

Planning and Development Committee

**February 23, 2016
11:00 a.m. to 1:00 p.m.**

**Madison College
3591 Anderson Street
Madison, WI 53704**

Members Present: Turina Bakken, Marcia Christiansen, Nancy Elsing, Lindsay Jones, Bob Kellerman, Joe Ledger, Barb LeDuc, Ann McNeary, Ryan Pulvermacher, Clay Tschillard

Via Phone: Dave Phillips and Lynn Severson

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

Agenda Item 1 - Welcome and Introductions

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

Agenda Item 2 - Review and Approval of the January 12, 2016 Planning and Development Committee Meeting Minutes

Jones asked for a motion to approve the minutes of the January 12, 2016 Planning and Development Committee meeting as presented. LeDuc 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 - Review and Discussion of WorkSmart Design and Concept Recommendation for PY16

Lentz shared that the goal of the meeting is to provide a framework for our system and contracts for bid for our next program year (beginning July 1, 2016). Contracts are on a two year cycle through the Board's procurement process. He stated that the new legislation called the Workforce Innovation and Opportunity Act (WIOA) has some similarities and differences from the Workforce Investment Act (WIA).

He reported that we have evaluated what is working and what is not working within the current program design/model and we have boiled everything down into a design framework. We want to get feedback and have discussion among the membership. The end goal is to create a recommendation.

Lentz shared that in WIA, we had core, intensive and training services. There was also a required progression of services where you needed to receive core services, then intensive then training

services. In WIOA, that progression goes away. In our current model, we established two key staffing roles. Employment Specialists and Training Navigators. The model also included a number of Support Staff positions. The Employment Specialist focused on employability development and job placement. The Employment Specialist also lead the utilization of short term training strategies including work experience, on the job training and short term training (academies). Training Navigators focused on the long term training strategies..

He directed members to a graphic display which shows the primary responsibilities of both positions and reviewed it.

He then directed members to the transition to WIOA. He shared there are two buckets of services; Career Services and Occupational Skills Training. WIOA also includes incumbent workers which can be broken into two categories, one being those individuals who are employed and earning above the low income / self-sufficiency threshold. The other is category are those workers who are employed but do not earn enough to meet or exceed the self-sufficiency threshold, thus are under-employed and often referred to as the “working poor”.

Lentz shared that the services under Career Services are consistent with WIA. Schramm pointed out that the diagnostic assessment is required early in an individual’s engagement in WIOA and to be used to support referral or further WIOA engagement.

McNeary asked the length of time for an academy. Lentz shared they are 8-15 weeks. He shared that we are going to have to start thinking about different training schedules to accommodate evening and weekend schedules for the individuals that are working yet under-employed.

Lentz noted that there is a new level of expectation for collaboration with WIOA. The emphasis on collaboration with core partners (DVR, Job Service, Technical Colleges, etc.). There is also the One Stop Operator and the Employment And Training Association (EATA) will be supporting the One Stop Operator role.

LeDuc asked what is going to change from old Memorandum of Understanding (MOU). Schramm shared that the old MOU was a soft collaboration. Now there is technical cost sharing at a macro level. Items will be addressed like how to cost share common expenses (infrastructure) and make sure there is no duplication of functions. It is much more technical and mapping of strategies and expenditures is required.

Lentz noted based upon continued discussions with the various sector teams and industry partners, the commonly voices need is still for employability skills as well as foundational technical skills. This feedback seems to support the career pathway framework we have been working in and should continue with the new legislation.

Lentz shared that the Board recognizes there is an increased focus on career services and how we need to align our services with partners. Service alignment is an efficient and effective strategy for service delivery and participant skill development. In monitoring, we found that the time and priority management was a challenge. An increased focus on collaboration should help to address this challenge.

Lentz highlighted that Rapid Response has also been a deliberate outreach and engagement mechanism which was the foundation for another structural strategy enhancement. The WIOA expectation that individuals are informed, assessed and triaged in a deliberate and efficient manner seems to align well our Rapid Response experience. Thus we will incorporate a staffing structure to

mainstream this approach to support deliberate strategies, initiative, events and needs through the implementation of an Outreach and Triage staffing structure.

He reviewed the following recommendations.

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.

Lentz shared we will have a team for outreach and triage. They will also be doing initial assessments and making referrals accordingly. This allows for alignment and engagement with our core partners. We can also be more deliberate with our schedules (i.e. recruitment prior to the start of the college semester, job fairs, etc.). Schramm added that people can leave through this if it is not right for them.

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 would be to work to incorporate into the Career Services model all resources available across our multiple WIOA Partners as a starting point and build stages so that all skills and ages of customers can benefit.
3. Add responsibility for customers participating in academies into a *new Academy Training Navigator staff role*. In the metro area, this would be unique staffing structure. 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 allocations.
4. *Continue the Training Navigator role*. In the metro area, this would be unique staff

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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Lentz noted that this structure is holding constant as it has worked well and we’ve been able to leverage significant college resources.

Schramm stated that we piloted an Apprenticeship Navigator concept prior the recession. This staff member helps customers navigator the apprenticeship opportunities. The state has received a grant to support an apprenticeship navigator.

Lentz shared that another element is that there are support staff functions throughout the model to support the professional staff.

Lentz directed members to the Configuration of Staffing Support diagram and reviewed it.

McNeary asked if anyone will lose a job. Schramm said she doesn't believe so; there may be an opportunity for part time to move to full time. Schramm also shared we will outline all the positions, including youth, for the March Board meeting. Lentz added that we will go to bid for the positions, thus contractors selected and staff may change. Schramm noted, we do not need to bid the positions at the college level.

Lentz reviewed the monetary recommendation.

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

Note: increase of \$145,485 over the prior year for Personnel Related expenses. This increase is from the addition of the One Stop Operator and additional Training Navigators and Support Staff to support all levels of service.

Kellerman asked about older workers. He stated under WIA, GWARR was a partner but under WIOA, GWAAR is not a partner. He asked about staff expertise to work with older workers. The definition of an older worker is 45 plus and out of work. Schramm shared that we need to start this conversation during the MOU development. Schramm noted that we may need to build what doesn't exist. Schramm went on to explain that there needs to be training for all Job Center partners and staff regarding triage and career services and this can support the building out of specific workshops.

LeDuc shared that we are really using our older workforce and asked if there is any way to look back at the population to see where they are? Schramm stated that this could be done.

MOTION: Jones asked for a motion to approve the recommendation as presented to be moved forward to the Full Board on March 3, 2016. Tschillard moved to approve recommendation as presented. Christiansen offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 4 – Adjournment

With no additional business for the Committee, Clarke moved to adjourn 12:38 p.m.
Adjourned: 12:49 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 January 23, 2016
- Recommendation for WorkSmart System Design