

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

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

**Tuesday, March 22, 2016  
11:00 a.m. to 1:00 p.m.**

**Madison College – Administration Building  
Room 122/130  
1701 Wright Street, Madison**

**Members Present:** Ed Clarke, Chair; Kathy Cromeey, Co-Chair, Pam Christensen, Marcia Christianson, Lindsay Jones, Bob Kellerman, Barb LeDuc, Joe Ledger, Ann McNeary, David Phillips, Ryan Pulvermacher, Howard Teeter

**Staff Present:** Pat Schramm, Seth Lentz, Jackie Hall, Danica Nilsestuen

**Guests:** Jason Frey

**Agenda Item 1 - Welcome & Introductions**

Clarke called the meeting to order at 11:02 a.m. and welcomed everyone.

**Agenda Item 2 - Review and Approval of the February 23, 2016 Planning and Development Committee Meeting Minutes**

Clarke asked for a motion to approve the minutes of the February 23, 2016 Planning and Development Committee meeting as presented. Kellerman moved to approve the minutes as presented. Ledger 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 Proposed Strategies in Section E of PY16 Local Plan**

Clarke referenced the proposed strategies in section E of the PY2016 Local Plan to support the Board's vision, values and goals.

McNeary offered a grammatical change to add a space after the word "Collaboration" in the document.

Kellerman noted that the categorization of the vision items was helpful and Clarke added that the structure highlights and better defines how we do our work.

Clarke continued to review the targeted, comprehensive goals drafted by the State of Wisconsin to be included in the Local Plan, but also explained the addition of a fifth goal to help support the Board's work and vision.

Clarke delved into goal one and explained that the strategy to support the goal is framed around the Career Pathways model and also the staff delivery model—both of which comprise the talent development system. Lentz added that these strategies would help to validate the Board's work to help its customers attain skills to advance in career pathways in the region's driver industries.

Kellerman asked for examples of an academy. Lentz explained that it's a short-term (typically 6-12 week) credentialed training for a grouping of students that provide core technical and employability skill needs demanded by industry. Clarke added that this type of training design has stemmed from nearly 15 years of work in career pathways design with the technical college. Kellerman cited that the academy design might work well for our student audience, as well.

Clarke continued on to goal two and reviewed the affiliated strategies to support the goal. Clarke offered an edit to the goal to include both driver industries and sectors in the title. McNearly offered a correction to change the Department of Vocation to Department of Rehabilitation when applicable. She also recommended the correction of Ameri Corp to "Americorps".

Kellerman asked for clarification on the term "workability" on page four. After discussion, Clarke offered to remove the term "workability" from the document so it reads "skills and knowledge."

Christensen asked what timeframe the document references. Schramm explained that the document extends to cover a 2-year fiscal plan and that the Board staff will conduct and review data quarterly to assess the driver industries and sectors. Teeter asked if the Board is ready to support such frequency of reports to review and assess those driver areas. Christensen supported the Teeter's suggestion to "have a strategic interface with city, county and regional economic development entities" and omit a specific frequency so as not to limit or extend the Board's work.

Clarke also recommended combining strategies C and D to show alignment with all of the Board's partners. McNearly asked if the relationships need to relate to "build career pathway solutions" and Schramm confirmed that they should.

The discussion moved on to goal three of the document. Clarke highlighted that it supports the purpose of the One Stop System and its partners to deliver services. He referenced how the service sites, technology, the One Stop Operator (OSO) and sector alliances will help to ensure our work aligns with our partners' work to keep the One Stop system functioning. Clarke requested a change to the document to change "One Stop System" to "Talent Delivery System" wherever applicable. Christensen asked that we change the language related to the OSO to read that the Board "contracts an OSO..." to better define what the OSO is in the document.

Clarke continued on to summarize goal four of the document. Schramm asked if a continuous improvement visual is needed to support part D of the strategy. Clarke suggested that such a visual would be helpful for not only the planning and development committee but also for the youth committee.

Clarke introduced the fifth and final goal of the Vision, Goals and Strategies document. Teeter asked for clarification on what a customer internship was. Schramm explained that customers are participants of programs funded by the Workforce Innovation and Opportunity Act (WIOA). Phillips asked for a definition of mentorships. Schramm explained that veteran Board members are paired with new Board members to educate them on the Board's purpose and its work. McNeary recommended that the term board members be consistently capitalized wherever applicable in the document. Teeter noted that the Board's structure is unlike others where member appointments change to ensure quality, development and innovation. Christensen requested an addition of the term "board orientations" to item C of the goal.

MOTION: Clarke asked for a motion to adopt the Vision, Goals and Strategies document with the recommended edits. Teeter moved to approve. McNeary seconded. Christensen requested the term dates of the document be added to the header. Pulvermacher asked what repercussions would be faced by not mandating quarterly review of data as originally mentioned in goal 2, section A. Schramm explained it may require us to provide reports at that set frequency to the State—and that this validation could arise during monitoring. No discussion followed on this motion. The vote was unanimous in favor of the motion.

#### **Agenda Item 4 – Review and Discussion of Driver Industries**

Clarke noted that agenda item 4 has moved to agenda item number 3 in the meeting's agenda. Schramm recapped the Committee's previous discussion around driver industries to be recommended for inclusion in the PY2016 local plan. After referencing data points on wages and career pathways in the accommodations sector and its sub-sectors, Schramm asked that the committee include a new driver sector—tourism—to the slate of proposed driver industries and sectors.

Kellerman asked what data supported the recommendation. Schramm noted the research using Economic Modeling software to identify groupings of career pathways in the accommodations sector that offer wages of \$15.00 per hour or higher with career advancement opportunities. She noted that the pathways to focus on would be permanent (not seasonal) and higher-level than just entry-level jobs. Lentz added that upon research and review of the new legislation, that the sector currently includes many workers facing barriers—many at entry-level positions. He noted it is a sector worth watching as it may allow us to target challenged populations and serve many individuals looking to advance their careers.

Teeter asked for confirmation that we would have 5 proposed industries and Schramm confirmed.

#### **Agenda Item 5 – Overview of PY16 Local Plan**

Schramm provided an overview of the Program Years 2016-17 Local Plan and explanation of the plan's purpose. The eight sections of the plan were highlighted with discussion around each section. Clarke offered that the Board staff correct the terms "resident" and "residence" and also remove the 27% data point reference to residents with a high school diploma in section one. Schramm confirmed that the Board staff would amend pages 5-7 of the Plan based on the earlier discussion and suggestions made by the Planning and Development Committee. In section three, Clarke asked if a job description is provided for each WDB staff person and Schramm explained that only the CEO has a description in the Plan. In section five, Clarke asked if the term "business services team" went away with the new federal legislation. Schramm explained that we have one WDB staff person driving this role and that staff in the field support this work, but with different job titles. Schramm also added that

the WDB staff would include economic development partners to this list of partners to support the talent development system. McNeary offered that the list in section seven be un-bulleted as each point represent different processes conducted in the selection and management of our service providers. Schramm concluded the discussion with the timeline for the Local Plan's review and submission process.

### **Agenda Item 6 – Adjournment**

With no additional business for the committee, Clarke motioned to adjourn at 12:20 p.m.

Adjourned: 12:20 p.m.

Respectfully Submitted:

Laura Cataldo  
Board Secretary  
Workforce Development Board of South Central Wisconsin, Inc.  
Attachment for Board Records:

THIS IS AN OPEN MEETING AND WILL BE HELD IN ACCORDANCE WITH ALL APPLICABLE LAWS, ORDINANCES, AND REGULATIONS PERTAINING TO OPEN MEETINGS.

Anyone attending this meeting who requires an interpreter, materials in an alternate format, or other accommodations to access this meeting are asked to contact the Workforce Development Board of South Central Wisconsin office at (608) 249-9001 in advance of the meeting so that arrangements may be made. The meeting location is accessible by ADA standards.

Attachments for Committee Members Only:

- February 23, 2016 Planning and Development Committee Meeting Minutes

cc: Joe Parisi, Executive, Dane County  
Andy Ross, Columbia County Board LEO Representative  
Jim Schroeder, Jefferson County Board  
Russell Kottke, Chair, Dodge County Board  
Bob Miller, Chair, Marquette County Board  
Marty Krueger, Chair, Sauk County Board  
Mike Staude, Department of Workforce Development  
Workforce Development Board Contractors  
Wisconsin State Journal (Public Notice)