

**Workforce Development Board of South Central Wisconsin, Inc.
Planning and Development Committee Meeting Minutes**

Ed Clarke, Chair; Kathy Cromey, Co-Chair; Dave Branson, Pam Christenson, Marcia Christiansen, Turina Bakken, Paul Dietmann, Nancy Elsing, Lindsay Jones, Bob Kellerman, Joe Ledger, Barb LeDuc, Ann McNeary, Dave Phillips, Ryan Pulvermacher, Steven Rush, Lynn Severson, Howard Teeter

**Monday, February 13, 2017
8:30 a.m. to 10:30 a.m.**

**Workforce Development Board of South Central Wisconsin
3513 Anderson Street, Suite 104
Madison, WI 53704**

Members Present: Ed Clarke, Chair; Dave Branson, Pam Christenson, Nancy Elsing, Bob Kellerman, and Joe Ledger

Via Phone: Marcia Christiansen, Paul Dietmann, Lindsey Jones

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

Guests: Julie Enloe, Jon Danforth, Aliana Ehlers, Jason Frey (via Phone)

Agenda Item 1 - Welcome & Introductions

Clarke called the meeting to order at 8:36 a.m. and welcomed everyone. Everyone introduced themselves. He reviewed the committee mission.

Agenda Item 2 - Review and Approval of the August 29, 2016 Planning and Development Committee Meeting Minutes

Clarke asked for a motion to approve the minutes of the August 29, 2016 Planning and Development Committee meeting as presented. Ledger moved to approve the minutes as presented. Kellerman offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 - Discussion of Georgetown University Center on Education and Work

Schramm shared that in the April meeting we will be making recommendations on changes to the system that will go to the Board in May. Over the next couple months, we will discuss any challenges and changes that need to be made to the model. She directed members to the Georgetown University Center on Education and Work Executive Summary.

She stated the Georgetown report was completed in June 2016. The report displays a national picture in terms of data. We have asked the state economists to develop a similar picture as this will affect our education training investments in the future. She reviewed the report findings.

Job growth from 2010-2016 has favored those persons with some post-secondary education:

- Out of the 11.6 million jobs created in the post-recession economy, 11.5 million went to workers with at least some college education.
- Graduate degree holders gained 3.8 million jobs, Bachelor's degree holders gained 4.6 million jobs, and Associate's degree holders gained 3.1 million.
- Employment of workers with a high school diploma or less only grew by 80,000 jobs.

She reviewed the snapshot by education level and stated that the people with a high school diploma or less are losing. People with bachelor degree or more were only marginally affected. They are taking a share of the other jobs.

In 2009-10, the picture showed that if you had some secondary education credentials or a nationally recognized certificate you were good to go in the workforce. But that has changed.

She shared that we are expecting that the people coming to us will have a high school diploma and will be working but they will not have a family sustaining income.

Report Conclusion:

- The United States is in the midst of two different job recoveries.
- Workers with at least some postsecondary education now make up 65 percent of the total employment.
- Bachelor's degree holders now earn 57 percent of all wages.
- Workers with high school diploma or less must earn postsecondary credentials in order to compete effectively in growing high-skill career fields.

Clarke stated that we will see what companies do in an environment where the unemployment rate is very low (i.e. Dane County).

LeDuc shared that they are automating everything – but there are chronically unemployed individuals that just rotate through these jobs. We need a plan to address these individuals. Clarke asked about the barriers. She reported they are people who can't make the commitment to come to work on time and every day, they struggle with taking direction and often there are drug and alcohol related problems.

Agenda Item 4 - WorkSmart System

Lentz shared that we are at our mid-point for the year and we are in the midst of monitoring. He reviewed the WorkSmart Network Service Model and stated that we had deliberate staffing with the different stages of the model. He reviewed the demographics of the program population.

Clarke asked if this is where we should be. Lentz shared that we've looked at our demographic profile and asked the question, are we serving the community representation. He stated that our community population isn't that diverse – it is getting more diverse – so we feel that we are serving appropriately. Schramm added that the youth pipeline looks different demographically.

Clarke asked if we have the service capacity to address the Latino population by offering services in Spanish. Lentz shared that we are partnering and coordinating with community partners that have that expertise. We have also increased our accessibility with equal opportunity. Schramm shared that documentation is a challenge.

Christenson asked about the veterans. Lentz shared that a lot of them have a good financial package so we don't have a lot to offer. We have worked to increase exposure and engagement.

Lentz reviewed the recruitment and outreach data. He shared that the first couple quarters involved reprogramming and getting away from what staff were used to. Nilessetuen also provided weekly check in sessions to discuss deliberate staffing strategies. In addition, staff worked to provide services during off hours and locations (i.e. Community School).

Lentz shared that we have caught up in the six weeks of the third quarter to what we completed during the ramp time in quarter one and two. The plan is to discuss this in greater detail with contractors during monitoring.

Clarke stated that we were in this situation, asking the same question a couple years ago. Lentz shared that the staff struggled to grasp the new model at first. Lentz stated that the intentional recruitment has been a shift in focus. Ledger shared that the job fairs in areas like Baraboo have been successful.

Lentz reported that our enrollments are on track toward planned ($204/224 = 91\%$). The adult population is larger than the dislocated worker population. The Jefferson dislocated worker population was driving that population up and Tyson proved to be a good investment of time and resources.

Clarke asked about the college volume. Lentz shared that it is strong and we are seeing good numbers for recruitment. We are struggling with the short term engagement with academies and getting the volume for participation in those.

Schramm directed members to slide on page 10 with ages. She stated that we are seeing a trend in that the younger population may have more computer literacy where they can do long term training online and work at the same time. They do not always need face to face, in the classroom. Whereas the dislocated worker is going for shorter term training, in a face to face format.

Lentz shared that we are placing more people than we are enrolling which means we are bringing caseloads down. We are seeing more adults participating in training (most are under 34 years old). We are seeing volume in CNA training, CDL training, etc.

Lentz advised that the committee that we will want to look at our training platform and determine if we want to make adjustments in the future. We are seeing people who are focused on working so the way training is delivered may look different (weekend and evening programming).

Clarke asked about the short term trainings. Lentz stated that people don't see training as an option until they complete a short term training and that becomes a confidence booster. We have also created work experience opportunities for individuals after training.

Lentz reported that On the Job Training (OJT's) continue to be a challenge. He shared that the manufacturers have said that they just want a body that will show up regularly so they are not interested in OJT's.

Lentz reported that the exits are outpacing enrollments – 279 exits vs 204 enrollments. Clarke asked about the amount of money we are spending on individuals and if we are okay with that. Schramm stated that the amount isn't always being spent from Workforce Innovation and Opportunity Act (WIOA) funds, it also includes financial aid, etc.

Schramm shared that we are not in a procurement year so we will look at strategies that we can use to make adjustments without procuring.

Agenda Item 5 – Sector Work

Schramm shared that we wanted to discuss how our sector work impacts all of the work. She shared that we have manufacturing sector teams and they are focusing on pipeline and reverse referral methods. We also have Industry Partnerships which include small groups of industry individuals for specific projects. We are working with employers on creating biotechnology apprenticeships, health care apprenticeships and construction for expansion apprenticeships.

She shared that our problem is the training up of individuals. If we don't train up, we will have chronically unemployed or dislocations. Schramm shared the educational solutions include – associate degree and advance post-secondary credentials, apprenticeships, boot camps and academies.

She reported that we have more and more of the companies themselves determining how to partner with the college but run the trainings in-house. We will be exploring employer based training in the future more.

She stated there is only limited connection between youth apprenticeship and registered apprenticeship. We want to make sure the competencies mirror. We also would like to do credit for prior learning.

She stated that we need to understand how to overcome the challenges of how to deliver training on alternative hours and length of academies.

She reviewed the sector work training puzzle sample slide.

Christensen asked what the Certified Medical Assistant (CMA) are doing. Schramm shared their role in the clinic structure will become more robust and specialized by departments. Clarke asked what the college has for education. Schramm stated it is a 1 year certification.

Agenda Item 6 – Adjournment

With no additional business for the committee, Clarke motioned to adjourn at 10:33 a.m.

Adjourned: 10:33 a.m.

Respectfully Submitted:

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

Attachment for Board Records:

- Agenda
- August 29, 2016 Meeting Minutes – Draft
- Board Presentation
- Georgetown University Executive Summary