

Planning and Development Committee

**January 12, 2016
11:00 a.m. to 1:00 p.m.**

**Madison College
1701 Wright Street, Madison
Administration 122/130**

Members Present: Ed Clarke, Chair; Kathy Cromey, Co-Chair; Marcia Christiansen, Pam Christenson, Nancy Elsing, Lindsay Jones, Ann McNeary, Ryan Pulvermacher, Steve Rush, Lynn Severson, Howard Teeter, Alan Langeteig

Via Phone: Dave Phillips

Staff Present: Pat Schramm, Seth Lentz, Erin Bechen, Danica Nilsestuen, Tia Rice

Agenda Item 1 – Welcome and Introductions

Clarke called the meeting to order at 11:05 and welcomed everyone.

Agenda Item 2 – Review and Approval of the December 8, 2015 Planning and Development Committee Meeting Minutes

Clarke asked for a motion to approve the minutes of the December 8, 2015 Planning and Development Committee meeting as presented. Teeter moved to approve the minutes as presented. McNeary offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 – Discussion and Recommendation on Industry Sector Focus for Career Pathway Training and Sector Team Development/Support

Lentz reported that part of the Local Plan requires us to look at industry trends, skill sets, etc. so the Board staff did a deep dive into labor market data.

In looking at the recommendation, the first analysis identifies our driver industries. The first table in the recommendation document shows key industries and number of jobs. We used the industry classification system, called a NAICS code that identifies industry employment.

For the recommendation, Lentz stated that Board staff tried to frame up the driver industries that include: 1) construction, 2) manufacturing, 3) health care and social assistance, 4) professional, scientific and technical services, finance and insurance, information, management of companies, 5) accommodations and food services. Lentz shared that the recommended industries represent approximately 49% of all jobs within our region.

Schramm commented that there are occupations that cross industry. She went on to share that it became clear that occupations and industry don't always align. As we move forward, we want to look at skills. Some jobs don't only fall within a specific industry but fall into multiple (example: Administrative Assistant).

Teeter shared that what we are seeing is that cross sector work is more prevalent than industry sectors.

Clarke shared that we should market it as we are going to give you individuals that have skills across industries. Schramm directed members to the occupations handout and explained how it shows the occupations going over multiple industries.

Lentz directed the committee to the second document which displays the number of targeted job openings by industry/sector. He went on to explain that they sorted the jobs to display those jobs which have an average wage of \$15/hour or more and require training at the associate degree or less. He noted that these would be key factors that align to our performance goals and target populations. This also helps to identify our driver industries and relevant occupations and scale of those occupations in our region.

Lentz went on to explain the importance of the replacement data included in the table. The replacement figures are significant to show combine with the growth to show the full scale of the industry hiring needs. The replacement figure is generated by subtracting the projected growth number from the projected total opening.

Schramm shared that that hospitality is a sector not an industry because it includes accommodations, retail and arts, entertainment and recreation. We are not recommending a concentration in the government sector because the occupations within cross all industries. By training for the region's driver industries, we will prepare workers for the government sector.

Lentz shared that we wanted to do a first pass and share what we are seeing. Schramm stated that we need to recommend our driver industries for the Local Plan.

Rush stated that we need to make note that the driver industries do include other occupations that make more than \$15 per hour to accurately portray the driver industries. Schramm stated that the training development work will include both sides of the wages (\$15 hour and above). This support industry engagements and occupations in a career path to higher wages. She also affirmed that all training cannot be focused only on entry level occupations.

Clarke recommended waiting to recommend the driver industries until the hospitality sector is fleshed out. Schramm stated that for the next meeting, we will work on narrative that will be incorporated into the plan for approval. We will also recommend changes to the training platform.

Agenda Item 4 - Discussion and Recommendation on Program Policy Changes

Clarke shared that there are some policy changes that need to be addressed for the Local Plan. Lentz directed members to the policy on Unlikely to Return to Industry or Occupation and Follow Up Policy.

Unlikely to Return to Previous Industry or Occupation

This is exclusively related to dislocated worker participants and eligibility. This was reviewed due to changes to WIOA and expanding eligibility for the population. For dislocated workers, there are six ways to qualify. He reviewed those qualifications.

Schramm stated that if we have major dislocations in an industry, we use rapid response funds and we upscale them.

Lentz shared that we tried to look at criteria that we can document. If individual can meet two of the criteria established, they can be considered unlikely to return to previous industry or occupation.

MOTION: Clarke asked for motion to approve the policy as presented. McNearly moved to approve the motion as presented. Jones offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Follow Up

Lentz shared that follow up is the timeframe at the end of an individual's engagement in the program. These individuals are exiting the program. The timeframe is important because this is when program performance is collected for measurement. He stated that previously the language was similar but we did make some adjustments to the timeframe for WIOA. The previous policy reference specific language to reporting in the state system and we removed some of that language. The frequency of contact was also modified.

Clarke noted some language changes for "customer will be contacted". Also change in language with Middle College/WorkSmart; remove specific staff and say "contracted staff." Change first sentence from to be provided to are provided.

Clarke asked what follow up services are. Lentz shared it could be the whole scope of program services from transportation, support services, resume development, work experience. Clarke asked what we can do for them when they are not in the program. We can keep doing program services for 12 months following in the follow up stage. It is a retention strategy.

MOTION: Clarke asked for a motion to approve the follow up policy as modified. McNearly moved to approve the motion as presented. Christenson offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 5 - Review and Recommendation of Vision/Principles

Clarke shared that we reviewed and edited this document at the last meeting. We would like to formally adopt the vision/principles. McNearly pointed out a typo on the last statement under number 7.

MOTION: Clarke asked for a motion to approve the vision/principles as modified. Teeter moved to approve the motion as presented. McNearly offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 6 - Review Goals

Clarke shared that instead of trying to find a whole new set of goals, we decided to adopt the goals that the state provided to us. We can then add strategies to the goals. He noted that we added one additional goal stating "continue to develop and effective Board that values partnership, enables workforce development and creates positive economic change."

Teeter commended the Board for the work that continues to be done.

Schramm noted that we will make a recommendation at the March Full Board meeting.

Agenda Item 8 – Adjournment

With no additional business for the Committee, Clarke moved to adjourn 12:38 p.m.

Adjourned: 12:38 p.m.

Respectfully Submitted:

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

Attachment for Board Records:

- Agenda
- Planning and Development Committee Meeting Minutes from December 8, 2015
- WDBSCW Goals
- Unlikely to Return to Previous Industry or Occupation Policy
- Follow-up Policy
- Summary of WDBSCW Vision and Principles
- Recommendation for Future Driver Industries/Sectors and Occupational Focus
- Analysis and Related Occupations in South Central
- Occupations Across Industries Data