to: changes in driver industries and sectors, as well as the skills and knowledge ability needs of employers; the needs of workers and job seekers by assisting with acquiring new skills and overcoming barriers; and the need for alignment of activities with education and regional economic strategies and partners that will aid in providing access to self-sufficiency.

Clarke shared that the driver industries that we are going to focus on include: construction, manufacturing, health care and social assistance, professional/scientific/technical services/finance and insurance/ information/management of companies and tourism. We want to develop training solutions that are within career pathway framework and target these jobs. We strive to collaborate and maintain partnerships with partners.

Lalor asked about Page 5c and recommended adding the CESA districts. This is also absent in the Board’s local plan and will be added.

Langeteig asked about the driver industries and how the data is supported. Lentz stated that we have access to EMSI (Economic Modeling Software) to determine impacts on community. It combines federal and state data sources. It is also an opportunity for us to see growth industries, occupations, educational levels needed, etc. Schramm shared that we can assist people if they want help with data compilations.

Rush asked about the health care industry and where the numbers wage data drops off. Schramm shared that we are making sure there is training to jobs that are \$15+ and a lot of work will be done with the youth talent pipeline.

Lalor asked about the \$15 per hour and stated they are doing a future outlook discussion for 2020 and he said they don’t factor in that CNA’s may make that much in the future. Schramm stated that we will have access to resources that show us self-sufficiency calculations. Clarke added that this is a two year plan and we may make changes in a couple years.

Goal 3 – Assure that the “Talent Development System” provides a “One Stop” at which any employer, worker or job seeker may enter into the talent development system with aligned resources and programs.

He stated that this year we have contracted with the Employment and Training Association (EATA) to serve as a One Stop Operator. We have invested in new technology. We are meeting with businesses and industry and focusing on sector work. We are working with contract staff in order to align and meet goals.

Goal 4 – Assure that programmatic and evaluation results provide partners and elected officials with data to ensure continuous improvement of system activity.

Clarke noted that this is the Board’s continuous improvement goal and we want to continue to look at the data and see how the system is achieving goals.

Goal 5 – Continue to develop an effective Board that values partnership, enables workforce development and created positive economic change.

Clarke noted that activities include new board member orientations, webinars, and having Board members serve on subcommittees. Board members also serve on industry sector teams.

We worked hard to make sure everything we do is incorporated. Langeteig shared that he really likes the customer focus point.

Schramm shared that we the youth design team is working hard and we will have a recommendation at the May 24, 2016 meeting.

MOTION: Langeteig asked for a motion to adopt the vision, goals and strategies portion of the plan as presented. Clarke moved to adopt the portion of strategic plan as presented. Robinson offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 6 – Presentation, Discussion and Approval of the PY16 WIOA Strategic Plan

Schramm provided an overview of the WIOA Strategic Plan.

Page 2 – Index; scope of the plan. The layout goes from the highest level to the operational detail.

Page 3 – Workforce needs; snapshot of the region. Growth rate of 4%. We will become the driver region in the state. 588,000 jobs. 15,300 people unemployed as of November. 68% of our residents have some college.

Page 4 – We are committed to a Career Pathways System.

Page 5-7 – Vision, Goals, and Strategies

Page 8 – Governance and Structure – Relationship of Chief Elected Officials and the Workforce Development Board

Page 9 – One Stop Delivery System – WIOA Delivery Model

She noted that we are currently out for bid so we will share the procurement results at the May 24, 2016 Full Board meeting.

Page 10 – Results-Driven Talent Development System

She reviewed the critical features and critical partners working towards a shared vision, including the Memorandum of Understanding.

Page 11 – Program Services

Priority of Service, Targeted Populations to Serve, Services Available to Customers

Schramm shared we are silent on the incumbent worker training until we get through procurement. We are working on a reverse referral system where companies send individuals back that are not a good fit.

Page 12 – Performance and accountability – with oversight by the Board and committees.

We also have a federal accountability.

Page 13 – Timeline

- March 31, 2016 – Submit WIOA Plan
- March-May 2016 – Run Bid and Recommend Contractors
- April 2016 – Brief Chief Elected Officials on WIOA Plan
- March-June 2016 – Development Memorandum of Understanding with Partners
- May 24, 2016 – Approve New Contractors and Set Plan Special Project Work
- June 2016 – Submits Updates to the WIOA Plan and Contract for Services

Questions and Comments

Lalor shared that his group discussed the large need for incumbent worker retainment. Robinson shared that Brakebush is going to see a large number of retirees and the replacements aren't there.

Hands asked about internships and how that affects placements. Schramm shared that a lot of times, the interns are college students. We are trying to bring younger people into internships and we pay the wages to create opportunities inside of companies. Internships are called work experience for youth. For adults, work experience will be called transitional jobs. These individuals may train with us but don't have experience in specific areas. The strategy is to give someone an opportunity to do a work experience that they can share on their resume but a lot of times individuals aren't hired by the company.

Christenson asked about entrepreneurship. Schramm stated that it comes under program services and the work with Madison College – College of Entrepreneurship. The idea is to weave different aspects of entrepreneurship into all of the college programs.

Kellerman shared that he would like to see more incorporation to address older workers. Schramm shared that we could build out section 5 to include information on older workers in the Memorandum of Understanding (MOU).

MOTION: Langeteig asked for a motion with the amendment to build out section 5. Kellerman stated that he will move to approve the motion with the amendment that incorporates older workers in the MOU. McNeary offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 7 – Adjournment

With no additional business for the Committee, Langeteig asked for a motion to adjourn at 12:56 p.m.

Adjourned: 12:56 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 March 3, 2016
- Wipfli Audit Results PowerPoint Presentation
- Fiscal Documents ending January 31, 2016
- Overview of WIOA Strategic Plan
- WDBSCW Vision, Goals and Strategies
- WDBSCW By-Laws
- WIOA PY2016 Local Plan