

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

**September 26, 2017  
United Way of Dane County  
2059 Atwood Avenue  
Madison, WI  
11:00 a.m. to 1:00 p.m.**

**Members Present:** Dave Branson, Melanie Bruins, Laura Cataldo, Ed Clarke, Nancy Elsing, Alex Fralin, Rich Hands, Lindsay Jones, Bob Kellerman, John Lalor, Francis Langer, Joe Ledger, Barb LeDuc, Ann McNeary, Melissa Montey, Dave Phillips, Ryan Pulvermacher, Howard Teeter, Bryan Woodhouse

**Guests Present:** Jon Danforth, Julie Enloe, Aaron Sarbacker, Jason Frey, Chance Strom, Lisa Hollman, Beth Gaytan, Linda, Bri, Carla

**Staff Present:** Pat Schramm, Seth Lentz, Erin Bechen, Jackie Hall, Lameece Tyne, Bri Shekels, Kim Larson

Cataldo called the meeting to order at 11:15 am. She noted a quorum was present and the meeting was properly noticed.

**Agenda Item 1 – Introductions & Announcements**

- a. Public Comment – None
- b. Announcements

Cataldo shared that the Board has a new logo that Jackie Hall designed around the Career Pathway theme. She directed members to the talking points card in their folders. She asked Hall to share a little bit about the purpose of the cards. Hall shared that the cards were made for Board members so they can share information on the Board programs at any given time. The cards are a quarterly effort that focuses on business development, reentry services and showcase of the young adult initiatives.

**Agenda Item 2 – Review and Approval of May 27, 2017 Full Board Meeting Minutes**

Christenson asked for a motion to approve the May 27, 2017 meeting minutes as presented. Branson moved to approve the minutes as presented. Clarke offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

As a follow-up to the last Board meeting, Cataldo noted that Bob Kellerman asked us to submit letters of support to the Senior Community Service Program. Pat Schramm sent letters of support to the Wisconsin Delegation and Chairs of Labor and Education Committees of the House and Senate supporting the continuation of the Senior Community Service Program.

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

Cataldo shared that the Executive Committee met three times since our May Board meeting; on June 8<sup>th</sup>, June 19<sup>th</sup> and August 10<sup>th</sup>. The minutes from those meetings are in the Board folders.

At the June 8<sup>th</sup> meeting, the Executive Committee approved increasing the wage cap on Work Experience from \$10 per hour to \$15 per hour. She shared that what drove this decision is that we had customers who were passing up training related internships for primarily retail and fast food service jobs because the pay was greater than what the Board could offer. We have already seen a direct benefit to this action during our summer internship period. More young people and low income adults took work experience internships in the areas that they were training and moving into training related jobs.

At the June 19<sup>th</sup> meeting, the Executive Committee conducted Pat Schramm’s evaluation. She had very positive review and evaluation.

At the August 10<sup>th</sup> meeting, the Executive Committee approved an extension of the Leap Contract with the Dane County Jail to June 30, 2018. They also approved a new contract with the Employment and Training Association to expand the staffing to support re-entering offenders leaving the Dane County Jail.

The Executive Committee approved a contract contingency to transfer the Dane County out of School Youth Resource Specialist to Employment and Training Association if Operation Fresh Start, who was and is the employer of record for the position, could not fill the position. This is a critical position that supports all of the Out of School Youth Contracts. Operation Fresh Start was encountering challenges in maintaining staff in the position which had been vacant for 4 months. The Board was working closely with OFS but needed a plan B if OFS could not fill. We did not have to use Plan B – OFS did fill the position.

Schramm also meet with the Local Elected Official on August 22, 2017 to brief them. She reminded the Board that we hold an agreement with the Chief Elected Officials that requires that we brief them regularly on decision. The briefing included:

- a. Update on Workforce Innovation and Opportunity Act requirements:
  - Performance Standards for Program Year 2017
  - Completed Memorandum of Understanding
  - Job Center Certification
- b. Review of the Program Year 2017 Budget.
- c. Strategy for filling new Board Member seats for 2018.



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- d. Briefing on re-entering offender work and Drug Court engagement.
- e. Briefing on Aging out of Foster Care efforts.

#### **Agenda Item 4 – Annual Report Card Presentation and Discussion**

Clarke shared that we haven't had a Planning and Development Committee meeting but we will be having one soon. Schramm reported that this year is going to be a little different. In September we always present our report card but this year we will be comparing the report card to the Workforce Innovation and Opportunity Act (WIOA) strategic plan.

She provided a frame and shared that we have a continuous improvement plan. In September we look at the entire program year (July 1, 2016-June 30, 2017). In September and January, the staff does a lot of technical assistance to the contracts that are in place. In January we will discuss any efforts that need tweaking. This year we are in a procurement so this will take place from January through May, with recommendation to contract taking place at May Board meeting. She reviewed the Board's strategic vision.

She reviewed the three big organizational milestones.

- 1) Officially recertified as a Board for July 1, 2016
- 2) Submitted and received approval of Memorandum of Understanding
- 3) Comprehensive Job Center Certification of Dane County Job Center

Schramm reminded the Board that the work sits on a Career Pathway framework. This provides that individuals have a work and learn environment. We have built a business platform to support this. Our Career Pathway framework includes work at k-12 system through adults.

Lentz reviewed the goals.

***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.***

**Strategy:** Work to create a “Talent Development System” that is built on a career pathway framework that:

- a. Supports training in the skills for the driver industries and sectors in our region;
- b. Provides strategic entry points to the stages of skill development for our job seekers;
- c. Provides the essential skills to support the job ladders within our region's driver industries and sectors.

Lentz shared that we are really trying to capture the awareness engagements and other efforts the staff are doing.



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He reviewed the essential one stop services managed by the WDBSCW.

- Recruitment, assessment, triage and referral – Plan: 960 / Actual: 733
- Career services – Plan: 1,391/ Actual: 1,266
- Training services – Actual: 573

Clarke asked if the skilled training includes degree training and Lentz said yes. He moved onto review of goal 2.

**Goal 2 – Assure that the “Talent Development System” can respond to:**

- a. Changes in driver industries and sectors, as well as the skills and knowledge ability needs of employers;***
- b. The needs of workers and job seekers, by assisting with acquiring new skills and overcoming barriers;***
- c. The need for alignment of activities with education and regional economic strategies and partners that will aid in providing access to self-sufficiency***

He shared this involves staying focused on the long term success of the individuals we are working with. Keeping feet to the fire on credential training and assisting individuals in seeing the career impact. Some stats include:

- Prepared economic analysis data for business, economic development and county government partners to help examine the driver industry activity in the region.
- **140 participants trained via Academies**
- **573 people who participated in training, 499/87% people trained for careers in the region’s driver industries**
  - Construction: 25
  - Manufacturing: 124
  - Healthcare and human services: 163
  - Professional, scientific, technical services, finance, insurance, information: 185
  - Tourism: 2

Those individuals that fall outside of the driver industries still found employment and success. We found a lot of people with CDL/transportation/logistics.

Clarke asked if there are any changes in driver industries. Schramm shared no but biotechnology and IT are growing rapidly. She reviewed the following data:

- **531 adults, dislocated workers and out-of-school youth entered employment**
- People gaining employment in training related jobs earned the following average wages:
  - Adults - \$15.04/hr.
  - Dislocated workers - \$17.84/hr.
  - Youth - \$13.68/hr.



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Phillips asked Lentz to define Out of School Youth (OSY). OSY are those who are not connected to education. Typically 18-24 years in age and not in high school or technical college. Generally low income, basic skill deficient. We can also include drop outs that are 16 and 17 (significantly truant). For those graduated from high school without a plan and are basic skills deficient.

In regards to earnings – those participating in training and then got jobs. Adult earnings are up .50/hr. and DW are down about .50 cents. /hr.

Clarke stated that we felt the impact of the GM and how are we doing with Fox Conn. Schramm shared the biggest concern is the wages and having people leave companies to work there. We would need to recruit and backfill.

***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.***

#### **One-Stop Operator (Supports continuous improvement)**

- Works to coordinate the Job Center management teams
- Supports the WorkSmart Recruitment and Triage team
- Supports the Board EOC compliance
- Assists with arranging regional staff training
- Supports the implementation of the region’s WIOA MOU

Lentz shared that the One Stop Operator (OSO) has helped us work with partners at the Center on staff development, alignment of services, compliance, etc.

#### **Support to effective business engagement solutions**

- **1300+ company engagements**
- Maintained Salesforce (Business Platform) as the main contact management system for the WorkSmart Network; augmented by Job Center of Wisconsin
- Provide ongoing support and training in the effective business development practices to WorkSmart Network members and partners
- Provide staff support to 3 Manufacturing Alliances

#### ***Goal 4 – Maintain a Results-Driven Talent Development System***

- Work towards a shared understanding with partners that will lead to the development of more comprehensive and integrated approaches
- Expansion of sector strategies to support implementing coordinated responses to workforce needs of key industries



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- Support business solutions teams that represent the One-Stop System and offer coordinated services
- Support sector partnerships that are aligned with educational systems to develop flexible and responsive career pathway opportunities

Lentz reviewed how the Board Staff and OSO provides:

- Ongoing support to WorkSmart Network teams that are focused on building integrated structures and services for the region
- Business Walks (Economic development, college and system partners)

Clarke asked about the business walk. Lentz shared that groups gather to target a certain area (i.e. Stoughton road) and stopping into business and ask questions regarding workforce and economic development needs and information. Schramm shared that it is sponsored by city economic development.

Lentz shared we do have a priority of service policy in place at all times and the priorities are:

#### **Priority of Service**

Service must be provided regardless of the levels of funding to the following priority order:

1. Veterans and eligible spouses of veterans (covered persons) who are also public assistance recipients, other low-income individuals, or basic skills deficient;
2. Non-covered persons (individuals who are not veterans or eligible spouses) who are public assistance recipients, other low-income individuals, or basic skills deficient;
3. Veterans and eligible spouses of veterans who are not public assistance recipients, other low-income individuals, or basic skills deficient;
4. Non-covered persons who do not meet any of the above criteria but do meet the local priority criteria (outlined below)
5. Non-covered persons who do not meet any of the above criteria

During strategic planning, we identified additional populations to maintain and focus on:

- Dislocated workers
- In-school youth who are in families eligible for free and reduced lunch
- Persons who are disabled
- Re-entering ex-offenders

He reviewed the program demographics.

Langer asked if we are competing with a lot of other service providers in the veteran area. Lentz shared that yes because the technical college has a robust service platform. We have to continue to figure out where we can get the message to the appropriate outreach agents. Ledger said it is a difficult population to reach. They need to come in and accept help and that is difficult. Schramm added we need to focus on outreach to spouses as well.



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Fralin asked if we ever set goals by the priority populations. Lentz shared we haven't set target goal for those segments. We monitor reflection in the program and if we are following outside of the acceptable range then we need to invest more strategies there. Schramm added we can't control the demographics with dislocated workers.

Lentz added that we are continuing to monitor service levels to minority populations.

**Lentz provided an update on the following programs:**

**Windows to Work**

Delivered pre-release services and supported the post-release services to help **37 participants** in the transition from incarceration to community. Services provided at Oakhill Correctional Facility.

**Re-Integration of Ex-Offenders (LEAP) Grant**

Supported **94 re-entering offenders** (critical customers to the One-Stop system) with the supports and services to successfully enter and retain employment

**Foster Care Transition**

Resource development and linkages to assist counties and tribes serving out-of-home care youth ages 14 – 21. We've partnered with County Welfare (CW) agencies on transition planning for youth likely to age out of care.

The efforts included connecting CW agencies to developmentally appropriate services, supports for **86** out-of-home care youth and a goal to co-enroll individuals in our WIOA Out-of-School Youth program.

Clarke asked about the foster care term – out of home care youth. Schramm shared there are two different groups. Seniors in high school going towards graduation. And a group that is 18-24 for purpose of 4 year degrees. They aged out of foster care and we need to reach out to them. There are huge financial packages behind these individuals. They are eligible for almost 11,000 dollars in financial aid and Chafee grants in college. We are going to be requesting a waiver from the federal government because in some parts of the country, these individuals are eligible for the OSY program and then we could use OSY funds.

**Federal Score Card**

For those individuals transferring from WIA to WIOA. Lentz reviewed the score card.

- In order to meet goals, we need to be 90% of our negotiated level. For PY17, the Board will only be evaluated on the quarter Q2 unsubsidized employment and median earnings (for both Adult and Dislocated Workers); and, for Q2 employment/education (for Youth). In 2018, we will be evaluated on all the measures.



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Clarke asked what the \$5,000 earnings is. Lentz shared that is the median earnings for the quarter. Clarke asked about the negotiation process. Schramm shared that the State has performance standards for the state. Prior to negotiation – they ran a profile of those people we would serve. The simulation had a way lower mark than the negotiated standard assigned to our region. We did talk to the state about this and so far we have been good.

Lalor asked about the driver industries and if we have further breakdown in the industries and how we did. Schramm stated that yes we could see the detail behind the individuals in those industries. Schramm stated that we can take that to the Planning and Development Committee.

Fralin asked about the numbers of youth behind the data. OSY – approximately 50 or less. In school youth (ISY) – 40. Schramm stated that this number should grow with the launch of the OSY platform. Schramm shared that the data is all exit data. If a person stays with us in OSY and they enter the college, we stay with them even if they grow in age. The Middle College (MC) students are turned around and enrolled as adults to support their financial needs. It is all a work towards credentials.

Schramm stated that the outcomes for Youth Apprenticeship (YA) is 86% completion into jobs. YA's get hired while they are in the program by companies.

Lalor asked about the MC graduates and what is happening with them. He also asked about the rebound of those individuals and what happens down the road.

Schramm shared that the culinary students are going on to practice culinary. The health care students are going to train as Medical Assistant's.

Lalor stated there was a lot of success in the past with working with companies. He continues to hear that the current workforce is not up to speed. Schramm stated that the biggest impact we can do now is help the companies apply for Fast Forward funds.

Schramm noted that a sector strategies could really be to communicate about the Fast Forward funds available.

Jones asked about the comparison to other boards. Schramm shared that the work that separates us from the other areas is that we go after other programs – other than core money. Schramm shared that we do share best practices at a statewide group. Schramm stated that our goal is to really leverage all the resources.

Clarke asked about the past and when so many people were laid off. How many jobs are available that are not filled? That is the critical number that we need to be thinking about. Focusing on the workers is important but we don't have the sense about how we are impacting the jobs available. The academy work does address the needs of the marketplace.

McNeary asked about the wages of those unfilled positions. It would be great to know this information. What is the number effected and how many engaged for dislocated workers?

Elsing asked about transportation. Schramm stated that is still a deal breaker in both rural and urban areas. In Middle College, we spend a fortune moving students around.

LeDuc shared there are a lot of chronically unemployed people. It isn't only about transportation. These people just go job to job to job. What strategies are we going to do engage this population?  
Schramm stated that we need companies to acknowledge this is happening and then working together.

LeDuc asked how the Board can work together to get these individuals the help they need. A starting point would be data. Lentz shared that the population has a multitude of barriers and a lot of the barriers are addressed but these individuals still have issues. We need to continue to focus on partnerships and small scale collaborations.

Schramm mentioned the "Thinking for Change" series.

Teeter shared that we went from job seeker centered approaches to employer centered approaches. Schramm shared that we have to stay focused on employer centered approaches as we need the employer support. We have a lot of employers taking on an offender or a youth apprenticeship, etc.

Cataldo shared that the report card is a nice overview of the accomplishments.

### **Agenda Item 5 – Briefing on Special Response Program and Activities**

Lentz reported that when there is a dislocation, employers are required to provide a notification to the Department of Workforce Development (DWD) and that correspondence is generally copied to the Board – during a certain threshold. Following that notice, Danica meets with he company to develop a plan for service.

Julie Enloe shared we meet with the employers of the company layoff. We provide information on Unemployment Insurance, WorkSmart, etc.

She noted that the staff try to set up times for individuals to attend an orientation. We have Recruitment and Triage staff meet with individuals to figure out their pathways. For some individuals, thy want to get back to work right away and then they meet with a Career Specialists. If individuals want to go to training, they meet with Training staff to determine what information and supports they need.

Job Service and Unemployment Insurance have been great to provide partners.



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Lentz added that we are also ramping to do as much service delivery onsite at the employer before the actual layoff takes place. We also had business provide a one page informational page that we collected and provided to employers.

Phillips asked what the numbers affected by each company are.

Enloe shared that we don't necessarily get huge responses from some industries but we still give info to them because technically they're still eligible. Any outreach strategy to get a worker who has work ethic and wants to step up, we go. We do presentations first shift, third shift, and all hours of the day.

Schramm shared that because of our relationship with companies, the many companies call us to understand what they need to do it. Unfortunately, some of first people to go in large closing are the Human Resource people so they can't even coach the affected workers. Our staff had to play an HR function.

McNeary shared that we are seeing a huge range of affected workers from small to large company and highly technical positions to low skilled positions but they all have the same needs.

Jones asked how companies and employers become aware and where do they go to, how do we get help for them.

Schramm shared that is going to have to be part of the conversation with companies now. It's going to have to be a campaign.

### **Agenda Item 7 - Adjournment**

With no additional business for the Committee, Cataldo asked for a motion to adjourn at 12:53 p.m.

Adjourned: 12:53 p.m.

Respectfully Submitted:

Brian Pulford  
Board Secretary  
Workforce Development Board of South Central Wisconsin, Inc.

Attachment for Board Records:

- Agenda
- Draft Full Board Meeting Minutes from May 27, 2017
- PowerPoint Presentation
- Board Talking Points Card
- Executive Committee Minutes



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- Rapid Response Activity
- Board Fall Newsletter



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